

FOREWORD

We hope that by now you will have seen the 'stand out', bright **be active** bus stop messages around the streets of Adelaide! The most visible 'tip of the iceberg', they are a vital part of the **be active** communication campaign which is designed to change perceptions and behaviours to get more people to be more physically active. This edition of the **be active** newsletter demonstrates the huge breadth of activities that are doing just that. These include the Cycling Strategy, that aims to improve cycling safety and perceptions of cycling safety, and the Healthy Parks, Healthy People initiative to encourage people to enjoy themselves in the natural environment.

The hard work of the **be active** team, together with many others throughout the State, has ensured that the campaign has come a long way in just two years. As we farewell the **be active** Executive Officer Terri Lamoree, we should recognise how much of that progress has been due to her leadership and contribution. Her ability to overview the issues and link across all sectors has enabled everyone involved to work collaboratively towards achieving the vision of the State Physical Activity Strategy. A big '**be active**' thank you to Terri from all of us!

Pauline Brooks OAM
Chair, Physical Activity Council
South Australia

www.beactive.com.au



Government

WALK TO THE NEXT STOP

be active Campaign Update

If you've traveled around the streets of Adelaide lately, you may have noticed the many **be active** bus shelters promoting the messages 'Walk to the Next Stop' and 'Get Off a Stop Early'. These messages are all part of the latest phase of the **be active** campaign which encourages all of us to look for opportunities in our lives to be more physically active – such as getting off the bus a stop earlier and walking the extra distance. Bus stops around Adelaide are generally between 300m-500m apart so it's a perfect way to fit in an extra five minutes of walking into your day.

The campaign also features interior and exterior advertising on buses, along with radio ads being played on several stations across the State. Campaign material, including the radio ads, can be seen or heard on the **be active** website, so why not check it out at www.beactive.com.au!



be active.

be active in SA

Safety in Numbers, A Cycling Strategy for South Australia 2006 - 2010

Cycling is such a large part of South Australian culture, and is an enjoyable way for many to be physically active. In February 2006, the South Australian Government released a new cycling strategy for the State. This Strategy has been prepared in conjunction with key stakeholders and draws actions from across Government that, together, will progress cycling for the benefit of all South Australians.

The Strategy recognises that many people choose not to cycle because they perceive cycling to be unsafe – so the challenge lies in improving cycling safety and perceptions of cycling safety.

Research has shown that the greater the level of cycling, the lower the cycling crash rates become. It is important to improve road infrastructure, and road user behaviours, and to encourage more people to cycle more often - further reducing the risk of crashes. The Strategy aligns with the overarching Australian National Cycling Strategy 2005 – 2010.

Safety in Numbers - Vision:

Cycling is embraced throughout the community as an activity that contributes significant health, environmental, economic and social benefits for all South Australians.

Safety in Numbers – Goal:

More people cycling safely, more often in South Australia, with an aim to double cycling trips by 2015.

Safety in Numbers – Objectives:

1. Effective planning and coordination for cycling;
2. Comprehensive cycling networks and facilities;
3. Safer cycling;
4. Successful promotion of cycling; and
5. Government leading by example.

Safety in Numbers can be downloaded at:
www.transport.sa.gov.au/pdfs/personal_transport/bike_direct/cycling_strategy.pdf.



be active in SA

be active in SA

Cycling in South Australia

Did you know that approximately 95,000 South Australians cycle on a weekly basis? In addition, the majority of these people identify themselves as riding for recreation rather than for transport. These statistics, and many more, come from the most recent SA Physical Activity survey for adults, released in 2005.

Cycling is such a popular pastime in South Australia, and one that a lot of people do just for the enjoyment of it. It's also an activity that assists many South Australians to become more physically active. It is clear from the survey results however, that an even greater number of people would like to cycle more, and that safer environments such as cycling lanes on roads, or separate cycle paths, could enable this to happen. The popularity of cycling in other countries, such as the Netherlands where cycle networks are common, points to this being a successful strategy.

For more information about cycling in South Australia, or physical activity, visit the Research page of the **be active** website.

2006 be active

Recreation and Sport Industry Awards

The **be active** Recreation and Sport Industry Awards encourage, recognise and reward achievements across the South Australian sport, fitness, outdoor recreation and community recreation sectors. The Awards aim to acknowledge innovative and effective practices that will improve industry performance, quality of services and most importantly, participation rates in physical activity.

The 2006 **be active** Recreation and Sport Industry Awards were held on Friday, 9th June at AAMI Stadium. Ten categories were awarded over the evening - each winner receiving a cash prize and trophy, showcasing a high standard of finalists and winners. Approximately 300 people attended this tribute to the excellent programs and dedicated people working in the recreation and sport industry in South Australia.

2006 Award winners:

- Minister's Award for Recreation and Sport – Surf Life Saving SA
- **be active** Award for Community Physical Activity Initiative - Payneham Table Tennis Academy
- Volunteer Management Award - Hallett Cove Little Athletics Centre
- Organisational Management Award - District Council of Ceduna and the Far West Football League
- Safety Initiative Award - Surf Life Saving SA
- Event Award - Brighton Surf Life Saving Club
- Innovative Programs for Specific Population Groups - Active Ageing SA Inc
- Creating Elite Pathways Award - SA Rowing Association
- Recreation and Sport Education Award - Port Lincoln High School
- Recreation and Sport Facility Award - City of Unley

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be active in SA

Healthy Parks, Healthy People

National parks and other areas managed by the Department for Environment and Heritage (DEH) play an important role in conserving our natural environment. But did you also know that every time you visit a park you are improving your health and wellbeing?

Healthy Parks, Healthy People is a new initiative encouraging people to enjoy themselves in the natural environment and promote the physical, social and mental health benefits associated with using DEH managed parks and other areas for recreational activities.



Regardless of your age, interest or fitness level, parks have something for everyone.

If you're interested in bushwalking, cycling, camping, picnicking, bird watching, rock climbing, canoeing or just looking at flowers and wildlife, why not visit a national park? There are over 300 in South Australia to choose from.

Step into nature and rediscover the wide-open spaces, tranquility and stunning scenery. It's a great way to get fit and healthy, and escape the stress of everyday life.

For more information about Healthy Parks, Healthy People, or to find the closest park to you, call the department's information line on (08) 8204 1910 or visit www.parks.sa.gov.au.

Mount Remarkable Bike Trails

The District Council of Mount Remarkable, together with the Southern Flinders Regional Tourism Authority and Bike SA, are promoting cycling and bike trails within the Council area and the Southern Flinders Region.

Already 7 kms of mountain bike trails have been developed on private land along the magnificent foothills of Mount Remarkable. Experienced mountain bike riders have rated these trails as awesome. A further 20 kms of mountain bike trails are currently being developed over other private property.

The Mount Remarkable area is renowned for its beautiful scenery – just imagine cycling from Wirrabara to Wilmington along picturesque trails.

The Fat Tyre Festival will be held in Melrose over the long weekend in October (29th September to 2nd October) and the 2007 Outback Odyssey, using the Mawson Trail (which links Adelaide to the heart of the Flinders Ranges) will take place in April 2007. For more information visit www.bikesa.asn.au.

So if you're heading to the Flinders Ranges (or anywhere) for a holiday, remember to pack your bike and discover the local trails. What a great way to **be active!**



be active in SA

Disability and Physical Activity

Everyone, including people with disabilities, should engage in regular physical activity. People with disabilities however, often face extra barriers to participation. Statistics show that of the 19% of people with disabilities, only a small percentage participate in regular, physical activity. One of the keys to increasing participation lies in educating the community and people with disabilities about the opportunities available to **be active**.

The Office for Recreation and Sport has implemented a number of new initiatives to encourage people with a disability to **be active** through physical activity and sport.

One such initiative is Sports Ability, from the Australian Sports Commission. Sports Ability provides a unique opportunity for community disability groups to engage in regular activities and the development of an ongoing, social program between centres/groups.

Sports Ability is based around five activities:

Boccia is a 'bowls type', target game suitable for people of all abilities. Boccia can be played as a participation activity and also has a pathway to the Paralympic Games for people with cerebral palsy.

Goalball is another paralympic sport developed for players who have a visual impairment. It is an exciting invasion game.

Sitting volleyball is the third activity with an inbuilt pathway to the Paralympic Games for players for whom standing volleyball may not be an option. All players are seated to play. Sitting volleyball is an excellent inclusive activity.

Polybat is an accessible version of table tennis and is particularly useful for people who have coordination and control impairment.

Table cricket is a dynamic table version of cricket for players of all abilities, but specifically those with complex or higher support needs. It retains the three main elements of cricket: batting, bowling and fielding, as well as most of the key rules.

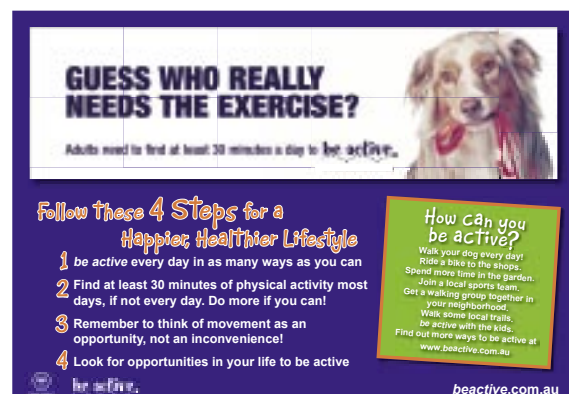
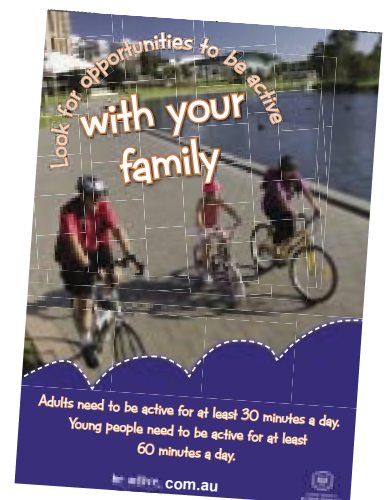
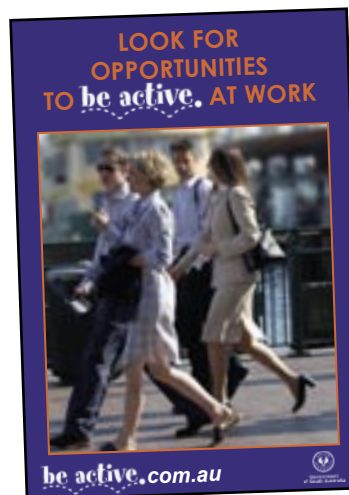
The Office for Recreation and Sport has purchased ten Sports Ability Kits which are available for community groups to access and use to provide participation



activities for clients and members. If you would like to trial a kit before purchasing, or to find out what other equipment is available for loan, contact the Office on (08) 8416 6677.

Posters Available!

A range of posters are now available for those looking to help spread the **be active** physical activity message. These posters are aimed at adults, workers, young people and families and can be viewed on the **be active** website.



be active in SA

Active Community Field Officers

The Office for Recreation and Sport (ORS), in partnership with local councils, health services and community sport and active recreation organisations, employ several Active Community Field Officers to support regional communities.

Currently six Field Officers cover the regions of the South East, Murraylands, Riverland, Southern Fleurieu, Eyre Peninsula and Port Augusta/Whyalla. Each Field Officer works closely with local organisations to achieve an increase in community participation in sport and/or physical activity programs and improve the quality of sport and/or physical activity opportunities.

This is achieved in a number of ways including supporting volunteers, advocacy, community development, and recreation and sport development.

What's happening in ... the Riverland?

The Riverland has just experienced one of their biggest **be active** weekends for some time. In one April weekend, the region saw 90 competitors at the National Barefoot Skiing Championship, the traditional Anzac Day start to the Aussie Rules season, a Federation Cup clash for Riverland Soccer, and the regular Golf & Bowls competitions. Hearts were also pumping in Loxton for 250 triathletes from across the State, while 130 runners and walkers participated in the Barmera Fun Run.

Andrew Haigh, the Active Community Field Officer for the Riverland, is leading a review of regional facilities as part of the implementation of the region's Recreation and Sport Strategy. Although the facility review will look at the current quality and needs of existing facilities, the priority is to identify any major gaps in provision and venues that will need significant upgrades in the next five years.

For more information on the Active Community Field Officer program, contact Gavin Fairbrother, Local Government Liaison at ORS on (08) 8416 6723 or visit www.recsport.sa.gov.au.

Education Update

Port Lincoln's Cranston Street Kindergarten has developed a physical activity program targeted at four year olds and their families, following growing evidence and community concerns that physical activity levels in children have declined over the past decade.

As a Department of Education and Children's Services **be active** Innovation site, Cranston Street Kindergarten is looking to improve physical activity outcomes by increasing children's levels of regular participation and improving the quality of physical activity.

Children took home small laminated photo cards with suggestions of play areas within the local community that they could go to with their families. The package included photos of local parks and beaches for outdoor activities, a map of Port Lincoln with parks marked on it, and a weekly record card with seven stickers to mark each time children were physically active for an hour.

Cranston Street Kindergarten Early Childhood Worker Gill Jenkins said it was important that children and their parents worked together, both at kindergarten and at home to achieve 60 minutes of vigorous, physical activity each day.

The children were given cameras to take home and capture what they thought physical activity was and where it took place. A wide range of responses prompted Gill to teach her class about physical activity by relating it to the positive effects it has on the body, such as increased heart rate, improved skill levels and good health.

"The benefit of physical activity is a concept four year-olds can easily understand but needs to be talked about more because children are more likely to be engaged when they understand the links with their bodies", she said.

Gill noted that young children should also be given options for physical activity so they can make choices about preferred activities and areas. The visual format of the cards made it easy for children who could not read to use and communicate their ideas to their parents.

Physical Activity and Cancer

Almost 5,000 people die from bowel cancer each year making it one of Australia's leading causes of cancer deaths. Bowel cancer is the most common cancer for South Australians with over 1,100 new cases diagnosed each year.

The Cancer Council South Australia is urging people to adopt healthier habits to reduce their risk of bowel cancer with the launch of a new healthy lifestyle campaign.

The campaign, which includes television advertisements, encourages South Australians to 'avoid the cure' for bowel cancer by maintaining a healthy body weight through a balanced diet, and enjoying regular, physical activity.

Recent evidence shows that around a quarter of all cases of bowel cancer can be prevented through people making these simple lifestyle changes.

After tobacco avoidance, physical activity is the most significant element in cancer prevention.

Studies have shown a 40% reduction in the risk of colon cancer with increasing levels of activity. It suggests that intense activity may be more protective against colon cancer than moderate levels of activity.

National Physical Activity Guidelines for Australians recommend that adults participate in 30 minutes or more of moderate-intensity, physical activity on most, and preferably all, days. To reduce the risk of cancer, The Cancer Council South Australia also recommends that people engage in regular, moderate physical activity.

Of course any increase in physical activity is beneficial – however, it's important to start slowly so that changes can be maintained for life.

For more information about cancer, call The Cancer Council Helpline on 13 11 20.

Mid North Tai Chi Leaders' Course

One of the major findings of a recent Mid North Physical Activity survey was that organised, physical activities assist people to become more active. As a result of this finding, nineteen interested participants from the Mid North Region of South Australia, from Pt Broughton to Peterborough, came together at the Jamestown Medical Centre to undertake a Tai Chi Leaders Course with Tai Chi Master Rosemary Palmer.

The Tai Chi Leaders Course involved learning the sequence of Qigong teaching methods, and the safety and legal aspects of instructing a class. After some months of practice and further technique development it is expected that classes will commence in each town within the Mid North region and will be led by the trained participants in a voluntary capacity.

The weekend course was funded by a regional Women's Health grant; it was available at no cost to the participants. All participants thoroughly enjoyed the weekend, and are now enthusiastic about starting classes in their town and getting more people active through Tai Chi.

It is claimed that Tai Chi provides the following benefits: increased oxygen uptake and utilisation (more efficient breathing), reduced blood pressure, slower declines in cardiovascular power, increased bone density, increased strength and range of motion of joints, greater leg strength, knee strength, and flexibility, reduced levels of stress hormones during and after practice, improved immune function, and heightened mood states.



Winter Activity

DanceSport



DanceSport, also known as Ballroom Dancing, is a very competitive sport, but for some it can be a wonderful way to participate in physical activity in a fun, social environment.

Now recognised by the International Olympic Committee as a sport, DanceSport is expected to be included in the Olympic program eventually. It's not only a great way to develop the body and mind, but also to express artistic creativity through musical interpretation, costume design and choreography.

Those who are new to DanceSport can participate in social dance classes. These are fun for all ages and provide the additional advantage of meeting new people while participating in a physical activity. On top of this, the classes are also a great way of learning some of your favourite dances and moves.

If you wish to take dancing a little more seriously, you can progress to medal classes where you learn the technical aspects of dance and achieve formal recognition from bronze medal to higher-level awards.

Whether your dream is to become the next 'Dancing With The Stars' champion, or you're simply after a new and exciting way to *be active*, then look no further, grab yourself a partner and come and try a social dance class in your area!

To find out more, contact DanceSport South Australia at exec.sa@dancesport.org.au.

Feedback

What would you like to see in future editions of this newsletter?

If you want to see more (or less) of something, or you have an interesting story, event or a favourite activity, then we would love to hear from you!

Send your feedback or comments on beactive@saugov.sa.gov.au or call the editor on (08) 8416 6702.

An electronic copy of this newsletter is available at www.beactive.com.au.

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