



GOVERNMENT OF
WESTERN AUSTRALIA

Active Living for All:





A Framework for Physical Activity
in Western Australia 2012-2016





Active Living for All: Liftout Summary

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Section 1

Introduction



1.1 What is Physical Activity and Active Living?

What is physical activity?

Physical activity is defined as any bodily movement produced by skeletal muscles that require energy expenditure.¹

Regular moderate-intensity physical activity – such as walking, cycling, or participating in recreation and sports activities – has significant benefits for health. For instance, it can reduce the risk of cardiovascular disease, diabetes, colon and breast cancer, and depression. Moreover, adequate levels of physical activity will help manage weight and decrease the risk of a hip or vertebral fracture in older age.

The *National Physical Activity Guidelines for Australians* produced by the Department of Health and Ageing, recommend for adults 30 minutes of moderate-intensity physical activity on most days of the week as the minimum requirement for good health.² To be considered 'physically active' the *National Physical Activity Survey* states you should participate in at least 150 minutes of moderate-intensity physical activity over at least five sessions in a week.³ Any individual that does not meet this level of exercise is considered to be physically inactive.

What is active living?

Physical activity is fundamental to active living and in turn the health and wellbeing of our community.

Active living is a lifestyle choice where people incorporate physical activity into their daily routines – cycling to work or school, walking to the bus stop, playing with the kids, gardening, or catching up with friends for active fun. It also includes competing in a sport or participating in an activity class or pursuit for pleasure and fitness.

The aim is to build in at least 30 minutes of physical activity daily for adults and 60 minutes for children.

Active living is supported by the places in which we live – through pedestrian and cycle paths, sport and recreation facilities, public open spaces, parks and town squares. It is also supported by programs – such as healthy lifestyle campaigns, information, education, and a broad range of initiatives that encourage participation in active lifestyles.



1.2 Overview of Active Living for All

The *Active Living for All* framework has been developed to provide a coordinated and collaborative approach to ensuring physical activity opportunities exist for all Western Australians. Its aim is for Western Australia to become the most active state in Australia to improve the overall health, wellbeing and quality of life of individuals, families and communities.

The purpose of the framework is to provide an integrated planning and delivery model that acknowledges, and is responsive to, a variety of existing strategies and plans across a broad range of sectors that impact and deliver on the active living agenda. These sectors include sport and recreation, planning, education, health and transport.

The framework represents the strategic direction for increasing and improving opportunities for physical activity. It builds on the existing work of others in bringing about the multiple economic, environmental, health and social outcomes provided by the active living agenda. It considers current and emerging trends in physical activity and in doing so provides the necessary context to inform a new five-year strategic direction for active living in WA. It is based on two key outcome areas – active places and active people.



A liftout summary of the framework is provided as a quick reference guide that outlines the key aims and objectives as well as the strategies for action by sector (e.g. planning and health) and setting (e.g. school and the workplace).

The framework also takes into consideration considerable desktop research, extensive consultation with over 70 organisations and a diagnosis of physical activity in WA that reviewed ten years of effort in this area.

The diagnosis resulted in a review and analysis of outputs to date relating to policy, services, delivery models and interventions aimed at providing opportunities for increasing participation in physical activity. It also identified gaps, limitations and opportunities for increasing levels of physical activity.

The findings from the diagnosis showed that positive progress has been made towards

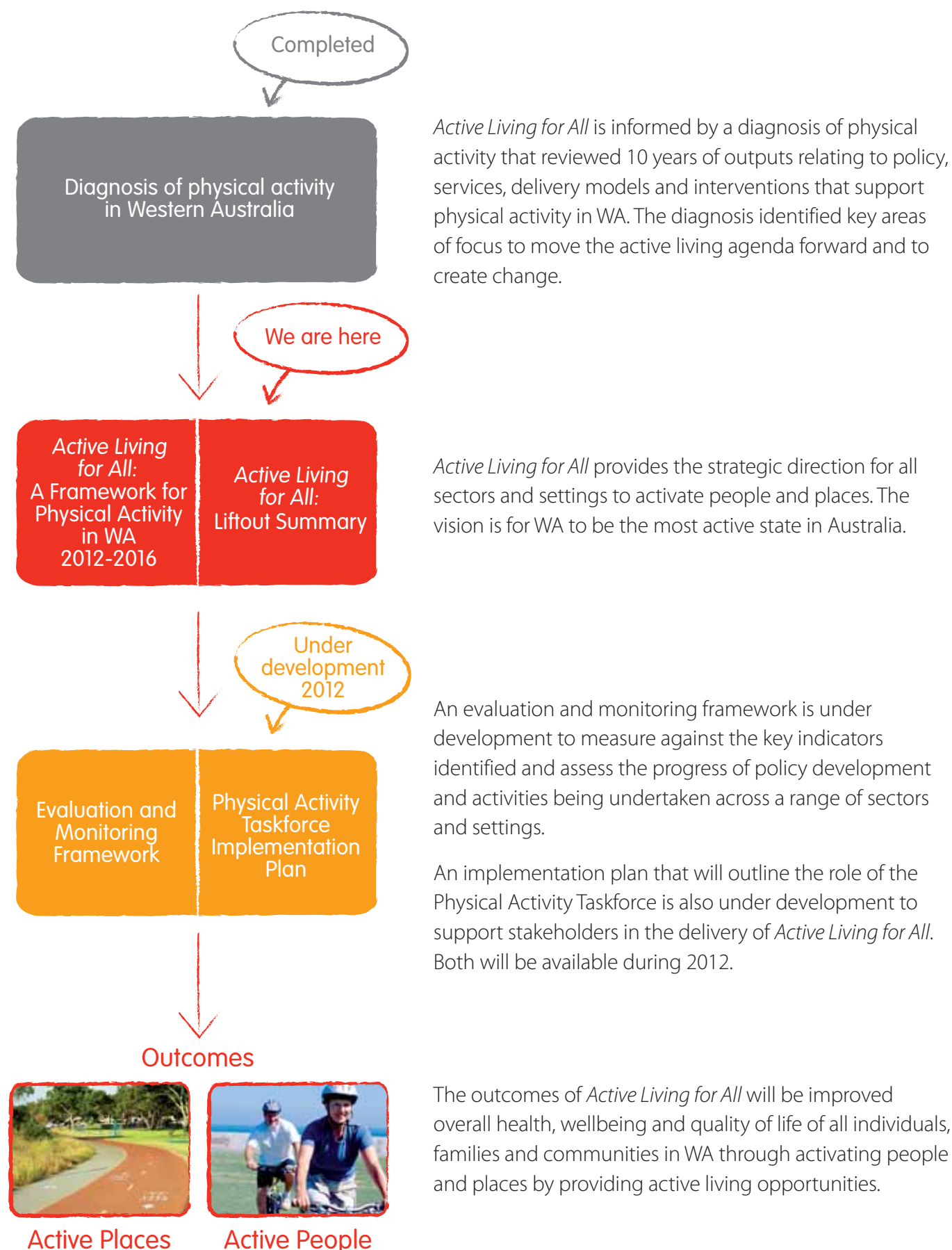
increasing physical activity in WA but that more needs to be done to increase commitment to physical activity in order to deliver significant behaviour change.

Five key priority areas emerged to inform the development of *Active Living for All*:

- 1 To strengthen public policy
- 2 To provide appropriate environments and programs (active places and active people)
- 3 To increase public motivation and understanding
- 4 To promote partnerships
- 5 To increase research into practice.

Active Living for All provides the reasons why physical activity is vital to individual, family and community wellbeing. It sets out the key strategies for action and roles of all Western Australians in activating people and places.

Physical Activity Framework Components



1.3 Active Living Principles

Active living is a lifestyle choice where people incorporate physical activity into their daily routines – cycling to work or school, walking to the bus stop, playing with the kids, gardening, or catching up with friends for active fun. It also includes competing in a sport or participating in an activity class or pursuit for pleasure and fitness. The aim is to build in at least 30 minutes of physical activity daily for adults, and 60 minutes for children.

Active living is supported by the places in which we live – through pedestrian and cycle paths, sport and recreation facilities, public open space, parks and town squares. It is also supported by programs – such as healthy lifestyle campaigns, information, education and a broad range of initiatives that encourage participation in active lifestyles.

The key principles for active living are:

- 1 Physical activity can improve physical and mental health, overall quality of life and bears multiple economic, environmental and social outcomes.
- 2 Everyone, regardless of age, gender, language, ethnicity, economic status or ability, should have accessible, safe, convenient and affordable choices for physical activity.
- 3 Places should be designed to provide a variety of opportunities for physical activity and should accommodate a wide range of individual preferences and abilities.
- 4 Land development patterns should encourage mixed uses, compact design, and a variety of transport choices.
- 5 Transport systems should support active transport options providing safe, convenient and affordable access to the home, workplace, school and community facilities and services.
- 6 Parks and public open space, including trails, should be safe, accessible, multi-functional and part of a transportation network that connects key destinations, such as the home, workplace, school, community facilities and services, and other places with high population density.
- 7 Buildings should be designed and oriented to promote opportunities for active living and reduce sedentary behaviour.
- 8 Local councils and other governing bodies should plan for ongoing interdisciplinary collaboration, promotion of facilities, behavioural supports, policies that embed the vision of active living, and routine maintenance that ensures continued safety, quality, functionality and attractiveness of the physical infrastructure.
- 9 Community governing and planning processes should address the multiple impacts of the built environment and transport choices on residents' ability to be physically active.
- 10 The community should be consulted in decision-making and planning opportunities for an active lifestyle.

(These principles have been adapted from information provided by the Active Living Resource Center, United States of America.⁴⁾

Key messages, tips and ideas to encourage individuals and families to take personal action:

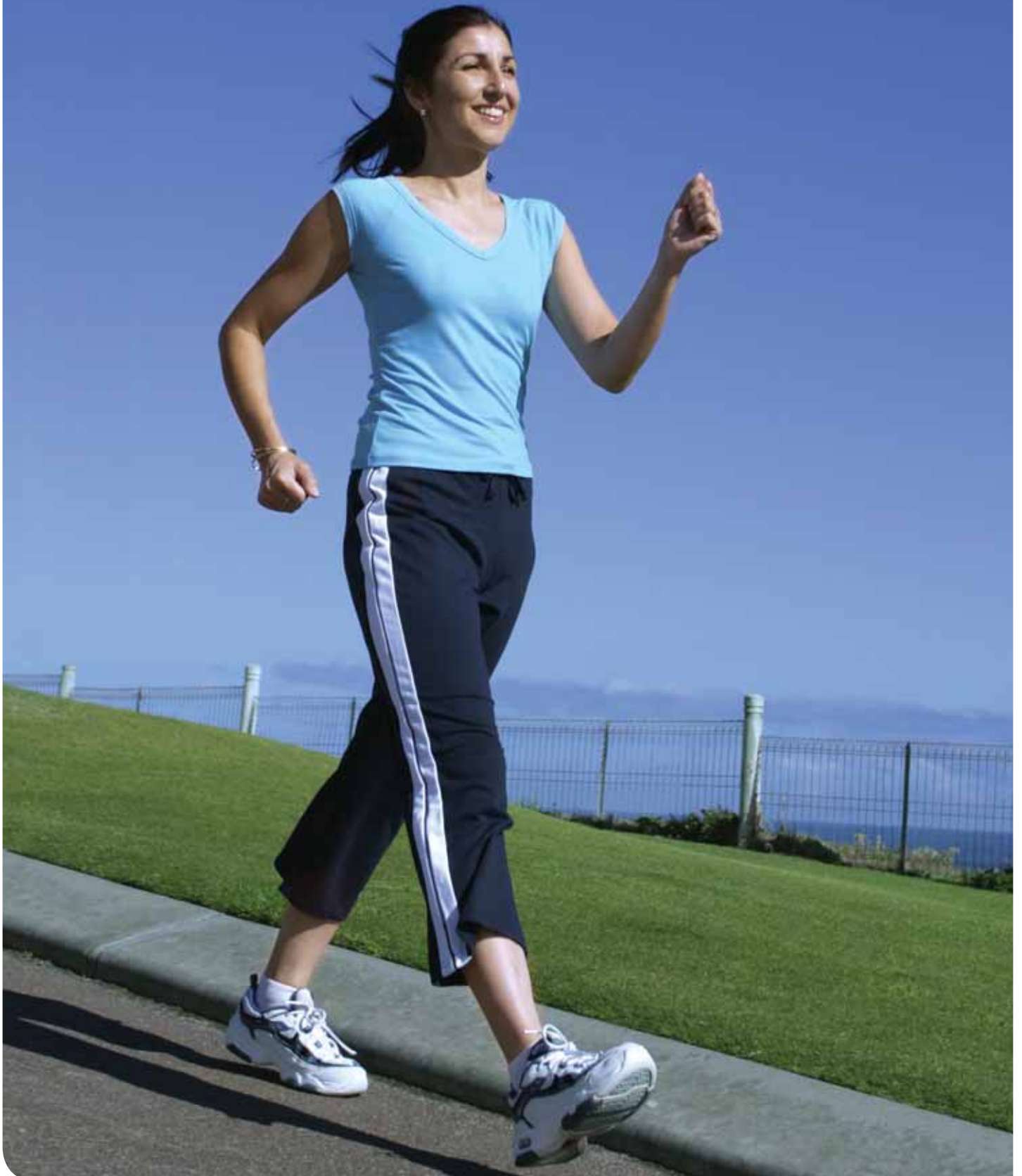
- ✓ Be physically active every day in as many ways as you can and, if appropriate, do some vigorous exercise*
- ✓ Adults – put together at least 30 minutes of moderate-intensity physical activity on most, preferably all, days**
- ✓ Use active transport where possible – walk, ride a bike, use public transport, take the stairs*
- ✓ Replace short car trips with walking, cycling or public transport
- ✓ Reduce the amount of time sitting still at home and in the workplace*
- ✓ Find out about local walking groups in your area
- ✓ Organise to walk regularly with friends or family to catch up
- ✓ Use your lunch break to do some activity
- ✓ Take a quick stretch or walk breaks during the day
- ✓ Volunteer in the community
- ✓ Encourage and support your child to be active
- ✓ Be a positive role model to your child with regards to physical activity and time spent using electronic media
- ✓ Turn off the tv/computer and get active with your child
- ✓ Participate in physical activity as a family
- ✓ Walk or cycle with your child to school or to their friend's house
- ✓ Make sure physical activity is a part of your child's daily routine**
- ✓ Enjoy a family bushwalk
- ✓ Join a local sport or recreation club



* Sourced from the National Preventative Health Strategy ** Sourced from the National Physical Activity Guidelines for Australians

Section 2

The Importance of Physical Activity



2.1 The Evidence and Trends

The World Health Organization has identified physical inactivity as the fourth global risk factor for mortality causing an estimated 3.2 million deaths worldwide each year.⁵

In its plan to prevent and control non-communicable diseases, the World Health Assembly urges Member States to implement national guidelines on physical activity for health and encourages them to develop and put into practice policies and interventions that:

- develop and implement national guidelines on physical activity for health
- introduce transport policies that promote active and safe methods of travelling to and from schools and workplaces, such as walking or cycling

- ensure that physical environments support safe active commuting, and create space for recreational activity.⁶

The increasingly sedentary lifestyle of large sectors of the population in many developed countries, including Australia, and the consequent decline in physical activity is a major concern resulting in significant health, social, economic and environmental consequences.

High levels of inactivity can have serious consequences resulting in a greater risk of cardiovascular disease, type 2 diabetes, and cancer. It is estimated that over 16,000 Australians die prematurely each year as a result of physical inactivity – nearly 2,000 of those in WA.⁷

The cost of physical inactivity to the Australian economy is estimated to be around \$14 billion (\$1.4 billion in WA) and productivity loss equates to 1.8 working days per employee per year at a cost of \$458 nationally.⁸

Internationally, a study, *Prevention for a Healthier America*, concluded that an investment of \$10 per person per year in proven community-based disease prevention programs including physical activity could save the country more than \$16 billion annually within five years. This is a return of US\$5.60 for every \$1.⁹

The cost of physical inactivity to the Australian economy is estimated to be around \$14 billion (\$1.4 billion in WA) and productivity loss equates to 1.8 working days per employee per year at a cost of \$458 nationally.



Trends in Western Australia

Adults

The findings from the *Physical Activity Levels of Western Australian Adults 2009 Survey*, commissioned by the Physical Activity Taskforce, are encouraging and show that the downward trend in levels of physical activity appears to have been averted.¹⁰

However, increasing levels of body weight and obesity, as well as the fact that there is still 40% of the Western Australian adult population not active enough for good health, remain a significant concern. Since 1999, the number of Western Australians above a healthy weight has increased by 11%.

Other concerning results include:

- 9% decline in people walking for recreation since 1999
- 10% decline in people walking for transport since 2006
- only half of physically-active adults walked more than 10 minutes for recreation
- one in five walked more than 10 minutes for transport in the previous week.

Interestingly, those respondents who were 'insufficiently active' and 'inactive' rated their local neighbourhoods less positively, and furthermore the use of streets and footpaths was lower in 2009 than in all previous survey years.

40% of the adult population in WA is not active enough for good health.

Children and Adolescents

Findings from the *2008 Child and Adolescent Physical Activity and Nutrition Survey (CAPANS)*, which gathers information on physical activity participation, dietary intake and body measurements, also raise concerns.¹¹

The trends from this and the 2003 survey identified that less than half of school students reported undertaking the recommended minimum 60 minutes of physical activity daily for good health. Participation was lowest amongst secondary school girls with only 10% meeting the national guideline. Key findings from the 2008 survey include:

- The percentage of participants meeting the daily physical activity guidelines (60 minutes of moderate to vigorous physical activity per day) are:
 - 41% of primary boys and 27% primary girls
 - 38% of secondary boys and 10% secondary girls.
- Almost all respondents reported participating in sport, exercise, dance, active play and school sport or physical education over the seven days prior to the survey.
- The numbers of students reporting at least one session of active transport (i.e. walking or cycling) in the seven days prior to the survey included:
 - 46.5% of primary boys and 43.1% of primary girls
 - 50.9% of secondary boys and 43.2% of secondary girls.

Less than half of all WA school students reported undertaking the recommended minimum 60 minutes of physical activity daily.

Other Population Groups

Physical activity interventions have the potential to positively impact at-risk population groups through reducing chronic disease and improving social outcomes. In particular, research has shown that environmental (e.g. location, cost, facilities and safety) and social factors (e.g. support networks) are often barriers to participation and must be considered to increase physical activity rates, specifically for those in low socio-economic status groups. These groups generally participate less in physical activity and should be considered as target groups. Policy and interventions should be tailored to meet their specific needs, removing barriers to ensure access and equity.

Aboriginal and Torres Strait Islander People

- 58,711 people (3% of the total population) are identified as being of Aboriginal origin. The Metro/Wheatbelt has the largest number of Aboriginal people (29,076 or 41%) followed by the West Kimberley (13.35% or 9,475).¹²
- One third of Aboriginal adults reported participating in sport or physical activities – 38% men and 23% women. Physical recreation decreased with age – men between 15 to 24 years had a participation rate of 53%, which decreased to 18% for men aged 45 years and over. Of all Aboriginal women aged 15 to 24 years, 36% took part in sport and physical activities, while this rate decreased to 11% for women aged 45 years and over.¹³

Culturally and Linguistically Diverse (CaLD)

- In 2006, of the state's usual resident population, 531,747 people (27.1% of the population) were born overseas. The majority reside in the Perth, South West and Lower Great Southern statistical areas.¹⁴
- The total of WA's population speaking a language other than English at home is 12.4%. In 2010, those who spoke a European language other than English at home recorded a similar total participation rate in sport and physical activities to those who spoke only English (85%); while those who spoke a non-European language at home had a lower total participation rate (78%). Those who spoke a European language other than English at home had the highest regular participation rate (56%).¹⁵

Female Adolescents

- In the 2008 *Child and Adolescent Physical Activity and Nutrition Survey*, only 10.1% of secondary school girls in WA met the recommended national guidelines for physical activity.¹⁶

Low Socio-Economic Status (SES)

- Trends regarding levels of participation in sport and recreation in Australia indicate that households with an income in the highest quintile have a participation rate of 80%, while those in the lowest quintile have a rate of 45%. This may be attributed to higher education levels leading to higher income and increased understanding of the benefits of sport and active recreation.
- People with a Bachelor degree are more likely to participate (77%) than those who attained only Year 10 or below (49%).¹⁷



2.2 The Influences and Barriers

External factors such as increased urbanisation and changes in technology have contributed to increased levels of physical inactivity. Individuals are increasingly spending more time travelling in cars as a mode of transport. Perth has one of the highest rates of car use in the world. Every day, Perth residents make more than 400,000 private car trips of less than one kilometre (equivalent to a 10 minute walk).¹⁸ In contrast, non-motorised forms of transport not only offer the potential to increase physical activity but also reduce environmental harm.

The demographic profile of WA, as well as changing trends, impact on rates of urbanisation, and consequently the choices people make in regard to transport options. Population growth will also place increased pressure on urban facilities and potentially impact on people's ability to be physically active. The key influences impacting the active living agenda include:

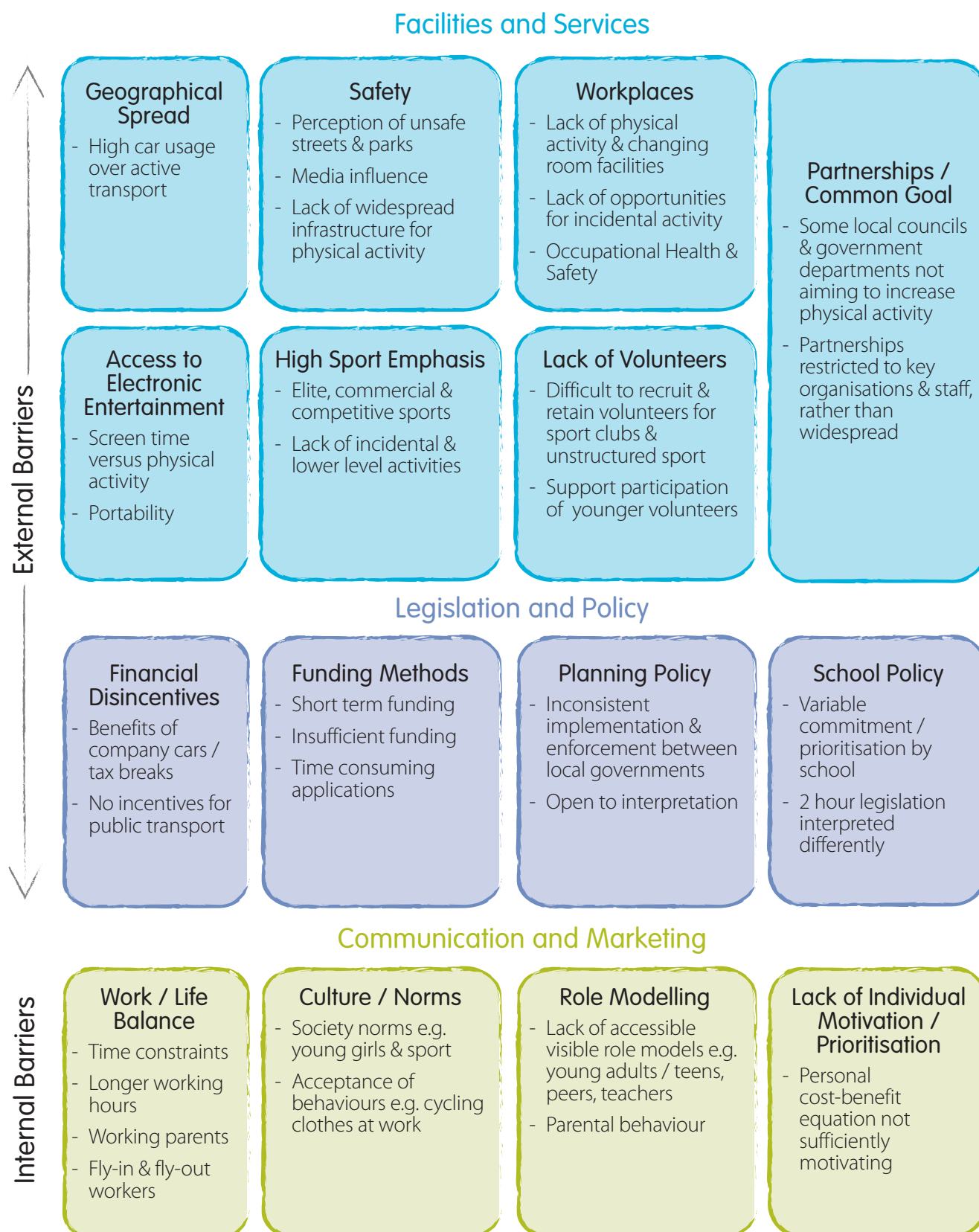
- **Economy**
Will affect the active living agenda in differing ways – from State Government budget efficiency requirements, the global financial situation, the effects on low socio-economic communities, and, conversely the expected economic developments in India and Asia.
- **Political**
Strong advocacy and integrated planning, legislation and policy development will be required to ensure long term ongoing bipartisan support for the active living agenda.
- **Population Growth**
Will generate demand for additional facilities, services and infrastructure as well as a move towards increased infill development. The ageing population will also impact on the planning and design of communities, and programs to increase accessibility and reduce potential for isolation.
- **Technology**
Has the potential to further reduce the levels of physical activity and create more sedentary lifestyles but should also be seen as an opportunity to impact positively on individuals, families and communities through increased communication options.
- **Urbanisation**
Will further the need for well planned, compact, connected and conducive environments that support and encourage physical activity.
- **Workforce**
The projected labour force requirements, particularly from the resource sector, can present lifestyle challenges on physical activity levels especially for those fly-in fly-out and shift workers.

The barriers

Incorporating physical activity into daily routines can sometimes be difficult and there are a number of common barriers to participation in active living. In particular, technological advances and increased conveniences, making life easier, have lessened the need to be active. It is important to understand the reasons why some people choose to be active and others do not, so that creating strategies to overcome them can be better targeted to support and encourage physical activity as part of a daily routine.

Every day, Perth residents make more than 400,000 private car trips of less than one kilometre.

The diagnosis of physical activity in WA identified the following barriers:



2.3 The Benefits

Increasing physical activity levels benefits individuals, families and communities. Active people are more connected to their community and active communities are more cohesive, productive and less dependent on the car.

Active living also reduces the risk of breast cancer, depression and falls. Some of the key benefits to be gained from a more physically active community are wider than physical and mental health benefits alone and include social, environmental and economic outcomes.¹⁹

Economic

Physical activity improves productivity, reduces absenteeism in the workplace and supports overall economic growth. Growing participation in active lifestyles increases the need for services and facilities that help support growth in the sport and recreation business as well as other associated industries including tourism, transport and retail. Increased levels of physical activity in the community reduce the need for medical intervention and the subsequent demand for health services resulting in lower health costs.

Environmental

Active communities and those participating in modes of active transport reduce the need for vehicle dependence and therefore the burden of traffic congestion, noise and carbon emissions, improving the impact on the environment.

Health

Being physically active is essential to improving physical and mental health. It helps to reduce chronic disease and other risk factors such as being overweight and obese, and is important in the management of a range of health conditions. People who are active are happier, healthier and live longer.

Social

Active people participate more in community activities which in turn strengthens community cohesion, improves social capital and reduces isolation. Physical activity is an important element of social interaction, building stronger communities through networks, volunteering and individual friendships. Active living also supports a sense of place and connectedness to the community.



Physical activity improves productivity, reduces absenteeism in the workplace and supports overall economic growth.

Health

Increases

- ✓ Fitness, stamina and energy
- ✓ Lean muscle, muscle strength and bone density
- ✓ Flexibility, coordination, balance and development of a wide range of motor skills
- ✓ Improved immune system
- ✓ Healthy ageing, mobility, independence and quality of life in older adults
- ✓ Mental health and wellbeing
- ✓ Concentration

Reduces

- ✓ Chronic illness and disability
- ✓ Mortality rates and risk of dying prematurely
- ✓ Risk of coronary heart disease, cardiovascular disease and stroke
- ✓ Risk of diabetes, high cholesterol and high blood pressure
- ✓ Risk of colo-rectal and breast cancer
- ✓ Risk of asthma
- ✓ Risk of osteoporosis and symptoms of arthritis
- ✓ Body fat, overweight and obesity
- ✓ Falls and injuries in older people
- ✓ Risk of developing dementia
- ✓ Feelings of fatigue, depression, stress and anxiety
- ✓ Risk of menstrual symptoms, constipation and back pain
- ✓ Risk of postnatal depression
- ✓ Demand on health services

Supports

- ✓ Improved sleep and rehabilitation
- ✓ Weight management
- ✓ Cognitive functioning, memory, learning and better performance at school
- ✓ Improved mood, quality of life, sense of wellbeing and long term health

Environment

Increases

- ✓ Uptake of active transport, walkability and economic viability of local areas
- ✓ Influences the development of well planned and designed spaces

Reduces

- ✓ Traffic congestion, air and noise pollution
- ✓ Use of fossil fuels and energy use
- ✓ Greenhouse gas emissions, global warming and climate change impacts
- ✓ Demand for major road infrastructure (roads, car parks)

Supports

- ✓ Incidental activity
- ✓ Community safety
- ✓ Settings for active living
- ✓ Improved public access and linkages to neighbourhoods and key activity centres
- ✓ Improved connectivity

Social

Increases

- ✓ Active and vibrant community hubs
- ✓ Social skills and networks
- ✓ Social capital and community connections
- ✓ Access to services and resources
- ✓ Independent living
- ✓ Improved communication, team building, leadership and cooperation skills
- ✓ Volunteering
- ✓ Community participation in recreational and social activities

Reduces

- ✓ Social isolation and loneliness
- ✓ Antisocial behaviour

Supports

- ✓ Stronger, connected communities
- ✓ Community inclusion and public enjoyment
- ✓ Community cohesion and capacity building
- ✓ Crime prevention
- ✓ Cultural links through activities

The Multiple Benefits of Physical Activity

Economic

Increases

- ✓ Tourism
- ✓ Retail
- ✓ Business and employment opportunities
- ✓ Investment opportunities
- ✓ Productivity and growth

Reduces

- ✓ Vandalism costs
- ✓ Absenteeism
- ✓ Workplace accidents/injury and workers compensation claims
- ✓ Health care costs and claims
- ✓ Pressure on insurance premiums for employers
- ✓ Staff turnover
- ✓ High costs of passenger transport and infrastructure

Supports

- ✓ Local business
- ✓ Attracts workforce
- ✓ Active and healthy employees and workplaces

The benefits of physical activity are well documented and while this list is not exhaustive it encompasses a collective consensus of evidence based outcomes.

Section 3

The Framework



3.1 About the Framework

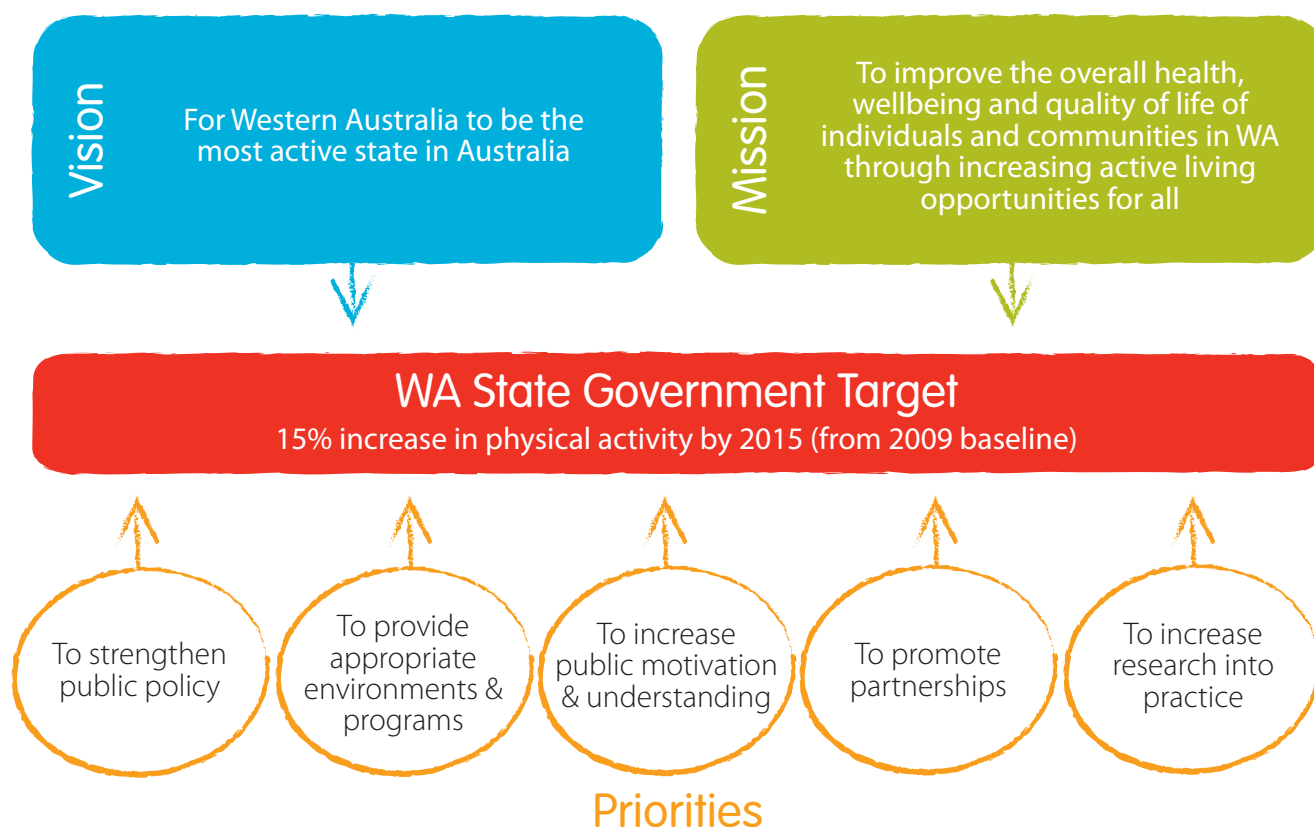
Active Living for All provides a strategic framework for physical activity for the next five years. The intention of the framework is to give direction for all sectors and settings to enable the implementation of a shared vision for increasing the physical activity levels of Western Australians.

The framework provides an integrated and coordinated response to deliver a whole of government and whole of community approach in tackling physical inactivity. It sets out the key objectives and strategies in activating people and places.

The framework was developed in accordance with the following principles:

- Focuses on the development of increased participation in physical activity throughout Western Australia.
- Is integral to the work of other sectors e.g. planning, transport, health, education, and sport and recreation.
- Acknowledges a variety of existing strategies and plans which are delivered in an integrated way.
- Is responsive to national agendas around physical activity and health.
- Provides an overall direction for increasing physical activity and secures and aligns stakeholder commitment to that direction.
- Gives direction and support to the delivery of implementation plans of stakeholders.
- Is evidence based where possible and evaluated to contribute to the active living agenda.

Active Living for All





It is the intention of *Active Living for All* to adopt the State Government's target of a 15% increase in the proportion of children and adults meeting the national physical activity guidelines by 2015 (from 2009 baseline).

The overarching aim of the framework is to increase physical activity levels and improve opportunities for all Western Australians to participate in all forms of physical activity. The vision for Western Australia is to be the most active state in Australia. The mission is to increase active living opportunities for all Western Australians to improve the overall health, wellbeing and quality of life of individuals, families and communities.

The WA Government is a signatory to the Council of Australian Governments National Partnership Agreement on Preventive Health (NPAPH). Specific performance

benchmarks have been included within the NPAPH, which includes a 15% increase, from 2009, in the proportion of children and adults meeting the national physical activity guidelines by 2015. While WA Health is leading the implementation of the NPAPH, all WA government departments have a role to play in the partnership to achieve this ambitious target.

Active Living for All will adopt and contribute to the attainment of that target as the State Government's physical activity target. An evaluation and monitoring framework is being developed to accompany *Active Living for All* that will assist in the monitoring and reporting

of progress towards the achievement of this target.

The framework also responds to the five priorities for change identified in the diagnosis of physical activity in WA and that underpin the development of *Active Living for All*. These priorities are to:

- 1 Strengthen public policy
- 2 Provide appropriate environments and programs (active places and active people)
- 3 Increase public motivation and understanding
- 4 Promote partnerships
- 5 Increase research into practice.

Physical Activity Framework Content

Why

Active communities benefit everyone:

- **Economic** – lower health costs and improved workplace productivity
- **Environmental** – reduced vehicle dependence resulting in decreased traffic congestion, noise and air pollution
- **Health** – happier, healthier individuals with reduced risk of chronic diseases, overweight and obesity
- **Social** – greater social interaction, supporting a sense of place and connectedness to the community.

What

• Active Places

Provide well planned and designed environments that support, encourage and enable active living.

• Active People

Provide initiatives that promote positive behaviour change and opportunities to participate in active lifestyles.

Active Living for All: A Framework for Physical Activity in WA 2012-2016

Who

No single organisation can increase physical activity on its own.

A collective approach is required by:

- | | |
|--|--------------------------------------|
| • State Government | • Academia and tertiary education |
| • Local Government | • Advertising and media |
| • Non Government | • Communities |
| • Private sector | • Workplaces |
| • Health care | • Schools |
| • Planners, developers & urban designers | • Early childhood and care settings. |

How

Five key priorities have been identified to move the active living agenda forward and create change:

- 1 To strengthen public policy
- 2 To provide appropriate environments and programs (active places and active people)
- 3 To increase public motivation and understanding
- 4 To promote partnerships
- 5 To increase research into practice.

3.2 The Outcomes

Active Places



Well planned and designed environments that support, encourage and enable active living.

Key Objectives

Planning and Design

- Ensure the health and wellbeing of individuals and communities is central to all planning and design decisions.

Policy

- Embed active living principles in policy and legislation that supports compact, connected and conducive environments.

Compact Developments

- Provide access to local services, facilities and amenities through mixed land-use and intensity.

Connected Communities

- Design well connected streets and neighbourhoods providing direct and quality routes.

Conducive Environments

- Provide multi-functional public open space and adequate infrastructure.

Integrated Transport Planning

- Develop safe and quality environments for walking and cycling.

Key Strategies

- ✓ Early planning of key neighbourhood destination points e.g. shops and services
- ✓ Access to local amenities, services and facilities
- ✓ Convenient location of community facilities
- ✓ Availability of accessible and adequate public transport
- ✓ Prioritisation of pedestrians and cyclists over motorists
- ✓ Provision of shared use paths
- ✓ Connected street networks
- ✓ Adequate pedestrian and cycling infrastructure and end of trip facilities

- ✓ Adequate and multi-functional public open space
- ✓ Aesthetic design of street-scape and infrastructure
- ✓ Management of traffic volume and speed
- ✓ Safe road crossings
- ✓ Adoption of design out crime principles
- ✓ Community consultation and engagement
- ✓ Responsible use and access to the natural environment
- ✓ Application of disability access and inclusion plans for developments and facilities.

Headline Indicators*

- = Prevalence of incidental physical activity
- = Facilities/infrastructure used to be active
- = Proportion undertaking walking/cycling trips
- = Active commuting to local destinations

- = Proportion of workplaces providing facilities to support physical activity
- = Environmental supports for being active e.g. perceptions of neighbourhood.

* Sourced from the Physical Activity Levels of Western Australian Adults Survey and Child and Adolescent Physical Activity and Nutrition Survey commissioned by the Physical Activity Taskforce.

There is overwhelming evidence which demonstrates that the built environment impacts on the health and wellbeing of individuals, families and communities, and in particular, on their active lifestyle choices. Where we live, learn, work and play can directly affect participation in physical activity.²⁰

Research shows that active lifestyles can be encouraged by the design and location of streets, parks, recreational facilities, homes, schools, the workplace and retail areas.

Well planned and designed neighbourhoods are critical to increasing physical activity levels by creating accessible and conducive environments that support and encourage active living opportunities.

The aim of *active places* is to develop liveable, healthy and active communities through the provision of adequate, safe and accessible infrastructure, facilities and public open space for physical activity. Planning and developing *active places* requires an integrated and collaborative approach. Planners, urban

designers, engineers, architects and developers all have a role to play in designing and building neighbourhoods that support and encourage active living. This needs to be done in partnership with other professions from sport and recreation, community development, and health.

The key objectives and supporting strategies for action are provided for all sectors to work together to build active communities. The aims are to:

- Increase residential density, intensity of land-use and active transport networks to support local businesses, employment, education, cultural and recreational opportunities and frequent accessible public transport.
- Encourage groupings of key destination points within close proximity of each other to improve accessibility, integrated facilities and multiple uses of space and transport networks.
- Manage vehicle traffic to provide safe environments for walking, cycling and other physical activities.

- Provide an accessible, attractive and welcoming street environment, with well maintained paths for all users.
- Create connected street networks that allow pedestrians and cyclists to take more direct routes to and from destinations and between neighbourhoods ensuring networks are interconnected.
- Design and locate schools to facilitate young people's active transport to school and physical activity while at school.
- Design multi-purpose public open spaces that are functional and accessible and cater for the needs of children, adolescents, adults and seniors of all abilities.
- Create communities where people feel safe in their homes, in the local streets and neighbourhood public spaces.
- Design buildings that create opportunities for daily physical activity and reduce sedentary behaviour through building functions, increasing stair use and provision of facilities such as changing rooms and showers.



Active People



Initiatives that promote positive behaviour change and opportunities to participate in active lifestyles.

Key Objectives

Healthy Lifestyle Campaigns

- Promote and reinforce the importance of active living messages.

Behaviour Change

- Provide information, education and awareness raising strategies.

Prevention

- Strengthen the role of primary health care in encouraging physical activity.

Policy Development

- Embed active living principles into policy planning.

Programs

- Ensure a diverse range of accessible and affordable opportunities in community settings.

Targeted Populations

- Provide inclusive activities that cater for all ages, abilities and cultures.

Community Need

- Undertake community profiling and ensure local need is reflected in all decision making.

Community Engagement

- Consult with the community in the planning and programming of opportunities for active living.

Key Strategies

- ✓ Delivery of evidence based behaviour change programs
- ✓ Campaigns incorporate active living messages
- ✓ Accessible public information and education provision
- ✓ Use of health impact assessment processes
- ✓ Physical activity promotion in primary healthcare practices
- ✓ Community profiling, consultation and engagement practices adopted
- ✓ Programs tailored to targeted population groups
- ✓ Diversity of activities considered

- ✓ Adoption of 'count me in' disability principles
- ✓ Affordable activities provided
- ✓ Active play opportunities provided in early childhood and care settings
- ✓ Whole of school approaches adopted to implement school physical activity policy
- ✓ Workplace physical activity policies and initiatives in place
- ✓ Access to diverse local sport and recreation opportunities
- ✓ Identification and promotion of community champions.

Headline Indicators*

- = Prevalence of participation in physical activity
- = Readiness to be more physically active
- = Barriers and facilitators to active commuting
- = Types of activities engaged in
- = Awareness/comprehension of advertising messages
- = Pedometer steps
- = Proportion being physically active at their workplace
- = Prevalence of active commuting
- = Amount of time spent in sedentary behaviour
- = Body size

* Sourced from the Physical Activity Levels of Western Australian Adults Survey and Child and Adolescent Physical Activity and Nutrition Survey commissioned by the Physical Activity Taskforce.

The delivery of accessible, affordable and inclusive programs promotes community cohesion, builds capacity and improves overall wellbeing.

Active communities are social communities that encourage participation in a range of activities and events that support active living.

Programs should also be supported by health promotion that encourages positive behaviour change through relevant information, communication and education.

An informed community provides the opportunity for individuals to make healthy lifestyle choices through raising awareness of the importance of physical activity.

The delivery of opportunities within specific settings to

activate communities through supporting and encouraging targeted initiatives and programs for specific population groups is critical in reducing levels of physical inactivity.

These settings include child care centres, schools, workplaces, and sport and recreation facilities and clubs in communities that directly influence and increase levels of physical activity.

The aim of *active people* is to promote the benefits of physical activity and encourage participation in active lifestyles through specific campaigns and programs that directly influence and support behaviour change and health outcomes.

Increasing the number of *active people* requires a coordinated response from a range of professions. The provision of

information and delivery of programs is fundamental in motivating and supporting people to be physical active.

Communicating the benefits of physical activity and tailoring programs to meet the needs of 'at-risk' groups is key to tackling physical inactivity and in improving the health and wellbeing of individuals, families and communities.

The key objectives and strategies for action are provided to ensure that programs and initiatives:

- are evidence based
- meet local need
- are accessible and affordable
- support behaviour change
- complement existing information and service provision.



Fremantle, WA (Image provided by Tourism WA)

Active communities are social communities that encourage participation in a range of activities and events that support active living.

Section 4

Applying the Framework

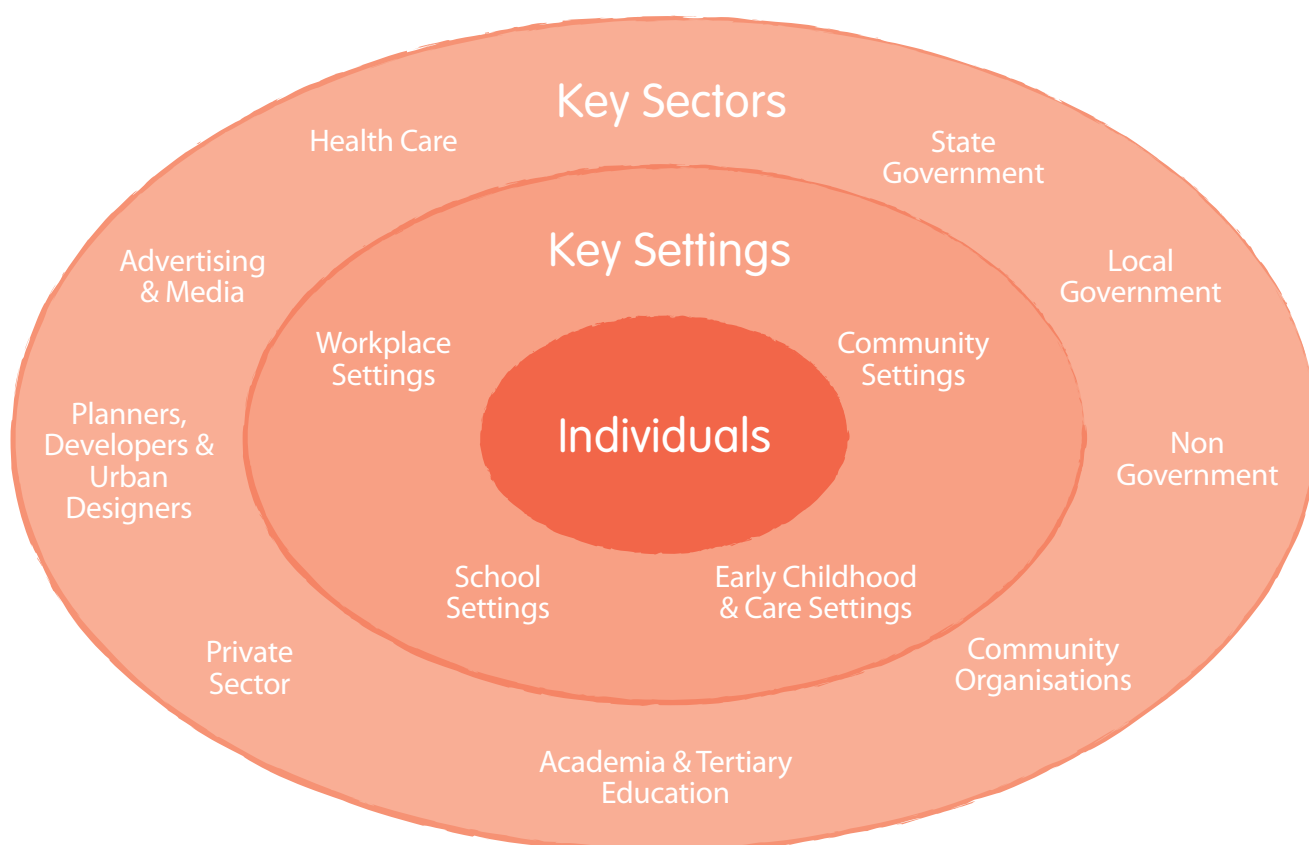


4.1 A Collective Approach

Active Living for All sets out the strategic vision required to tackle physical inactivity to meet the needs of the WA community. It seeks to guide agency planning, ensuring that associated services are complementary and responsive. It focuses on a whole of government and whole of community response to activate places and people. Everyone has a role to play in tackling physical inactivity. Significant individual, family, community, organisational and environmental changes are required to increase levels of physical activity and improve overall health and wellbeing.

The liftout summary of the framework outlines the collective approach in implementing *Active Living for All* and details the key roles, responsibilities and activities required to tackle this important agenda and realise significant economic, environmental, health and social outcomes. It sets out the key actions on physical activity for key sectors and settings. Supporting local governments and organisations to develop local solutions is a key priority. Embedding active living principles in local planning processes, identifying funding opportunities and providing information to guide policy and program development is crucial.

Active Living for All will be supported through the structure and governance of the Physical Activity Taskforce and associated committees. The Taskforce model is one of collaboration and coordination. The aim is to provide a joined-up approach of a cross-government agenda that brings multiple benefits to individual agencies and outcomes for communities. The implementation of *Active Living for All* is the responsibility of all agencies and will be monitored and evaluated by the Physical Activity Taskforce.



Role of State Government

The intention of this framework is to provide an overall direction for increasing physical activity through the delivery of State Government policy, plans and services.

Primary Agencies

The five member agencies of the Taskforce have outlined their commitment to *Active Living for All* and a snapshot is provided below. A detailed response to the framework will be articulated in the Taskforce Implementation Plan to be released early in 2012.

1 Department of Education

The *strategic plan for 2012 to 2015* sets the focus for a strong public school system where every school is a great school, every teacher is effective and every student is successful. The Department sees the physical activity strategic planning process as an important factor in achieving these outcomes for its schools.

2 WA Health

The Department is responsible for the development of government policy on health and delivers a wide range of public health services that aim to improve, promote and protect the health of Western Australians. The *WA Health Promotion Strategic Framework* will be the Department's key strategy to encourage and support physical activity.

3 Department of Planning

Planning decisions help determine the physical and social characteristics of communities and directly influence health by either encouraging or discouraging active living. Planning an active community is complex and no one strategy or department can adequately cover all the factors. Therefore a collaborative approach, in which the Department and key strategies such as the *State Planning Strategy and Directions 2031* is essential.

4 Department of Sport and Recreation

The sport and recreation industry plays a critical role in improving community wellbeing and collaborative physical activity endeavours in this state. *Strategic Directions 5* provides a five-year vision and has been developed as the pivotal sport and recreation industry planning framework.

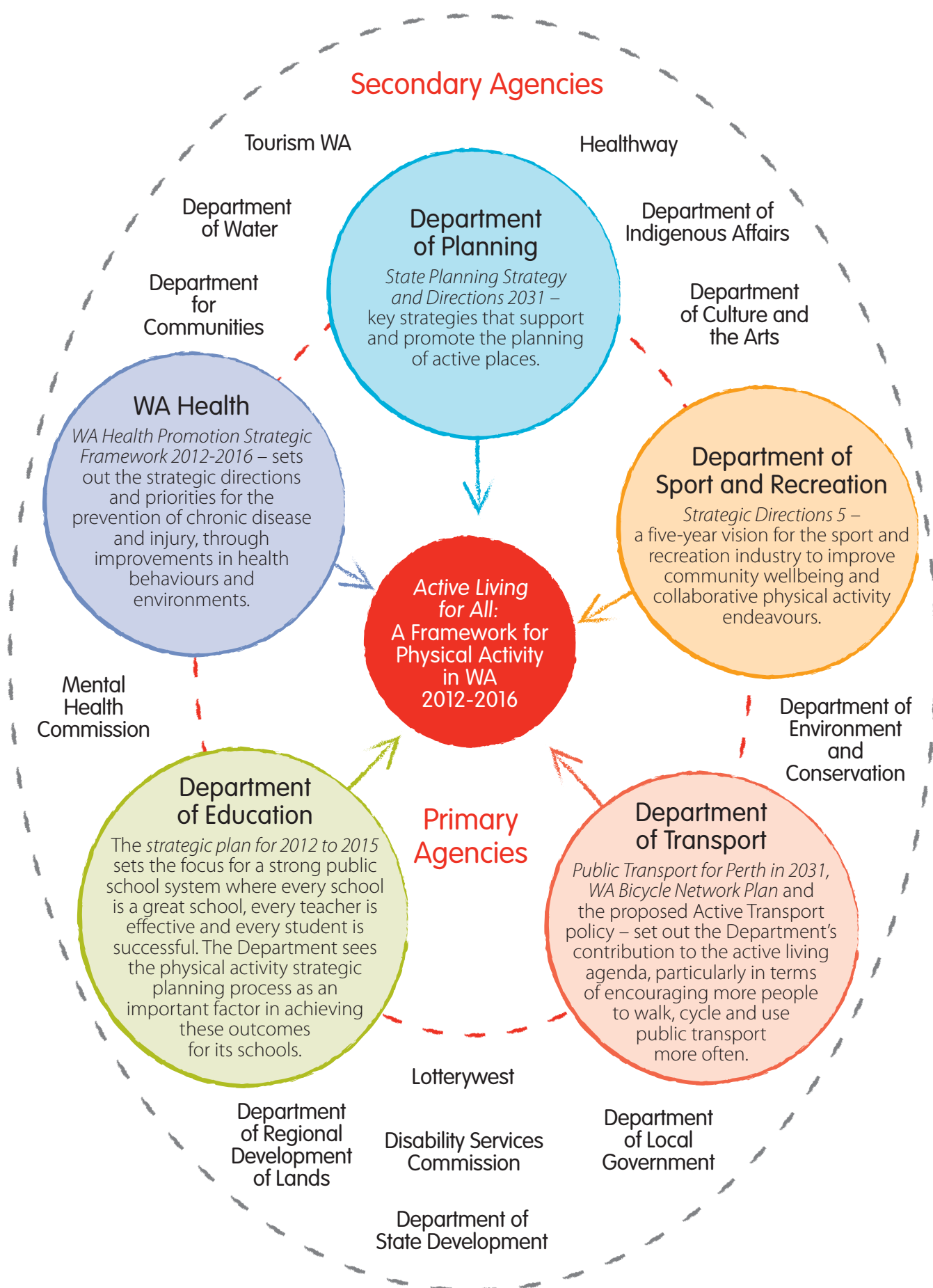
5 Department of Transport

The Department of Transport's purpose is "to provide safe, accessible, sustainable and efficient transport services and systems, which promote economic prosperity and enhance the lifestyles of all". The *Public Transport for Perth in 2031* and *WA Bicycle*

Network plans, along with a proposed Active Transport Policy (currently being developed) set out the Department's contribution to the active living agenda. Encouraging more people to walk, cycle and use public transport more often is an essential element of achieving this.

Secondary Agencies

It is acknowledged that other state government agencies and sectors play a crucial role in contributing to the active living agenda. Healthway as a member of the Taskforce will play a vital role in supporting the implementation of the framework. A key priority of the Physical Activity Taskforce will be to also expand partnerships and alliances in the delivery of *Active Living for All* over the next five years. Departments such as Communities, Regional Development, Environment and Conservation, Water, Culture and the Arts, Tourism WA, Local Government, Indigenous Affairs, State Development, the Drug and Alcohol Office and the Disability Services and Mental Health Commissions, as well as the private sector, will be prioritised on the basis of these Departments' core policy priorities and their relevance to the active living agenda.



Role of the Physical Activity Taskforce

The Taskforce was established in 2001 to address low levels of physical activity across WA. It followed the release of the *1999 Adult Physical Activity Survey* which indicated that only 58% of the adult population was sufficiently active.

The Taskforce was established to provide a whole of government, whole of community response to increasing levels of physical activity for WA. The initial target was to increase physical activity levels by 5% over ten years. In 2009, participation in sufficient physical activity was significantly higher than measured in 2002, (60% compared with 55%). In 2002, the Taskforce, in conjunction with relevant agencies, developed a one-year implementation plan. Following this, two four-year strategic plans were implemented (2003-2006 and 2007-2011). *Active Living for All* represents the third strategy 2012-2016.

In 2009, with a change in government the structure and mandate of the Taskforce was reviewed with increased focus on policy coordination, collaboration and advocacy within government and across the community. This role is unique in providing an integrated approach to tackling a key government policy brief.

The Taskforce also undertakes a vital role in monitoring the physical activity levels, attitudes, behaviours and intentions of Western Australians. State Government members of the Taskforce are the Departments of Education, Health, Transport, Planning, and Sport and Recreation. Other members include Healthway, the WA Local Government peak body (WALGA) as well as experts from the academic and non-government sector. Within the structure of the Taskforce there are a number of advisory committees that provide strategic advice. These committees respond to key issues and priorities, and change over time.

The Taskforce Secretariat supports the goals of the Taskforce and provides executive, administrative and implementation support. The role of the Secretariat is to provide support to stakeholders in the delivery of *Active Living for All* including:

- **Capacity Building and Workforce Development**
Development of learning networks and professional development opportunities.
- **Collaboration and Partnerships**
Promoting and expanding partnerships and joined-up working of key agencies and sectors.

- **Communications and Advocacy**

Promoting the value of physical activity and raising awareness through communication and promotion.

- **Funding and Resources**

Leveraging and promoting funding to support active places and active people.

- **Monitoring and Evaluation**

Assessing the physical activity levels, attitudes, behaviours and intentions of Western Australians as well as performance measure the physical activity framework for *WA Active Living for All*.

- **Policy Review and Development**

Influencing public policy and providing strategic guidance for state and local government, non-government organisations and academics to work together to tackle physical inactivity in WA.

- **Research into Practice**

Providing up-to-date research, case studies, information and resources to influence the development of best practice physical activity policy and programs.

4.2 Key Drivers and Priorities for Implementation

Key drivers

Active Living for All has been developed in line with key policy drivers at a global, federal, state and local level. It ensures this promotes a responsive and complementary approach as well as having the potential to influence and embed active living principles in these important existing strategies and plans, including:



* Not yet released at December 2011

Key priorities

These priorities provide the foundations for change and underpin the implementation of *Active Living for All*. They are based on the key areas of strategic focus that were identified in the diagnosis of physical activity in WA:

1 To strengthen public policy

The importance of policy was identified as being integral to influencing behaviour change. It was also seen to influence many aspects of the active living agenda e.g. planning, education, research and funding opportunities. It is essential that this is supported with appropriate funding and evidence based research on which to base any policy changes. Embedding active living principles in policy, planning and legislation will assist in identifying funding opportunities and priorities for support. Investment in policies, programs and infrastructure that support and encourage active living will also bear multiple outcomes.

2 To provide appropriate environments and programs

The importance of providing the right types of places, facilities and programs for the community is crucial. Delivering facilities and programs that cater to a specific demand and specifically addressing the barriers to participation were seen as critical in providing for active lifestyles. Good planning and design of neighbourhoods,

longer, more flexible hours and greater use of facilities as well as engagement of the wider community in developing locally targeted programs are vital for future change.

3 To increase public motivation and understanding

Public awareness of the need to participate in physical activity (and the recommended guidelines) was felt to be relatively high in the general population. However, there was still a big barrier for individuals when it came to taking action such as a lack of motivation; achieving a work/life balance; societal norms and accessible role models. Creating the motivation for individuals to take action and make positive behaviour change was seen as one of the biggest changes needed. Leveraging the mutual benefits of active living to engage stakeholders and elevating the priority placed on physical activity through education and persuasion strategies to effectively communicate its value are two key priorities.

4 To promote partnerships

Increasing levels of physical activity was widely acknowledged as being too great an undertaking for any one agency or organisation to achieve on its own. Organisations need to work in partnership to multiply the effect and maximise outcomes through developing more

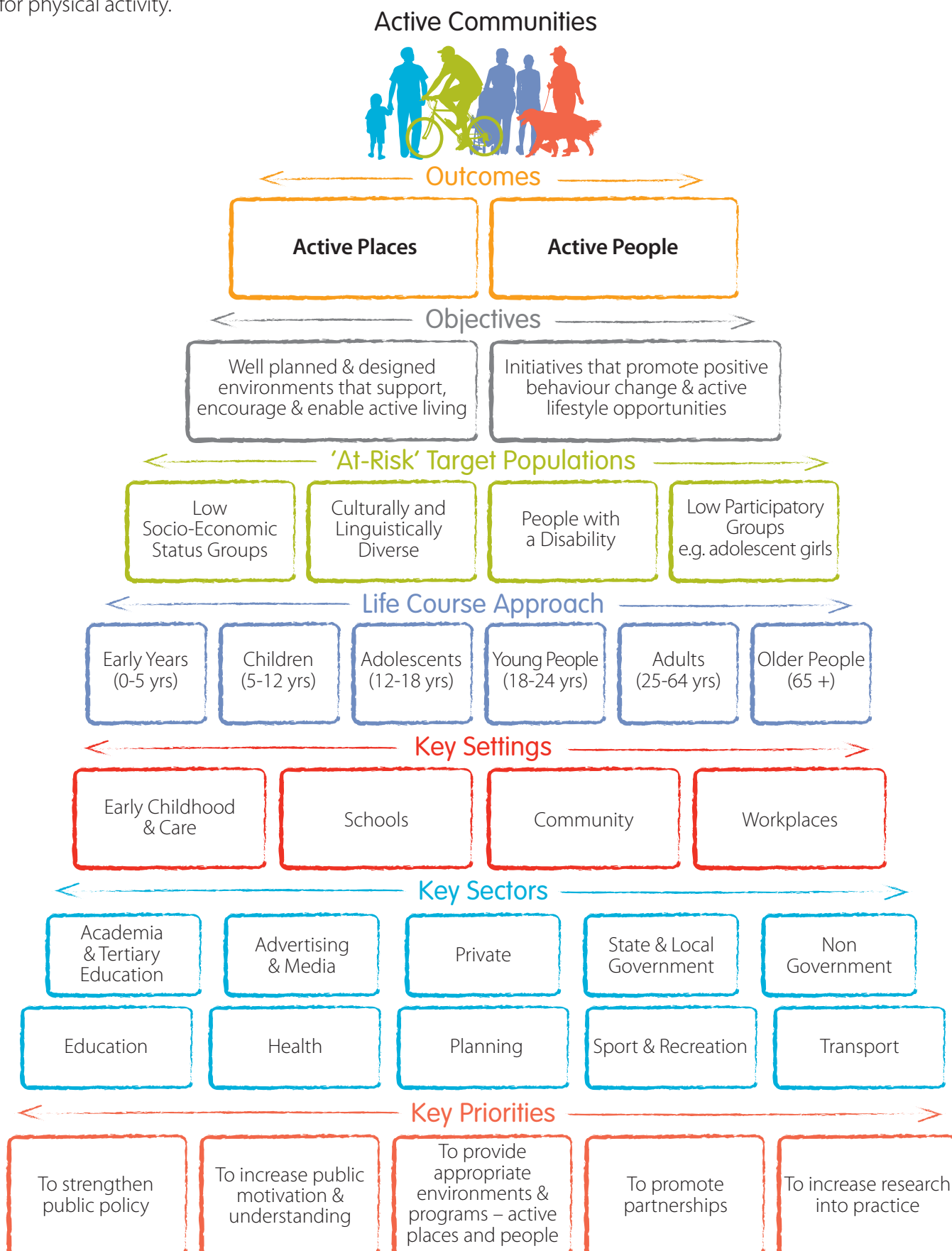
integrated relationships with existing partners and working with a broader network of organisations (public and private) to capitalise on opportunities which could not be realised by a single organisation, or would be greatly enhanced by taking a multi-organisation approach. These will include strengthening existing partnerships and establishing new ones.

5 To increase research into practice

A key priority is the provision of evidence based research, a key component in supporting and strengthening public policy. While there is an extensive volume of research available it is often difficult to identify the most relevant or appropriate research and translate into practice. The provision of research should guide policy review and program development to support the best use of emerging knowledge and evidence. Research specific to geographical areas will also help stakeholders to understand the behaviours of communities and therefore target funding and programs towards the greatest level of need. Research can also be used to justify levels of investment in facilities and quantify the benefits and value of the outcomes.

The building blocks for Active Living for All

This diagram represents a snapshot of the key components required to improve and increase opportunities for physical activity.



4.3 Values

The development and implementation of the framework is based on the following values:

Access	Neighbourhoods, facilities, services and programs should be provided for active living opportunities that optimise accessibility for all users and provide convenient access for people with disabilities.
Diversity	Neighbourhoods, facilities, services and programs should respond to and consider the needs of communities with regards to access, affordability, inter-generational equity and geographical location.
Engagement	Fair, open and participatory processes should be used to consult and collaborate on the planning and design of neighbourhoods, facilities, services and programs that support active living.
Equity	The diverse needs of children, families, workers and seniors should be considered in the planning and design of neighbourhoods, facilities, services and programs.
Evidence based	Priority needs to be given to the implementation of strategies that are effective and supported by research, continuous quality improvement and evaluation.
Sustainability	The provision of neighbourhoods, facilities, services and programs for active living should support reduced environmental impacts as well as contribute to community wellbeing.

The diverse needs of children, families, workers and seniors should be considered in the planning and design of neighbourhoods, facilities, services and programs.



4.4 Monitoring and Evaluation

This section outlines an approach to measure the implementation of *Active Living for All*. The aim of the Monitoring and Evaluation Framework is to:

- Provide guidance to the Physical Activity Taskforce, its members and stakeholders for the monitoring and evaluation of *Active Living for All*
- Assist stakeholders to identify specific and relevant indicators that can be used to measure the implementation of policies and plans related to physical activity.

This monitoring and evaluation framework includes systematic processes which will assess the progress of policy development as well as activities being undertaken across a range of

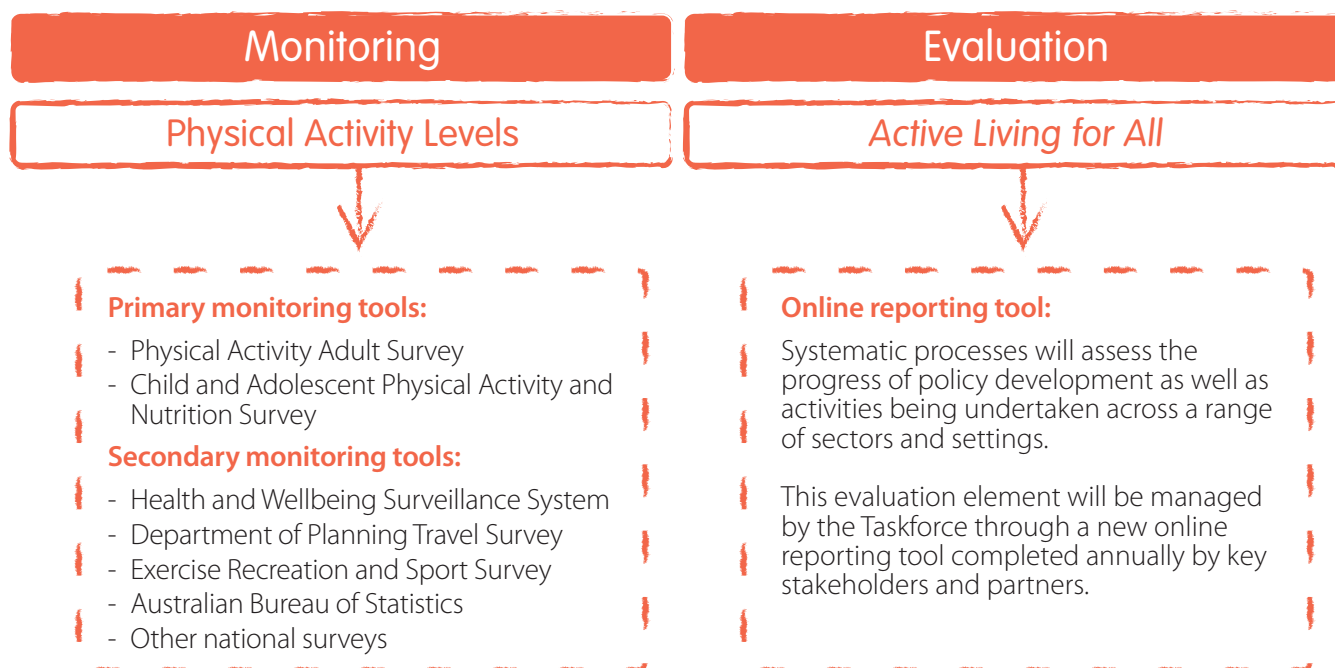
sectors and settings. This will also provide the opportunity to identify gaps and areas for improvement. This evaluation element will be managed by the Taskforce through a new online reporting tool completed annually by key stakeholders and partners.

Monitoring of population level physical activity prevalence, behaviours, environments, attitudes and knowledge is also a key element of the framework. This will be managed by the Taskforce through two flagship projects:

- 1 Physical Activity Levels of Western Australian Adults Survey
- 2 Child and Adolescent Physical Activity and Nutrition Survey.

Other state and national surveys will be used to assist with the monitoring process. These include but are not limited to:

- Health and Wellbeing Surveillance System (WA Health)
- Perth and Regions Travel Survey (Department of Planning)
- National Health Survey (Department of Health and Ageing or Australian Bureau of Statistics (ABS))
- Exercise, Recreation and Sport Survey (Australian Sports Commission)
- National Secondary Students' Diet and Activity Survey (Cancer Council, Victoria).



Appendix A – National Physical Activity Guidelines for Australians

Regular physical activity has many health benefits and plays an important role in promoting healthy weight. It can help prevent heart disease, type 2 diabetes and some cancers, and also improve psychological well-being. The National Physical Activity Guidelines for Australians developed by the Department of Health and Ageing, outline the minimum levels of physical activity required to gain a health benefit and ways to incorporate incidental physical activity into everyday life.

Children 0-5 years

Being physically active every day is important for the healthy growth and development of infants, toddlers and pre-schoolers.

- For infants (birth to one year) physical activity – particularly supervised floor-based play in safe environments – should be encouraged from birth.

Before infants begin to crawl, encourage them to be physically active by reaching and grasping, pulling and pushing, moving their head, body and limbs during daily routines, and during supervised floor play, including tummy time. Once infants are mobile, encourage them to be as active as possible in a safe, supervised and nurturing play environment.

- Toddlers (1 to 3 years) & Pre-schoolers (3 to 5 years) should be physically active every day for at least three hours, spread throughout the day.

Young children don't need to do their three hours of physical activity all at once. It can be accumulated throughout the day and can include light activity like standing up, moving around and playing as well as more vigorous activity like running and jumping.

Active play is the best way for young children to be physically active.

- Children younger than 2 years of age should not spend any time watching television or using other electronic media (DVDs, computer and other electronic games) and for children 2 to 5 years of age these activities should be limited to less than one hour per day.

Television, DVDs and playing computer games usually involve sitting for long periods – time which could be spent playing active games or interacting with others.

- Infants, toddlers and pre-schoolers should not be sedentary, restrained, or kept inactive, for more than one hour at a time, with the exception of sleeping.

All children need some 'down time' but they are not naturally inactive for long periods of time. Sitting in strollers, highchairs and car seats (restrained) for long periods isn't good for children's health and development. Try to take regular breaks on long car trips and walk or pedal for short trips when you can.

5-12 year olds

A combination of moderate and vigorous activities for at least 60 minutes a day is recommended.

- Examples of moderate activities are a brisk walk, a bike ride or any sort of active play.
- More vigorous activities will make kids "huff and puff" and include organised sports such as football and netball, as well as activities such as ballet, running and swimming laps.
- Children typically accumulate activity in intermittent bursts ranging from a few seconds to several minutes, so any sort of active play will usually include some vigorous activity.
- Most importantly, kids need the opportunity to participate in a variety of activities that are fun and suit their interests, skills and abilities. Variety will also offer your child a range of health benefits, experiences and challenges.
- Children shouldn't spend more than two hours a day using electronic media for entertainment (e.g. computer games, TV, internet), particularly during daylight hours.

12-18 year olds

At least 60 minutes of physical activity every day is recommended. This can be built up throughout the day with a variety of activities. Physical activity should be done at moderate to vigorous intensity. Try to be active in as many ways as possible. Variety is important in providing a range of fun experiences and challenges and provides an opportunity to learn new skills. Make the most of each activity in your day. For example, you can walk the dog and replace short car trips with a walk or bike ride. There are heaps of fun ways to do it:

- Moderate activities like brisk walking, bike riding with friends, skateboarding and dancing.
- Vigorous activities such as football, netball, soccer, running, swimming laps or training for sport.
- Vigorous activities are those that make you "huff and puff". For additional health benefits, try to include 20 minutes or more of vigorous activity at least three to four days a week.

Adults

There are four steps for better health for Australian adults. Together, steps 1-3 recommend the minimum amount of physical activity you need to do to enhance your health. They are not intended for high-level fitness, sports

training or weight loss. To achieve best results, try to carry out all three steps and combine an active lifestyle with healthy eating. Step 4 is for those who are able, and wish, to achieve greater health and fitness benefits.

Step 1 – Think of movement as an opportunity, not an inconvenience. Where any form of movement of the body is seen as an opportunity for improving health, not as a time-wasting inconvenience.

Step 2 – Be active every day in as many ways as you can. Make a habit of walking or cycling instead of using the car, or do things yourself instead of using labour-saving machines.

Step 3 – Put together at least 30 minutes of moderate-intensity physical activity on most, preferably all, day. You can accumulate your 30 minutes (or more) throughout the day by combining a few shorter sessions of activity of around 10 to 15 minutes each.

Step 4 – If you can, also enjoy some regular, vigorous activity for extra health and fitness. This step does not replace Steps 1-3. Rather it adds an extra level for those who are able, and wish, to achieve greater health and fitness benefits.

Older Australians

It's never too late to start becoming physically active, and to feel the associated benefits.

"Too old" or "too frail" are not of themselves reasons for an older person not to undertake physical activity. Most physical activities can be adjusted to accommodate older people with a range of abilities and health problems, including those living in residential care facilities. There are five physical activity recommendations for older Australians.

- Older people should do some form of physical activity, no matter what their age, weight, health problems or abilities.
- Older people should be active every day in as many ways as possible, doing a range of physical activities that incorporate fitness, strength, balance and flexibility.
- Older people should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days.
- Older people who have stopped physical activity, or who are starting a new physical activity, should start at a level that is easily manageable and gradually build up the recommended amount, type and frequency of activity.
- Older people who continue to enjoy a lifetime of vigorous physical activity should carry on doing so in a manner suited to their capability into later life, provided recommended safety procedures and guidelines are adhered to.

Appendix B – Glossary and Definitions

Term	Definition
accessibility	the degree to which the greatest number of people have access to a location, facility, program, open space, and cycle and walk networks.
active living	incorporating physical activity into daily routines.
active transport / travel / commuting	walking, cycling and public transport to get from one location to another for a particular purpose, for example, for a trip to the shops.
barrier	an obstacle that prevents someone from accessing a service, facility or program and can include physical barriers as well as attitudinal, social and geographical.
body mass / size	a measurement often used to indicate weight and obesity.
built environment	man-made environment including buildings, streets, and other man-made structures.
compact developments	uses less land than traditional developments.
conducive environments	physical characteristics that support and enable physical activity e.g. environments conducive to walking or cycling etc.
connected communities	neighbourhoods with good street networks providing direct routes.
density	refers to the levels of population in a particular place.
incidental activity	includes active play and recreation, for example walking the dog, swimming, walking and cycling for recreation.
mixed land-use	includes a mixture of complementary land uses.
moderate-intensity exercise	exercise that increases heart rate and breathing rate.
monitoring	regular data collection activities that collect an in-depth snapshot of behaviours (e.g. physical activity, sedentary behaviour) or measures (e.g. body size, daily steps) in a population.
natural environment	environments created by nature.
non-communicable diseases	a non-infectious chronic health condition, usually developing over a significant period of time, that can cause death, dysfunction or impaired quality of life.
organised sport and recreation	involves participation in fixtured sporting events or activities which require the supervision or expertise of an instructor e.g. aerobics etc.
physical activity	any bodily movement produced by skeletal muscles that requires energy expenditure.
physical education	the teaching of skills necessary to perform a variety of physical activities, maintain fitness and make decisions about engaging in physical activity as part of a healthy active lifestyle.
public open space	is a social space such as a park or town square that refers to land reserved for the purpose of structured and unstructured sport, recreation and social activities.
prevalence	number or proportion of individuals in a community with a given condition and is usually expressed as a percentage.
quality of life	ability to enjoy normal life activities.
recreation	an activity of leisure for free time often done for enjoyment and can be considered healthy, fun and social.
risk factor	something can increase a person's chances of developing a disease.
sedentary lifestyle	little or no physical activity incorporated into everyday life.
strength / resistance training	exercises that work specific muscles, often in isolation, while holding a dumbbell for example.
surveillance	ongoing data collection to provide trend data and document changes over time.
urbanisation / sprawl	the spread of urban areas outwards of a city into its outskirts and into rural lands.
vigorous intensity	exercise that increases heart rate substantially, breathing rapidly and are likely to be sweating.
walkability / bikeability	a guide to how friendly an area is to walk or cycle e.g. quality of paths, safety etc.

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This framework is also available from www.beactive.wa.gov.au



Active Living for All:

A Framework for Physical Activity in WA 2012-2016

Vision

For Western Australia to be the most active state in Australia

Mission

To improve the overall health, wellbeing and quality of life of individuals, families and communities in Western Australia through increasing active living opportunities for all

Priorities

- 1 To strengthen public policy
- 2 To increase research into practice
- 3 To provide appropriate environments and programs
- 4 To increase public motivation and understanding
- 5 To promote partnerships

Outcomes

Active Places



Well planned and designed environments that support, encourage and enable active living

Key Objectives

- Embed active living principles in relevant planning legislation, policy and guidelines that support the development of compact, connected and conducive environments to facilitate and encourage active lifestyles.
- Plan and design compact developments with access to local services, facilities and amenities through mixed land-use and intensity that encourages incidental physical activity.
- Plan and design connected communities with well connected streets and neighbourhoods providing direct quality routes that encourage active transport.
- Plan and design environments conducive to physical activity through the development of safe, adequate and multi-functional public open spaces, and the provision of facilities and infrastructure that supports play, recreation and sport.
- Develop an integrated transport and urban planning system that facilitates active transport opportunities and creates safe quality environments for walking and cycling.
- Ensure the health and wellbeing of individuals and communities is central to the planning and design of neighbourhoods.

Key Strategies

- ✓ Early planning of key neighbourhood destination points e.g. shops and services
- ✓ Access to local amenities, services and facilities
- ✓ Convenient location of community facilities
- ✓ Availability of accessible and adequate public transport
- ✓ Prioritisation of pedestrians and cyclists over motorists
- ✓ Provision of shared use paths
- ✓ Connected street networks
- ✓ Adequate pedestrian and cycling infrastructure and end of trip facilities
- ✓ Adequate and multi-functional public open space
- ✓ Aesthetic design of streetscape and infrastructure
- ✓ Management of traffic volume and speed
- ✓ Safe road crossings
- ✓ Adoption of design out crime principles
- ✓ Community consultation and engagement
- ✓ Responsible use and access to the natural environment
- ✓ Application of disability access and inclusion plans for developments and facilities

Headline Indicators*

- = Prevalence of incidental physical activity
- = Facilities/infrastructure used to be active
- = Proportion undertaking walking/cycling trips
- = Environmental supports for being active e.g. perceptions of neighbourhood
- = Proportion of workplaces providing facilities to support physical activity
- = Active commuting to local destinations

Active People



Initiatives that promote positive behaviour change and opportunities to participate in active lifestyles

Key Objectives

- Promote and encourage active lifestyles and behaviour change through information, education and awareness raising strategies.
- Ensure statewide healthy lifestyle campaigns and strategies promote and reinforce the importance of active living messages.
- Integrate active living principles into policy planning and ensure that community profile and need is reflected.
- Consult and engage with the community in decision-making and planning opportunities for an active lifestyle.
- Strengthen the role of primary health care in encouraging and promoting physical activity to support healthy and active lifestyles as part of a preventative health approach.
- Provide a diverse range of opportunities that encourage participation and ensure local access to affordable active living programs, particularly targeted at specific population groups.
- Support early childhood and care centres, schools, workplaces and community settings to encourage active living opportunities.

Key Strategies

- ✓ Delivery of evidence-based behaviour change programs
- ✓ Campaigns incorporate active living messages
- ✓ Accessible public information and education provision
- ✓ Use of health impact assessment processes
- ✓ Physical activity promotion in primary health care practices
- ✓ Community profiling, consultation and engagement practices adopted
- ✓ Programs tailored to targeted population groups
- ✓ Diversity of activities considered
- ✓ Adoption of 'count me in' disability principles
- ✓ Affordable activities provided
- ✓ Active play opportunities provided in early childhood and care settings
- ✓ Whole of school approaches adopted to implement school physical activity policy
- ✓ Workplace physical activity policies and initiatives in place
- ✓ Access to diverse local sport and recreation opportunities
- ✓ Identification and promotion of community champions

Headline Indicators*

- = Prevalence of participation in physical activity
- = Readiness to be more physically active
- = Barriers and facilitators to active commuting
- = Types of activities engaged in
- = Prevalence of active commuting
- = Pedometer steps
- = Amount of time spent in sedentary behaviour
- = Awareness/comprehension of advertising messages
- = Physical activity trends in relation to body size
- = Proportion being physically active at their workplace

Active Living for All: Strategies for Action

State Government

- ✓ Advocate the value of active living through policy and practice
- ✓ Strengthen workforce understanding of the benefits of active living
- ✓ Ensure active living principles are embedded in all relevant legislation, policies and strategies
- ✓ Promote policies and programs that encourage physical activity within early child and care centres, schools, workplaces and community settings
- ✓ Work in partnership with local government, non-government and industry sectors to deliver active living outcomes for the community
- ✓ Facilitate physical activity through good urban planning and design – adopt the national *Healthy Spaces and Places* planning guidelines* (WA version in development)
- ✓ Plan for mixed land-use – residential development, shops, employment, community and recreation facilities, parks and open spaces that meet the needs of the local community and encourage the use of shared facilities
- ✓ Provide well lit suburbs with attractive parks and amenities and ensure access to multi-functional public open spaces
- ✓ Ensure safe transportation and streets and consider street connectivity and ease of travel between households, schools, shops, public places and employment
- ✓ Work with researchers to inform future policy and practice
- ✓ Identify and promote best practice active living case studies
- ✓ Strengthen the evidence base to support local governments to prioritise physical activity
- ✓ Prioritise investment in policies and programs that promote active living

Local Government

- ✓ Incorporate physical activity into the council's strategic direction and all relevant operational areas
- ✓ Adopt a whole of local government approach to physical activity – ensure it is integrated into existing planning and decision making processes
- ✓ Understand the local community profile and engage the community in planning for active lifestyles reflecting need and ensuring intergenerational programming
- ✓ Provide and promote policies and affordable programs that encourage physical activity within schools, workplaces and the community
- ✓ Facilitate physical activity through good urban planning and design – adopt the national *Healthy Spaces and Places* planning guidelines* (WA version in development)
- ✓ Work in partnership with developers to deliver on public open space and infrastructure requirements that support active living
- ✓ Plan for mixed land-use – residential development, shops, employment, community and recreation facilities, parks and open spaces that meet the needs of the local community and encourage the use of shared facilities
- ✓ Provide well lit suburbs with attractive parks and amenities and ensure access to multi-functional public open spaces
- ✓ Ensure safe transportation and streets and consider street connectivity and ease of travel between households, schools, shops, public places and employment
- ✓ Consider the attractiveness and quality of footpaths, availability of pedestrian crossings, traffic volume, speed and feelings of safety and security when planning developments and/or neighbourhoods
- ✓ Ensure adequate and sustainable investment to provide active living opportunities for all

Non Government

- ✓ Advocate the value of physical activity to key decision makers
- ✓ Partner with government and other organisations to increase and improve active living opportunities for the community
- ✓ Provide and promote policies and programs that encourage physical activity within the community
- ✓ Utilise current data and evidence to target programs and initiatives at 'at risk' groups

Early Childhood & Care Settings**

- ✓ Facilitate exploration of a range of play and movement options
- ✓ Ensure family and child care settings have no impediments to safe activity and play
- ✓ Participate with children in movement and play – role modelling the fun of movement
- ✓ Provide a range of environment changes so activity can take place indoors and out, in parks and in recreation spaces
- ✓ Use research on play and movement to plan experiences
- ✓ Get feedback from the children on what they liked and why
- ✓ Ensure children can enjoy activity and movement with a range of generations and peers who have different abilities / interests

School Settings

- ✓ Develop, implement and evaluate school physical activity policies*
- ✓ Adopt a whole of school approach to physical activity – engage staff, students, parents and the wider community
- ✓ Support each student to participate in at least two hours of physical activity each week during class time
- ✓ Prioritise regular, highly active physical education classes
- ✓ Encourage teachers who are well trained, supported and resourced to deliver physical activity
- ✓ Facilitate links between the school and community physical activity programs and amenities
- ✓ Create opportunities for students to engage in structured and unstructured physical activity during recess, lunch time and after school
- ✓ Provide environments and opportunities that encourage active transport to and from school
- ✓ Ensure school design, location and facilities encourage physical activity
- ✓ Provide sufficient play areas, facilities, sports equipment and supervision during free time
- ✓ Encourage the use of shared facilities and provide community access to school recreation facilities after hours*
- ✓ Work closely with local governments in implementing agreements for sharing the use of facilities

Workplace Settings

- ✓ Embed active living principles in all relevant strategies and policies ensuring the health and wellbeing of employees is central
- ✓ Develop and implement a healthy active workplace program in accordance with best practice
- ✓ Access reputable providers to deliver workplace health and wellbeing programs and initiatives tailored to workplace need
- ✓ Support active transport to and from work*
- ✓ Support a work life balance
- ✓ Provide adequate facilities, infrastructure and opportunities that supports employee physical activity

Community Settings

- ✓ Encourage coaching by well trained and supported coaches, parents and volunteers in sport, recreation and community physical activity
- ✓ Support, encourage and recognise volunteers involved in community sport and recreation
- ✓ Support and strengthen organisations and individuals that provide opportunities for physical activity
- ✓ Provide activities that are affordable and accessible to low participatory groups
- ✓ Provide a diversity of activities that offer both competitive and recreational participation options
- ✓ Create participatory environments that are positive, safe and welcoming for all

Advertising & Media

- ✓ Work with government and non government agencies to promote active living through social marketing
- ✓ Raise awareness of the active living agenda and key strategies for action
- ✓ Promote positive stories about the multiple benefits of active living

Private Sector

- ✓ Employers – proactively engage employees and the broader community in physical activity
- ✓ Businesses – engage customers through sponsorship of events and local level promotional activity
- ✓ Manufacturers of sports clothing and fitness equipment – actively promote and support physical activity programs and events to benefit from brand exposure and publicity
- ✓ Health Providers – engage customers with advice on physical activity and fitness and encourage increased physical activity through concessions on premiums
- ✓ Fitness Providers – run promotions, provide new programs and trial different events and physical activities for inactive members

Planners, Developers & Urban Designers

- ✓ Understand and consider the health and wellbeing of individuals and communities in all aspects of planning and design
- ✓ Adopt the national *Healthy Spaces and Places* planning guidelines* (WA version in development)
- ✓ When creating new neighbourhoods consider: street connectivity and ease of travel between households, shops, public places and employment; attractiveness and quality of footpaths; availability of pedestrian crossings; traffic volume, speed and feelings of safety and security
- ✓ Plan for mixed land-use – a mix of residential development, shops, employment, community and recreation facilities, parks and open spaces within walkable catchments
- ✓ Provide well lit suburbs with attractive parks and amenities and ensure access to multi-functional public open spaces
- ✓ Engage and utilise the expertise of other sectors in planning for new neighbourhoods, including the health and recreation sectors
- ✓ Work in partnership with local governments to deliver on public open space and infrastructure requirements that support active living

Health Care

- ✓ Strengthen, up skill and support the primary health care workforce to support people in making healthy lifestyle choices*
- ✓ Embed preventative health interventions in the primary health care setting*
- ✓ Encourage primary health care workers to advise on physical activity
- ✓ Expand primary health services to deliver or develop referral pathways to advise about physical activity*
- ✓ Broaden health care providers knowledge of physical activity opportunities in the local community

Academia & Tertiary Education

- ✓ Provide relevant research, evaluation and monitoring with high quality study designs and measures
- ✓ Work in partnership with policy makers to ensure translation of research into future policy and practice
- ✓ Ensure the active living principles are a fundamental learning area across health, education, planning and other relevant courses

