



FOREWORD

Working towards a state of activity

We struggle to balance the positive and negative impact of our technologically enhanced lifestyles with our physical and mental needs as healthy functioning human beings.

Being and becoming more physically active as individuals and communities means addressing the issue at every level, from the planning and development of supportive environments to affecting influences throughout homes, families, schools, and communities.

The Physical Activity Council of South Australia, together with thousands of service providers, organisations, and state and local governments, is working towards implementing the Physical Activity Strategy for SA.

The goal is to have a 'State of Activity', where regular physical activity is part of everyday life for all South Australians and where lifelong involvement in physical activity is supported, encouraged, and facilitated.

The vision can only be achieved through solutions that come from the common understanding of the vital role physical activity has for best quality of life for us all. In October this year, South Australia is proud to be hosting the Sixth National Physical Activity Conference, which also incorporates the Australian Conference of Science and Medicine in Sport, the Fifth National Sports Injury Prevention Conference, and the 2007 Recreation and Sport Development Conference. Inside this edition of the be active newsletter you can find out more about this significant event for South Australia. I encourage you to register and be part of this conference.

Pauline Brooks, OAM
Chair, South Australian
Physical Activity Council



be active NEWSLETTER - SPRING 07

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2007 **be active** Media Campaign

The 2007 **be active** campaign is now in full swing, having hit the airwaves in August. The goal is to encourage South Australians to “take every opportunity to **be active**”.

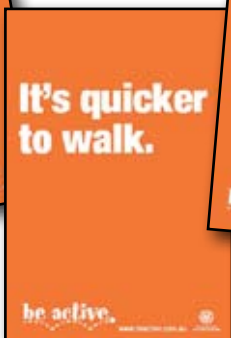
The campaign features television and radio commercials, shopping centre signage, and stickers in bus shelters and elevators. It particularly targets families and children.

The **be active** campaign shows that you don't have to make drastic changes to include physical activity into your day. Little things can make all the difference. For instance, taking the stairs instead of the elevator, parking further away and walking to your destination, or getting off the bus one stop earlier are all great ways to increase your level of activity.

The television commercials take a light-hearted look at local everyday opportunities to **be active**. They include:

- Shopping centre car parking – This commercial illustrates that driving around a busy car park looking for the ultimate car park near the front of the shopping centre is not only inactive and time consuming, but it is also stressful. The quicker, more active and healthier option is to find a park further away and walk.
- Walking car – This commercial shows the time and health benefit of walking to work for short journeys instead of driving. The '**be active** walking car' passes through traffic jams with ease.

Most South Australians will be able to identify with the commercials featured in the new **be active** campaign, which aims to positively influence people's intentions to be more active. So are you taking every opportunity to **be active**?



be active '07

'**be active** '07' is a multidisciplinary meeting held for professionals with an interest or a specialisation in physical activity promotion, recreation and sport development, sports medicine, sports science, and sports injury prevention. The purpose of the conference is to “promote knowledge and practice in these areas by providing an interactive educational forum of the highest standard so that the participation, performance, and wellbeing of Australians engaged in sport and physical activity may be ultimately enhanced”.

The Sixth National Physical Activity Conference, '**be active** '07' will be held 13-16 October 2007 in Adelaide. The theme for this year's conference will be People, Places, Partnerships, Programs, Prescription, Policy and Precision for Physical Activity. This conference will provide an insight as to how we can collectively, and effectively, reverse the trends towards physical activity – the lack of which is the major health problem of the 21st century.

Keynote speakers include:

- Dr Kylie Ball (Deakin University): “People, places and disparities in physical activity participation: Why some are more equal to others”
- Professor Steven Blair (University of South Carolina): “Interventions with the frail elderly” and “Dose response issues in women”
- Professor Hans Brug (Erasmus University and Maastricht University): “Personal and environmental determinant in physical activity: theory, evidence, and implications for programs and policy”
- Dr David Buchner (Centre for Disease Control and Prevention, Atlanta, USA): “Using programs, projects and policies to promote physical activity in older adults: are these really going to work?”

The 2007 **be active** Recreation and Sport Development Conference will also be held in conjunction with the **be active** '07 conference between 14-15 October. This conference will bring together the latest information about children and youth in sport and recreation; sport and recreation as a tool for community and regions; clubs, the foundation of sport; and pathways through sport and recreation. Professor David Gallahue, Dean and Professor of Kinesiology at Indiana University, will be the keynote speaker. Professor Gallahue is a noted researcher on children's motor development and physical education.

To view all sessions or to register for the 2007 **be active** Recreation and Sport Development Conference go to www.recsport.sa.gov.au. For all conference information and booking enquiries, visit www.sma.org.au/ACSMS/2007.

Walk to Work Day 2007

Friday 5 October was National Walk to Work Day (WTWD).

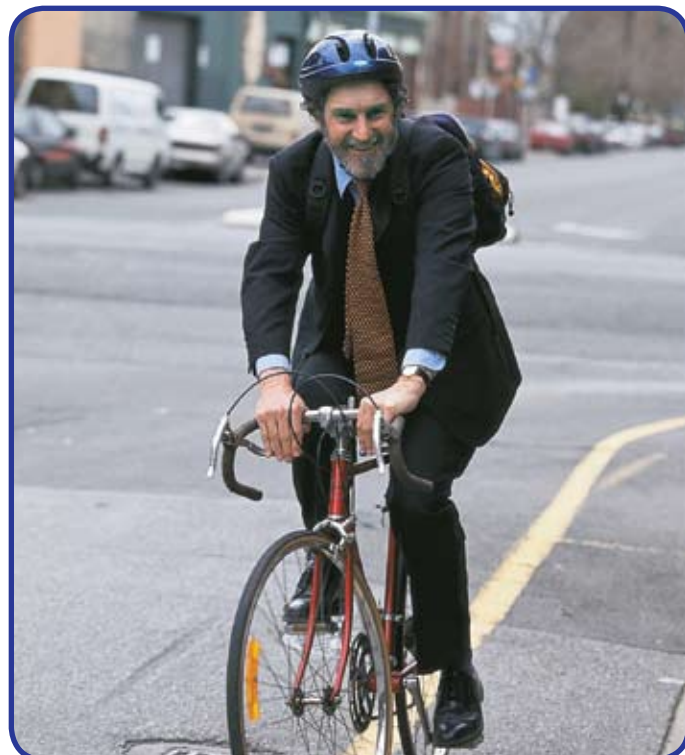
The event was coordinated by the Pedestrian Council of Australia. On WTWD all Australians are encouraged to **be active** and walk to work.

The message for 2007 is BETTER HEALTH – CLEANER AIR.

The event was designed to encourage all people to build walking into their day by walking all or part of the way to work.

WTWD 2007 was supported by the Australian Government, all state, territory and local governments, the Heart Foundation, Cancer Council, Diabetes Australia and the Australian Conservation Foundation.

For more information about the 2007 Walk to Work Day, visit www.walk.com.au.



Ride to Work Day 2007

Whether you're a regular bike commuter or a first-time rider, it's time to start thinking about National Ride to Work Day 2007 on Wednesday 17 October.

There's also a host of information and resources on www.ride2work.com.au

On 17 October, regular and first-time riders from all states and territories will join the inaugural National Ride to Work Day. If you've ever thought of riding to work, this is the day to give it a go. Thousands of new riders are expected to join in from all parts of Australia. Regular riders will be on hand to help you plan your journey and provide invaluable tips. Numbers for this year's event include:

- more than 60,000 participants
- more than 2600 registered workplaces, many hosting their own breakfasts
- more than 75 community breakfast events in CBDs and town centres.

National Ride to Work Day will not only be a great opportunity for Australians to **be active**, but it will also stimulate more than 10,600 tonnes of greenhouse gas savings in the first three years - that's more than 2650 hot air balloons or 212,000,000 'black balloons' full of CO₂!

To view a Bikedirect map that shows you the best bicycle route to your workplace, visit www.transport.sa.gov.au/personal_transport/bike_direct

Community and Neighbourhood Houses and Centres (CANH) update

The Office for Recreation and Sport (ORS) is working closely with CANH to increase awareness of the **be active** brand, as well as encouraging members and patrons to be more active, more often.

ORS and CANH have embarked on a partnership that will see more than 40 centres and houses establishing a physical activity initiative aligned with the seven-goal structure of the South Australian Physical Activity Strategy. The majority of centres are providing physical activity programs, but some are putting their efforts into promotion, research, and training.

The City of Marion recently held its annual festival of learning on 1–5 August 2007. One of the outcomes of the festival was to provide opportunities for community members to view demonstrations and try new activities, which may lead to increased participation and membership. CANH had a booth at Westfield Marion during this week to promote its organisation. Westfield Marion provided a large audience, so it was a great opportunity for CANH to inform the community of the great activities available at local area houses and centres and to raise awareness of, and promote, the **be active** brand and message.

ORS staff took the opportunity to visit the Riverland and Murraylands houses and centres as part of CANH's country regional meeting. The centres in these regions are playing a major role in assisting families affected by the drought as well as assisting new arrivals and Aboriginal people. Providing physical activity initiatives is just one of a suite of strategies that are used to help these groups overcome hardships and keep them connected to the community.

To find out more contact the Physical Activity branch on 8416 6677 or e-mail beactive@saugov.sa.gov.au

Workplace Update: Consultations with Peak Agencies for Workplace

Phase 2 of the **be active** Workplace PA Project is well underway.

A meeting was recently held with peak agencies for Workplace. The aim of the meeting was to get a better understanding of the key issues for workplaces and opportunities, as well as risks, for getting people active at work.

The session was well attended by senior staff of Business SA, SafeWork SA, the Physical Activity Council, Employers Mutual and the Self Insurers Association of SA.

The following were the key points from the discussion:

- There cannot be a 'one-size fits all' approach. Research tells us that 'industry-specific' approaches are crucial for success.
- To increase chances for initial take-up, CEOs and other senior staff need to be involved and convinced of the benefits to their organisations.
- There needs to be investment in a tight, well-organised product (suite of initiatives) to assist organisations.

Close to completion are reports with recommendations on:

- a **be active** Workplace Marketing plan
- a literature review on best practice models for linking Workplace PA strategies with other benefits including improved workplace safety, injury management and productivity
- an interactive online resource to support workplaces.

Once completed, the peak agencies involved will be invited to discuss implications and to negotiate partnership project opportunities.

For more information, contact Gavin Fairbrother, Senior Project Officer Physical Activity on 8416 6733 or email fairbrother.gavin@saugov.sa.gov.au

Aboriginal SportFest

On 17 August the inaugural Aboriginal SportFest was held at the Adelaide Shores function centre.

SportFest was launched in 2006 as an initiative of the ORS. In 2006, three SportFest forums took place throughout the state – one in Adelaide, one in Port Lincoln and one in Mt Gambier.

Aboriginal SportFest '07 was organised by students from the Aboriginal Sports Training Academy, with support provided by staff from the Academy and the ORS.

More than 200 students from metropolitan and regional areas were engaged throughout the day. Activities included guest speakers; panel forum discussions on careers in sport, coaching and officiating as well as drugs, alcohol and nutrition; and come-and-try sport and recreation activities such as lawn bowls, wheelchair rugby, girls football, boomerang and wadi throwing, Aboriginal dance, and traditional Aboriginal games.

Guest speakers included Opals coach Jan Stirling, Opals team member Erin Phillips and former Canberra Cannons player Paul Vandenberg. Panel forum members included Shannon Motlop, Troy Bond, Jenny Williams, Russell Ebert, Rachael Sporn and ORS and Active After-schools Community staff members.

Aunty Josie Agius and Minister for Aboriginal Affairs and Reconciliation Jay Weatherill opened what proved to be a very successful and enjoyable day.



2007 City to Bay

The 2007 City to Bay Fun Run, Adelaide's largest fun run, was conducted this year on Sunday 16 September and saw 23,000 South Australians enjoy being active in spring weather. Again, participants were able to choose between three distances – 12km, 6km and 3km, which enabled those of differing ages, fitness levels, and interests to be involved. It was the third year that the 3km event has been conducted, and the distance saw a record number of entries.

The *be active* car, as featured in the television commercial, travelled the 6km distance, showing onlookers that its better to walk (or run)!



SA Physical Activity Survey 2007

The 2007 SA Physical Activity Survey was recently conducted and will give up-to-date data on the activity patterns of South Australian adults. The 2007 survey will be the fourth of its kind. Previous surveys were conducted in 2004, 2001 and 1998.

The previous surveys (1998 to 2004) demonstrated that physical activity patterns were fairly stable with just more than half of the SA adult population undertaking sufficient physical activity to benefit their health.

This year, elements of the Global Physical Activity Questionnaire (GPAQ) will be included as well as the International Physical Activity Questionnaire (IPAQ) to enable some international comparisons. Some other items included in this year's survey will measure parental involvement in their children's physical activity; active transport patterns; workplace physical activity behaviours; sedentary behaviours; attitudes towards physical activity; sleep and even happiness.

The results will be available later in 2007 and it is anticipated that a number of short reports (as in 2004) will be produced and disseminated in late '07/early '08.

Cycle Tourism Research - SATC

The South Australian Tourism Commission (SATC), through the Sustainable Tourism Cooperative Research Centre and funding from the Australian Government, recently undertook a research project to better understand the cycle tourism market.

A series of focus groups were conducted in conjunction with secondary data to develop an online survey that was emailed to a cross section of the cycling community.

A summary of the results is as follows:

- Riders were predominantly male and aged between 40 and 54 years.
- The largest percentage of cyclists surveyed have only ridden between 1-5 years (25 per cent of the survey population), which confirms the rapid uptake of the activity by newcomers.
- Most respondents undertook a cycling holiday for fitness, health, and recreation with mass participation rides being very popular as a drawcard (60 per cent participated in one in the past 12 months).
- Two-thirds of respondents undertook a cycling holiday in the past 12 months.
- The most important destination attributes included scenery, safe drinking water, bike friendly accommodation, safety, and quality of roads and trails.
- The Tour Down Under was rated highly by respondents as the best cycle tourism event, while Europe was rated as the best overall cycle tourism destination (the benchmark).
- There are many different niches or sub groups in cycling, as these percentages of people in the cycling community show:
 - o 11.6 per cent are members of a racing club
 - o 45 per cent belong to a cycling association
 - o 27.2 per cent don't belong to a club or association
 - o 23.2 per cent belong to a cafe/social riding group
 - o 19.5 per cent belong to a bicycle users group
 - o 17 per cent belong to a health club or gym
 - o 11.6 per cent are members of other cycling groups
 - o 9.2 per cent take part in bike shop rides
 - o 7.5 per cent belong to a special interest club.

The survey will help guide SATC in its development of cycle tourism, including the development of supportive environments.



Updated Physical Activity Guidelines Released – August 2007

www.medicalnewstoday.com/articles/78619.php

All healthy adults ages 18 to 65 years need moderate-intensity aerobic physical activity for at least 30 minutes on five days each week or vigorous-intensity aerobic physical activity for at least 20 minutes on three days each week, according to updated physical activity guidelines released by the American College of Sports Medicine (ACSM) and the American Heart Association (AHA).

Further, adults will benefit from performing activities that maintain or increase muscular strength and endurance for at least two days each week. It is recommended that 8-10 exercises using the major muscle groups be performed on two non-consecutive days. To maximize strength development, a resistance (weight) should be used for 8-12 repetitions of each exercise resulting in willful fatigue.

The preventive recommendation specifies how adults, by engaging in regular physical activity, can promote and maintain health, and reduce risk of chronic disease and premature death.

A companion recommendation similar to the updated ACSM/AHA recommendation for adults is specifically applied to adults aged 65 and older, and adults aged 50-64 with chronic conditions or physical functional limitations (e.g. arthritis) that affect movement ability or physical fitness.

The updated recommendation for adults is improved in several ways:

1. Moderate-intensity physical activity has been clarified.
2. Vigorous-intensity physical activity has been explicitly incorporated into the recommendation.
3. Specified: Moderate- and vigorous-intensity activities are complementary in producing health benefits, and a variety of activities can be combined to meet the recommendation.
4. Specified: Aerobic activity is needed in addition to routine activities of daily life.
5. 'More is better.'
6. Short bouts of exercise are OK.
7. A muscle-strengthening recommendation is now included.

For more information or additional details on the physical activity guidelines, please visit www.americanheart.org/fitness or www.acsm.org



Can you see the irony in this photo?

National News

Cost of Physical Inactivity Report

New research has revealed that physically inactive Australians are not only costing themselves in terms of health, but that they are costing our healthcare system \$1.5 billion a year. Released by Medibank Private, the research estimates that 54 per cent of Australian adults – close to nine million people – are not sufficiently physically active (based on data from 2000), leading to poor health and creating a massive financial burden to the healthcare system.

The report focuses primarily on seven medical conditions and the costs attributable to physical inactivity. Direct health costs attributable to physical activity for 2006/07 include:

- coronary heart disease - \$372m
- stroke - \$162m
- type 2 diabetes - \$211m
- breast cancer \$42m
- colon cancer \$61m
- depression symptoms \$177m
- falls \$469m.

So don't forget, take every opportunity to **be active!**



Trail Feature

The Rattler Rail Trail

The Rattler Rail Trail is a new 19km trail that runs along the disused rail corridor from Riverton to Auburn, where it connects with the popular Riesling and Mawson Trails.

The Trail was officially opened by Clare and Gilbert Valleys Mayor Allan Aughey on Sunday 19 August 2007 amid a sausage sizzle, bicycle maintenance tips, and a hive of activity on the Trail itself.

The Rattler, so named for the rattling windows as the old train passed by, provides opportunities for locals and visitors alike to take in the peaceful farmland scenery.

The trail surface is suitable for walking and off-road bicycles and, being a rail trail, the gentle gradient is ideal for families and novices to ride.

The project is the result of collaboration between the Management Committees of Riverton, Rhynie, and Auburn and the SA Tourism Commission.

Further information on the Trail can be found at www.southaustraliantrails.com and www.railtrails.org.au

Spring Activities

By now, most of us are aware of the physical activity guidelines, which advise us that for good health, adults should find 30 minutes or more of moderate-intensity physical activity a day, most days of the week; and children and younger people should get 60 minutes or more each day. There is no better time to begin meeting these guidelines than this spring. Here are some activities that both adults and children can try this year...

Activities for children and young people

Ride your bike Riding a bike is a fun way to explore the neighbourhood and hang out with friends. If you can't yet ride – get your parents to help you learn. Check out www.transport.sa.gov.au/personal_transport/bike_direct to view a map of your local bike route.

Fly a kite Make the most of a windy day and fly a kite. Find a beach, park or oval with plenty of space and watch your kite soar high in the sky.

Skateboard or roller-skate Get your skates on! Practice and improve your skills – try an ollie or land a kickflip. You don't have to be Tony Hawk to have fun! Visit www.sk8.com.au for a directory of skate parks in SA.

Head to the beach

Go for a swim, ride a boogie board, surf, body surf or play a game of beach cricket.

Activities for adults

Walk to the shops Instead of jumping in the car or sending the kids, take a brisk walk to the shops, or better still, make it a family outing and go together. You'll burn up to four to six calories for every minute you walk.

Go on an adventure Discover a piece of your environment that you've never seen before – head out on a weekend adventure, go biking to a new part of town, or discover one of our beautiful South Australian walks. Visit www.southaustraliantrails.com

Have fun with the kids You supply the enthusiasm and your kids will supply the ideas! Give them a piggyback, have a running race, or play hide and seek. Pushing the kids on swings works the triceps and enhances whole body flexibility.

Take a wake-up walk If you have trouble finding time to get active, set the alarm early and walk while the streets are quiet. You'll start the day with a 'spring' in your step and have your day well under control. Take your dog if you have one!

Visit www.beactive.com.au to find out other exciting spring activities, or to order your copy of the Children's be active Activator.

