



Life. Be in it.

CAMPAIGN OUTLINE

Australia in the sedentary 70's has a community sadly short of regular physical activity.

Technology, mechanisation and automation has not only resulted in the car replacing the brisk walk to the corner shop, but has also seen the electric knife take the effort out of carving the Sunday roast. More and more workers have become desk bound and a greater number of people now suffer heart attacks and other debilitating illness at an earlier age.

It has become increasingly apparent that people need some physical activity to balance the change in their formerly more active life style.

In the past there have been various attempts to campaign for improved community fitness levels, but these were of limited success and it became obvious that the public was not interested in the "sweat and track suit" image of fitness.

A study of the attitudes of Victorians towards fitness and recreation supported the view that fitness for many was simply a non-issue - something for others to do. The study did indicate that it was possible to encourage a large proportion of the population to become more physically active. It provided guidelines for the development of a five year programme to achieve this under the title "Life. Be in it."

The underlying objective of this programme is to improve the health and fitness of Victorians. This basic objective thus differs little from those of previous campaigns. The change is in the approach to improved community health - the direct 'fitness' approach has been replaced by the indirect 'activity' approach. It is hoped that through this process the concept of fitness can be broadened from stereotyped activities to everyday activities.

Within the five year strategy plan a number of subsidiary strategies can be identified.

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BASIC STRATEGY: Initial emphasis on awareness of the "Life. Be in it." programme, related messages and existing opportunities for low-key recreational participation. Interest in participation, motivating people to try new activities and the re-discovering of old activities will be encouraged during latter phases. Long term objectives are behavioural and attitudinal modification relating to sport, fitness and recreation.

TARGET GROUPS: Some 80% of the Victorian population identified as 'Drifters' (60%) and 'Tuned-out' (20%) will be the primary target groups of the "Life. Be in it." programme.

The Family is the next in focus. Gradually the programme is to be expanded to the education system. Minority groups will receive specific attention during later phases.

ACTIVITIES: 'Get moving' unstructured doing-your-own-thing type of activities featured in Phase I. The 'Where Your're At' concept of Phase II aims to increase opportunity for participation in existing areas through the provision of specific services, equipment and supporting literature.

The focus of "Life. Be in it." will then change to "Learn-To" activities. Within the "Learn-To" concept the acquisition of new recreation skills and opportunity to brush-up old skills will be made more attractive and accessible. A long term objective arising out of any significant increase in physical recreation participation is "Life. Be in it." assistance to the 'traditional' sports system.

COMMUNICATION: "Life. Be in it." gained most of its exposure during Phase I through paid T.V. advertising. Sponsored advertising in all media is anticipated as the programme gains momentum and credibility. The awareness part of the campaign will ultimately be sustained by P.R. coverage related to "Life. Be in it." activities and its underlying philosophy.

RESPONSIBILITY: "Life. Be in it." was launched by Youth, Sport and Recreation but it is hoped that a large number of organisations and associations will assume greater responsibility for its promotion and implementation during successive phases of this programme. A larger sector of commercial enterprise, which has much to offer and gain from a more direct association with "Life. Be in it.", will be invited to contribute. Ultimate responsibility lies with the community itself as "Life. Be in it." is indeed a unique community involvement project.