

**17. HILLARY COMMISSION “PUSH PLAY”
NATIONAL PHYSICAL ACTIVITY CAMPAIGN**

RR 9834

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Corporate Plan Output: Recreation Programmes and Promotion	

The purpose of this report is to inform Councillors of a new national initiative by the Hillary Commission aimed at promoting physical activity, and what is planned to support this at a local level in Christchurch.

BACKGROUND

Much research in recent years has focused on the health benefits of regular physical activity. In 1996 a report from the United States Surgeon General’s Office recommended that just 30 minutes a day of light-moderate physical activity would produce significant health benefits for previously inactive people. Physical activity could include gardening, walking up stairs and walking to the shops and what’s more the daily thirty minutes could be just as beneficial if done in three “bites” of ten minutes each! (“snackactivity”).

Although the proportion of inactive people in New Zealand is not as high as that of many other developed countries, particularly the United States, a third of our population is still insufficiently active, and for many this poses a serious health risk.

Research undertaken by the Hillary Commission has shown that many inactive people would like to become more active. The challenge for recreation professionals is to provide appropriate levels and types of activities as well as attractive “messaging” to encourage inactive people to take that first step towards incorporating regular physical activity into their lifestyles.

PUSH PLAY

“Push Play” is a major national campaign which will promote a set of physical activity messages (exercise is fun, easy to do, etc) and get more people more active more often.

The campaign will be co-ordinated nationally by the Hillary Commission, with local regional initiatives co-ordinated by regional sports trusts. The campaign will run for an initial three years, beginning 30 April 1999, and will initially focus on adults aged 45-65 (c.400,000 people in total). The initial campaign objective is to achieve a 10% increase (on 1996 statistics) in the number of people who are regularly active by the end of 2000.

The “Push Play” logo will be available to any organisation to apply the brand to any of their promotional material, programmes, events and facilities which:

- Promote moderate-intensity physical activity
- Encourage new participants
- Are based around the idea of 30 minutes of activity per day, and
- Are fun

“PUSH PLAY” CAMPAIGN COMPONENTS

In the first year, the campaign will comprise:

- National and regional launches (30 April)
- Ongoing national and local publicity
- **Events:**
 1. “Push Play Mayoral Challenge” – Mayors will receive a Green Prescription to be more active and have their progress followed over 6 months.
 2. 31 October – a national event, based on walking.
- 0800 ACTIVE – Toll Free service which provides information on getting active, provided by regional sports trusts.
- Advertising
 - Television advertising from 30 April – 31 July, then recommencing in the spring.
 - Range of lifestyle magazines from July
- Web Site

CHRISTCHURCH INITIATIVES

The Christchurch City Council is the only local authority to have already launched a physical activity programme with its “Active Christchurch” programme, which began in October 1998.

For the “Push Play” campaign to be successful in Christchurch, a strong partnership of the key agencies concerned, working towards a common objective, is crucial.

Key city agencies (Sport Canterbury, the YMCA and the National Heart Foundation) are currently working with Leisure Unit staff to explore the possibilities of utilising the “Active Christchurch” logo/brand as our city’s regionalised expression of “Push Play”. This would mean combining logos so that “Active Christchurch” and “Push Play” become synonymous for the region. These agencies are also looking at combining resources for marketing of physical activity in the city under this banner, production of information brochures, events, etc.

Chairman’s

Recommendation: That the information be received.