

11. 'ACTIVE CHRISTCHURCH'

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| Corporate Plan Output: Recreation Programmes and Promotion | |

The purpose of this report is to inform the Parks and Recreation Committee of the outcomes of the 'Active Christchurch' Programme during its first two years of operation (for the period January 1999 to December 2000). As this programme is particularly noteworthy in terms of its successes it is being reported separately to the Committee.

BACKGROUND

'Active Christchurch' has been in place for two years and is Christchurch City Council Leisure's physical activity programme. 'Active Christchurch' works within the Hillary Commission guidelines of promoting the message that '30 minutes of physical activity per day will add to the quality of your life'.

The purpose of this programme is to ensure that Christchurch residents are aware of the benefits of incorporating physical activity into their daily lives. The programme involves marketing the '30 minutes a day' message, providing physical activities at Council facilities, community halls and community centres and offering support and assistance to other providers of physical activity where possible.

ACTIVITIES – ALL ACTIVITIES PROVIDED AND PROMOTED ARE AIMED AT BEGINNERS AND INACTIVE PEOPLE

Active Christchurch Swim Programme

Venues at Pioneer, Centennial and QEII Park pools. The programme has been designed to encourage those who have not been swimming for sometime or who are shy of the water to receive free tuition from an instructor in a designated pool lane. This programme has proved to be very popular with over 400 attendances at the three venues over the past six months.

Walking Programmes

Four in-house walking groups have been set up for Council employees to encourage them to be more active during the day. The walks are self-managed by the participants and are proving to be very popular. Active Christchurch is planning to do more work in this area this year, as well as making available to city employers information on the benefits of having physically active employees!

Two new 'Walk'n'Talk' groups have been set up in Fendalton and Papanui in partnership with the Libraries Unit. The programme involves a 30-minute walk followed by a 30-minute talk (at either Fendalton or Papanui Library) on a specific subject such as the benefits of being active, gardening techniques and more. There have been over 3,600 attendances to these groups in the six month period July – December 2000.

Presentations

Regular presentation have been undertaken to community groups such as Rotary Clubs, Probus Clubs, Mental Health consumers, Presbyterian Support Groups, Arthritis Society and Caring for Carers. These presentations have proven to be very successful in encouraging participants to be more active. More presentations are already planned for this year.

Assessment

External providers are regularly being assessed to ensure that the classes they are offering fit within the 'Active Christchurch' activity guidelines for beginners. To date, over 52 providers have been assessed and are recommended to participants who are at present inactive.

Existing Programmes

Many existing Council programmes, e.g. yoga, Tai Chi, gentle exercise classes, have also been assessed and branded as 'Active Christchurch' activities.

Partnerships

Active Christchurch began, in partnership with the Christchurch YMCA, prior to the Hillary Commission setting up their 'Push Play' campaign. To avoid duplication it made sense to pool resources and work with other recreation providers in the city to form a partnership. 'Push Play with Active Christchurch' was therefore developed, made up of five city agencies: the Heart Foundation, Christchurch YMCA, Sport Canterbury, Crown Public Health and Christchurch City Council Leisure. The objective of the partnership was to build on the Hillary Commission's awareness campaign about the benefits of adding 30 minutes of physical activity a day to your life.

Major advertising that linked with the National Hillary Commission television advertising campaign was put in place and merchandise was developed and used to promote the message at events and festivals as well as being available for purchase from Council Service Centres.

The performance of the partnership has recently been evaluated, the results showing that working collaboratively is an effective method of promoting the physical activity message and pooling available resources.

The Hillary Commission has recognised the work and resources provided by Christchurch City Council Leisure to the Push Play campaign by presenting Mayor Garry Moore with a Push Play Award at the Local Government Association Conference in Christchurch in October 2000.

In December 2000 four other agencies joined the partnership – Lincoln University Recreation, Diabetes Life, the Pegasus Medical Group and Hauora Maturaka (Maori health promotion team - Crown Public Health).

NEW INITIATIVES

Healthy Lifestyle Coaching

A six-month pilot project (January – July 2001) has recently commenced, offering one-on-one consultation to clients wanting to become active but who are unmotivated. Research has confirmed that establishing lifelong exercise habits can be very difficult for sedentary people, unless they receive a great degree of initial support and coaching. The object of the programme is to determine what is the most effective way of helping inactive people to become more active, one-on-one consultation with follow-up, or telephone consultation with follow-up. Clients will include referrals from other agencies as well as those self-referring from the general community. Active Christchurch is working closely with the Libraries Unit using library facilities throughout Christchurch as venues for consultations.

EVALUATION OF THE EFFECTIVENESS OF THE 'PUSH PLAY WITH ACTIVE CHRISTCHURCH' CAMPAIGN

A survey was conducted in late 2000 of 250 callers to the 0800 Active Line to determine the success and effectiveness of the Push Play with Active Christchurch campaign.

The results of the survey were significant:

- 63% of the respondents understood the message to be '30 minutes a day of physical activity'
- 28% had seen the message in local papers (less than 10% had not seen the message)
- 15% of respondents were more active after receiving information from the 0800 Active Line.

These results have shown that the promotion of the message of being active for '30 minutes a day' has reached inactive people and that more people were active as a consequence. These results have also been backed up by the Hillary Commission's survey of increased activity levels nationally, where Christchurch is showing an increase of 7% against a 4% national average.

Chairman's

Recommendation: That the information be received.