



Dance Republic, run by Big West Festival and supported by VicHealth's MOTION program, brought diverse communities together to participate in a fusion of intercultural and urban dance.

## 02 Encouraging regular physical activity

### OUR 3-YEAR PRIORITY

More people physically active, participating in sport and walking.

#### WHY?

Less than a third of Australians are getting enough physical activity to benefit their health.<sup>1</sup> We can significantly improve our health by moving more and sitting less, so it's vital that we keep creating opportunities for people to build physical activity into their daily lives.

This is why VicHealth promotes participation in sport and active recreation, active travel and the arts through diverse partnerships with the sports sector, government, active travel and recreation agencies, arts organisations, workplaces and more.

### PHYSICAL ACTIVITY

#### Teaming up with the Australian Football League

In April this year, through a partnership with the AFL Players' Association, Collingwood captain Scott Pendlebury and Melbourne captain Nathan Jones joined fellow AFL players to promote VicHealth's **TeamUp 20 Day Challenge** – an initiative to encourage Victorians to get moving for 20 consecutive days to develop healthy habits. TeamUp users posted images of their experiences on social media and were given the chance to team up with AFL players to run The Tan or play a social basketball game.

The Challenge was part of the broader **TeamUp campaign** that was launched by VicHealth in 2013 to support Victorian adults to get active when, where and how they want. The free TeamUp app helps people join a range of sport and physical activities with others, whether they want to give it a go one afternoon a month, or turn up to play every week. The app, which is available on iPhone, Android and Facebook, has been downloaded more than 24,000 times.

A new partnership between VicHealth and the AFL's Western Bulldogs Football Club saw TeamUp promoted through their **Sons of the West men's health program**, which is designed to promote the health of men aged 18 and above, living or working in the club local government areas of Melton, Brimbank, Maribyrnong, Hobsons Bay and Wyndham. These areas experience significant social and economic disadvantage and consequent health disparities.

*The free TeamUp app can be downloaded from iTunes and Google Play.*

[www.teamup.com.au](http://www.teamup.com.au)

[www.facebook.com/teamup](https://www.facebook.com/teamup)

<https://twitter.com/teamupvic>

<http://instagram.com/teamupvic>

<sup>1</sup> Australian Bureau of Statistics 2012, *Australian Health Survey: first results, 2011–12*, cat. no. 4364.0.55.001, ABS, Canberra.

## VicHealth promotes physical activity through sport, active travel and active recreation programs that increase opportunities for participation.

### Active for Life: Increasing children's physical activity

Being active every day is important in childhood and can lay the foundations for a healthy and active life. While the benefits of an active lifestyle are compelling, getting children to move more and sit less is complex.

Released this year, VicHealth's *Active for Life* is an evidence-based resource to help better understand the challenges around children's physical activity, and inspire better practice to integrate more movement in children's daily lives.

*Active for Life* brings together Australian and international research to challenge current thinking and inform ways to increase children's physical activity at school, through sport, within communities and in the home, to benefit children aged 4 to 12 years. School principals and teachers, community groups, sporting associations and clubs, and state and local government officers in the areas of planning, health, education, parks, sport and recreation are encouraged to use this resource to inform action to get children more active.

[www.vichealth.vic.gov.au/activeforlife](http://www.vichealth.vic.gov.au/activeforlife)

### Be Active: Increasing physical activity in partnership with local government

Victorian residents in five local government areas are benefiting from a VicHealth and Sport and Recreation Victoria program designed to inspire people to get more physical activity into their day. The City of Greater Bendigo, City of Greater Geelong, Knox City Council, Latrobe City Council and Wodonga City Council are implementing the \$2.7 million Be Active program over 3 years. It has a particular focus on increasing physical activity participation for children, older people and families, as well as improving civic engagement through volunteering.

This year the program focused on strengthening physical activity and volunteering within key council policies, strategies and plans; building supportive partnerships; initiatives to increase physical activity, including walking, active transport and incidental activity through school, workplace and community settings; and initiatives that engage local volunteers.

Be Active is being run in tandem with the State Government's Healthy Together Victoria program. VicHealth has engaged the Centre of Excellence in Intervention and Prevention Science (CEIPS) to undertake an evaluation of Be Active.

[www.vichealth.vic.gov.au/beactive](http://www.vichealth.vic.gov.au/beactive)

### Selandra Rise (City of Casey)

In a unique collaboration between developer Stockland, the Planning Institute of Australia (PIA), the City of Casey, the Metropolitan Planning Authority (formerly the Growth Areas Authority) and VicHealth, healthy urban design is being embedded in Selandra Rise, a residential property development in Melbourne's south-eastern Local Government Area of Casey. Now in its third year of construction, the master plan for Selandra Rise has a particular focus on creating a healthy and engaged community by promoting physical activity and active transport, and encouraging social interaction. It's a first for Australia in terms of embedding health promotion planning and solutions from conception to construction. The development includes diverse and affordable housing, interconnected walking tracks, bike paths and a neighbourhood centre.

Dr Cecily Maller, a Senior Research Fellow at the Centre for Design (RMIT University) and the recipient of a VicHealth Research Practice Fellowship in Community Development and Residential Planning (2010–15), is studying the progress of Selandra Rise over 5 years to find out whether incorporating health into urban planning makes a difference for its residents, and also what this means for urban design and planning policy.

VicHealth has supported government planners to make health the first consideration in new housing developments and we hope Selandra Rise will set the benchmark.

### Active Cities initiative: 100 Ways to Move It Melbourne

In May and June this year, VicHealth worked in partnership with the City of Melbourne and the Victorian Department of Health to host a range of exciting activities designed to get Melbourne CBD workers moving more before, during and after work, as part of the 100 Ways to Move It Melbourne campaign. Program highlights included yoga, Zumba, retro sports (hula hooping, elastics), an outdoor gymnasium and silent disco, and free lunchtime dance parties with healthy lunches. People were also encouraged to take the stairs instead of the lift, get off the tram a few stops early, bike into work – anything to move more.

[www.melbourne.vic.gov.au/100ways](http://www.melbourne.vic.gov.au/100ways)

VicHealth's *Active for Life* resource is inspiring better practice to integrate more movement in children's daily lives.



With the right support, VicHealth believes that all community sports clubs have the potential to become healthier and more welcoming.



### MOTION: Making art that moves people

This year, five arts and cultural organisations have been funded through our MOTION program. They are creating an exciting range of arts participation opportunities to get people more physically active in a fun and unique way. VicHealth created MOTION to promote the health benefits of arts activities that increase physical activity, build social connection and enhance mental wellbeing. The program places a strong emphasis on strategic partnerships and creating models of arts participation that can be replicated and sustained into the future.

An evaluation of MOTION estimates that events and activities (May 2013 to June 2014) resulted in 27,676 participants.

See also page 52 for other arts projects that have contributed to the physical activity and mental wellbeing of Victorians by getting more people up and moving.

Projects/organisations funded this year:

- **The Art of Play, Women's Circus** (delivered in the City of Maribyrnong, City of Brimbank and City of Melbourne)
- **Art Pumping Action, The Village Festival** (delivered in Horsham Rural City, City of Yarra, Mount Alexander Shire and Surf Coast Shire)
- **Dance Republic, Big West Festival** (delivered in the City of Maribyrnong, City of Brimbank and Wyndham City)
- **The Alice Project, Ausdance Victoria** (delivered in Glenelg Shire, Latrobe City and East Gippsland Shire)
- **The Ripple Effect, Arts Access Victoria** (delivered in the City of Port Phillip, City of Maribyrnong, City of Melbourne, City of Wodonga, City of Greater Bendigo, Benalla Rural City, Frankston City and City of Yarra)

[www.vichealth.vic.gov.au/motion](http://www.vichealth.vic.gov.au/motion)

## SPORT

### Healthy Sporting Environments program

VicHealth's Healthy Sporting Environments program supports the development of sustainable policies in rural and regional sporting clubs. This pioneering program is giving us a better understanding of how health promotion can be weaved through grassroots sports clubs.

The program was initially implemented as a pilot program in 73 clubs by Leisure Networks in the local government areas of the wider Barwon region. Published this year, the evaluation of the pilot project includes lots of ideas for local action: [www.vichealth.vic.gov.au/hsedp-evaluation](http://www.vichealth.vic.gov.au/hsedp-evaluation)

This year, we continued to work with nine Regional Sports Assemblies to ensure that 250 clubs in regional and rural areas throughout Victoria receive tailored support to improve their club environments in the areas of: responsible use of alcohol; healthy eating; reduced tobacco use; inclusion, safety and support; injury prevention and management; and UV protection.

With the right support, we believe that all community sports clubs have the potential to become healthier, more welcoming places through good governance, leadership, and a culture that supports health and wellbeing.

### State Sporting Association Participation Program

Through this VicHealth program, almost \$13.7 million is being invested in 31 State Sporting Associations over 4 years (2011–15) to enable organisational and cultural change at a state level to make sport more welcoming and inclusive for all Victorians.

These organisations are actively working to create safe, accessible, inclusive and equitable sporting environments to increase participation of particular target groups, including women and girls, Aboriginal Victorians, culturally and linguistically diverse communities, and people with a disability.

With the program now in its fourth and final year, progress has been encouraging with organisations embedding sustainable change and actively encouraging participation in community sport. Implementation has been guided by VicHealth's *Everyone Wins* framework, which underpins the program.



## More than 32,000 students from over 300 primary schools took part in VicHealth's annual Walk to School campaign.

### Active Club Grants

For over 27 years, VicHealth has provided small grants to thousands of community sport and active recreation clubs and organisations across Victoria. This year, VicHealth's Active Club Grants assisted 742 clubs, with a combined total of 212,000 members, to tackle two major barriers that prevent people from taking part in sport and active recreation – cost and injury. These grants, of up to \$3000 each, aim to make it a little easier for community sporting clubs to encourage people to join their club, fund equipment and help them improve the safety of those taking part. This ultimately supports more people to be active through participating in club sport.

### Sport and recreation spatial project

As part of a VicHealth research practice fellowship in physical activity, we have been working collaboratively with a range of State Sporting Associations, government, Vicsport and university organisations to support the future planning for seven Victorian sports.

Dr Rochelle Eime, joint VicHealth Research Practice Fellow (Physical Activity, 2011–15) at Federation University and Victoria University is playing a lead role.

Data from over 2.6 million Victorian sport participant records has been captured in an online GIS mapping tool developed to better understand participation levels and trends, influences on participation, the health benefits of sport participation, and the link between facilities and participation.

[www.sportandrecreationsspatial.com.au](http://www.sportandrecreationsspatial.com.au)

### Indigenous Surfing Program

VicHealth continued to support Surfing Victoria's Indigenous Surfing Program, which has developed over time to become a vehicle for community engagement activities that increase the social and economic participation of Indigenous Victorians. Over the past 3 years, the program has focused on providing young Aboriginal men and women with access to education, training and employment opportunities related to the surfing industry. The establishment of regional surf competitions and Surf Development Squads have created a clear pathway for progression in the sport.

VicHealth also supported the Australian Indigenous Surfing Titles in 2014.

An evaluation of the program (between 2012 and June 2014) by Storyscape illustrates Surfing Victoria's successful approach of using sport as a vehicle for engagement. It identifies five pillars that have enabled the success of the program, which have been shared with other sports aiming to engage with Indigenous communities in Victoria.

In 2014–15, Surfing Victoria will further develop the Indigenous Surfing Program and, with VicHealth's support, continue to play a lead role in providing advice and support to a range of State Sporting Associations.

## WALKING

### Walk to School 2013

VicHealth's annual Walk to School campaign encourages Victorian primary school students to walk to and from school more often, building healthy habits for life. In 2013, Walk to School took place in November and more than 32,000 students from more than 300 primary schools took part in the event – almost three times as many students as the year before.

In 2013, for the first time, we worked in partnership with and funded 51 local councils across the state. Participating councils promoted Walk to School in their local communities, worked with local primary schools, and ran activities tailored to their environment.

The campaign, now in its eighth year, highlights the benefits of walking to and from school for primary school aged children, such as improving fitness, developing social skills, building confidence and learning about road safety.

The free interactive Walk to School app can be downloaded from iTunes and Google Play.

[www.walktoschool.vic.gov.au](http://www.walktoschool.vic.gov.au)

### A comparison study of children's independent mobility in England and Australia

To coincide with Walk to School in 2013, VicHealth released research from Deakin University showing that Australian parents of 10 to 12-year-olds are more hesitant to allow their children to walk home from school alone than their British counterparts. The research, led by Dr Alison Carver, compared 784 primary school children and 455 secondary school children in rural and metro areas of Britain and Victoria. The paper was published in international journal *Children's Geographies*.

We are investigating the role that parental fear plays in shaping children's independence and physical activity.



Otis Carey takes out the 2014 Australian Indigenous Surfing Titles at Bells Beach, an event hosted by Surfing Victoria and supported by VicHealth.



### Stepping Out: Encouraging children to walk to school

VicHealth also published a study by the University of Melbourne and VicHealth that aimed to increase our understanding of how children negotiate independent travel. The 2-year *Stepping Out* study by Dr Lisa Gibbs from the School of Population and Global Health revealed that the final years of primary school are critical for developing children's confidence and independence to travel without their parents in their communities. The research supports finding ways to encourage children to walk independently and foster health and wellbeing.

[www.vichealth.vic.gov.au/stepping-out](http://www.vichealth.vic.gov.au/stepping-out)

### Parental fear research

VicHealth is currently working with La Trobe University and the Parenting Research Centre on a 3-year study (2012–15) into parental fear – the first of its kind in Australia. This research will investigate the role that parental fear plays in shaping children's independence and physical activity. To date, it has involved discussion groups with children and parents and a large statewide survey of more than 2000 parents of children aged 9 to 15 years. The final year of the project will involve engaging with experts and identifying initiatives to help parents overcome fears about children walking and riding to and from school and within their neighbourhood.

[www.vichealth.vic.gov.au/parentalfear](http://www.vichealth.vic.gov.au/parentalfear)

### Victoria Walks

VicHealth continued its support of Victoria Walks, the peak walking promotion body in Victoria. Victoria Walks focuses on encouraging walking for transport, leisure, recreation and fitness to increase children and young people's activity, older people's participation and family engagement.

This year, Victoria Walks released new online resources that promote walking and walkability, including Smart Steps resources for councils, schools and families. Recently, Victoria Walks released a *Guide to Measuring Walking* and a comprehensive study, in partnership with the Council on the Ageing (COTA), on the barriers and enablers for seniors' (aged 60+) walking for transport and recreation.

A partnership between VicHealth, Victoria Walks and the Department of Health is supporting walking as part of the Victorian Government's Healthy Together Victoria program.

[www.victoriawalks.org.au](http://www.victoriawalks.org.au)

### Reducing prolonged sitting in the workplace

Professor David Dunstan from Baker IDI Heart & Diabetes Institute is leading the research team working with the Australian Government Department of Human Services to design, implement and evaluate organisational and system level strategies for reducing prolonged sitting in office workers in 16 Smart Centres in metropolitan Melbourne and Geelong.

This work is part of VicHealth's \$3 million Creating Healthy Workplaces program, which is funding five large-scale pilot projects in Victorian workplaces to develop and test solutions for promoting good health and preventing chronic disease.

[www.vichealth.vic.gov.au/workplace](http://www.vichealth.vic.gov.au/workplace)

## COMMITTEE REPRESENTATION

During the year, VicHealth was represented on numerous committees, advisory bodies and working groups that shape physical activity policy and practice in Victoria and nationally, including:

- Centre of Research Excellence in Healthy Liveable Communities Advisory Group
- La Trobe Sport, Exercise and Rehabilitation RFA Advisory Board
- NoGAPS National Sports Injury Strategy
- Ride2School Advisory Committee
- Victorian Pedestrian Advisory Council
- Victorian School Sport Council