

Getting Dunedin Active

A physical activity plan for Dunedin City
2015/16



Being physically active is important for the health and wellbeing of our community. Active communities are prosperous and innovative; they thrive. Making it easy to move more, more often, is vital for Dunedin's future as one of the world's great small cities.

Some of the key benefits of being involved in sport and active recreation are the improvements to personal health and wellbeing. Research shows that physical fitness lowers the risk of a number of health related issues, such as diabetes, obesity, heart disease, cancer, and falls and injuries amongst older people.

Being active is also beneficial for mental health, boosting self-esteem and mood, helping with stress relief, and improving sleep. In addition, the evidence shows that regular physical activity assists with the prevention and management of depression.

As well as being a significant contributor to an individual's

overall physical and mental health, physically active communities also experience enhanced social and economic wellbeing. Families coming together to explore playgrounds, experience bushwalks, or swim at a community pool enjoy opportunities to meet new people and make connections in the community. Fewer sick days and better work productivity are also associated with physical activity. Participation in active recreation provides opportunities to learn about the environment, ourselves, and others.

Importantly, all these benefits cross age, gender, ethnic, and socio-economic boundaries.

Active communities are built through strong relationships. Developed through the Getting Dunedin Active partnership (see Appendix 1), this strategy is our plan for achieving the shared vision of Dunedin as New Zealand's most active city.





Vision:

Dunedin – New Zealand's most active city.

Mission:

To work together to create a city where everyone enjoys an active life.

Value Statement:

The Getting Dunedin Active partners have chosen the Maori concept of whanaukataka to describe the way in which we work together. In this context, whanaukataka means creating strong relationships that are built on shared understanding and purpose. We recognise that we can be more effective when we work collaboratively rather than individually, and we display high levels of respect and integrity in our relationships with each other and with the community.

Goals:

1. Our urban and rural environments foster more active lifestyles.
2. People enjoy the benefits of being physically active, and know how to access opportunities to be active.
3. The organisations involved in promoting, delivering and researching physical activity collaborate effectively.
4. Increased capability of the organisations that facilitate and deliver physical activity opportunities.
5. Our future generations have more opportunities to engage in and choose active lifestyles.

This table provides an outline of the projects being undertaken for the period July 1 2015 to June 30 2016. The GDA network refers to the current evidence base when undertaking future planning. In addition, the principles used to guide the selection of projects are: • **Fun** • **Inclusiveness** • **A life-long approach**.

Project	Goal	Description	Objectives	Deliverables	Timeframe
MoveMe	2	A promotional campaign targeting Dunedin adults aged 25-65 years, who have the intention of becoming more active.	To increase Dunedin adults awareness of, and participation in, physical activity.	A 2% increase in the proportion of residents who are meeting current minimum physical activity guidelines (based on population) within three years.*	Ongoing
Workplace Wellness	2	A project to provide free workplace wellness resources, and an affordable workplace wellness programme, in conjunction with SpringIn2It.	To provide free resources and ideas to local workplaces who are putting wellness initiatives in place.	Develop a project to assist workplaces to prioritise employee wellbeing.	July 2016
Community maps	2	Maps based on residential areas, showing green spaces, schools, play areas, walking tracks, toilets etc.	To increase awareness of Dunedin residents' opportunities to be active within their neighbourhood.	Two neighbourhood maps produced and distributed annually.	July 2016
Student placement/ research project	4	A database of opportunities that currently exist for GDA partners to utilise University or Polytechnic students for research or project work.	To increase the capability of the GDA partners.	Electronic database.	Ongoing
Kindergarten maps	2,5	Maps based on kindergarten locales which showcase opportunities for children and parents to be active together.	To increase awareness of Dunedin parents and kindergarten teachers of opportunities to be active within their neighbourhood.	Two kindergarten maps produced annually.	Ongoing
Maori heritage walking trail	2,5	A sign-posted walking trail that encompasses areas of significance for local iwi.	To promote physical activity to Maori in a way that is meaningful to them.	Completed walking trail.	July 2016
Dunedin track signage	1,2,5	Evidence shows that effective signage can increase the use of recreational tracks and trails. Many local tracks currently have inadequate, or damaged signage.	To increase the usage, usability, and attractiveness of Dunedin's tracks and trails.	Improved or new signage at five selected tracks, accompanied by promotion (via MoveMe) of those tracks.	July 2016
Getting Dunedin Active advocacy	1,2,5	Ongoing advocacy for the benefits of physical activity, and environments that promote and support physical activity.	To make the active option the easy option; to raise awareness of the wider benefits of physical activity.	Submissions to long term and annual planning processes; networking with potential new partners and related organisations; media coverage (e.g. Star column); research contributions (e.g. BEATS Study); advisory roles.	Ongoing
Getting Dunedin Active partnership activities	3,4	Regular meetings; workshops; external networking.	GDA relationships are proactively managed; new partners are added as appropriate.	Bi-monthly meeting schedule for Getting Dunedin Active Project Team; quarterly meeting schedule for Maori Getting Dunedin Active and MoveMe Project Teams.	Ongoing

* This stretch goal was set in 2011, at the start of the MoveMe campaign. We are currently working to develop a new goal, based on our work and evaluation to date.

Evaluation and Monitoring

The evaluation of the GDA strategy takes place at a number of levels, these include:

- The national 'Quality of Life Survey' undertaken every two years by six of New Zealand's major City Councils
- The 'Active NZ New Zealand Sport and Physical Activity Survey' undertaken by SportNZ
- The ongoing evaluation of the MoveMe campaign



Related Reading

- Sport New Zealand. (2015).
Sport and Active Recreation In The Lives Of New Zealand Adults: 2013/14 Active New Zealand Survey Results. Wellington: Sport New Zealand.
- Sport New Zealand. (2015).
Sport NZ Group Strategic Plan. Wellington: Sport New Zealand.
- Sport New Zealand. (2015).
Community Sport Strategy 2015-2020. Wellington: Sport New Zealand.
- Visitor Solutions Ltd. (2007).
Getting Dunedin Active; A Physical Activity Strategy for the People of Dunedin.
- Hargreaves, E. (2012).
Dunedin Physical Activity Promotional Campaign Evaluation: Baseline data. Dunedin: University of Otago.
- Hargreaves, E. (2015).
Dunedin Physical Activity Promotional Campaign Evaluation: Final Report. Dunedin: University of Otago.

Appendix 1 - Partners

The Getting Dunedin Active partnership was developed to encourage collaboration between local agencies and organisations that have an interest in promoting physical activity. It has been in place since 2007, and includes the following organisations:

- Age Concern Otago
- Department of Conservation
- Disability Information Services
- Dunedin City Council
- Dunedin Kindergarten Association
- Dunedin Secondary School's Partnership
- Edgar Centre
- Mountain Biking Otago
- Otago Polytechnic (Institute of Sport and Adventure)
- Otago Primary Principal's Association
- Otago Secondary Schools' Sports Association
- Otakou Runaka
- Pacific Trust Otago
- Southern District Health Board
- Sport Otago
- University of Otago (School of Physical Education, Sport and Exercise Sciences; Unipol Recreation Centre)
- School of Physiotherapy

Informal relationships also exist with a number of other Otago University and Otago Polytechnic departments. These include:

University of Otago: the departments of Human Nutrition; Marketing; Science Communication; and Geography; Dunedin School of Medicine; College of Education.

Otago Polytechnic: School of Occupational Therapy; College of Enterprise and Development.





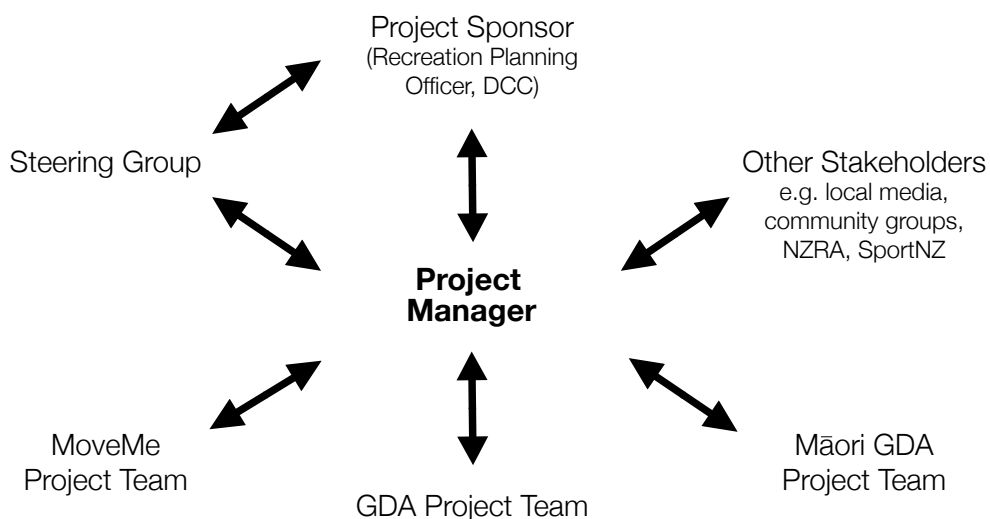
Appendix 2- Governance

The success of this strategy depends on strong links and sound working relationships. The purpose of the GDA Steering Group is to provide a collaborative, strategic, and advisory role in support of GDA.

The GDA Steering Group members are:

- Dunedin City Council – Richard Saunders, Parks, Recreation, and Aquatic Services Manager
- Dunedin Secondary Schools Partnership – Gordon Wilson, Secondary Partnership Manager
- Otago Primary Schools Principals Association – Tony Hunter, Committee member
- University of Otago School of Physiotherapy – Dr Cath Smith, Lecturer and Associate Dean
- Otago Polytechnic Institute of Sport and Adventure – Dr Megan Gibbons, Head of School
- School of Physical Education, Sport and Exercise Sciences – Professor Doug Booth, Dean
- Southern District Health Board (Public Health South) – Janice Burton, Professional Leader, Health Promotion
- Sport Otago – John Brimble, Chief Executive Officer
- Te Runanga o Otakou – Hoani Langsbury

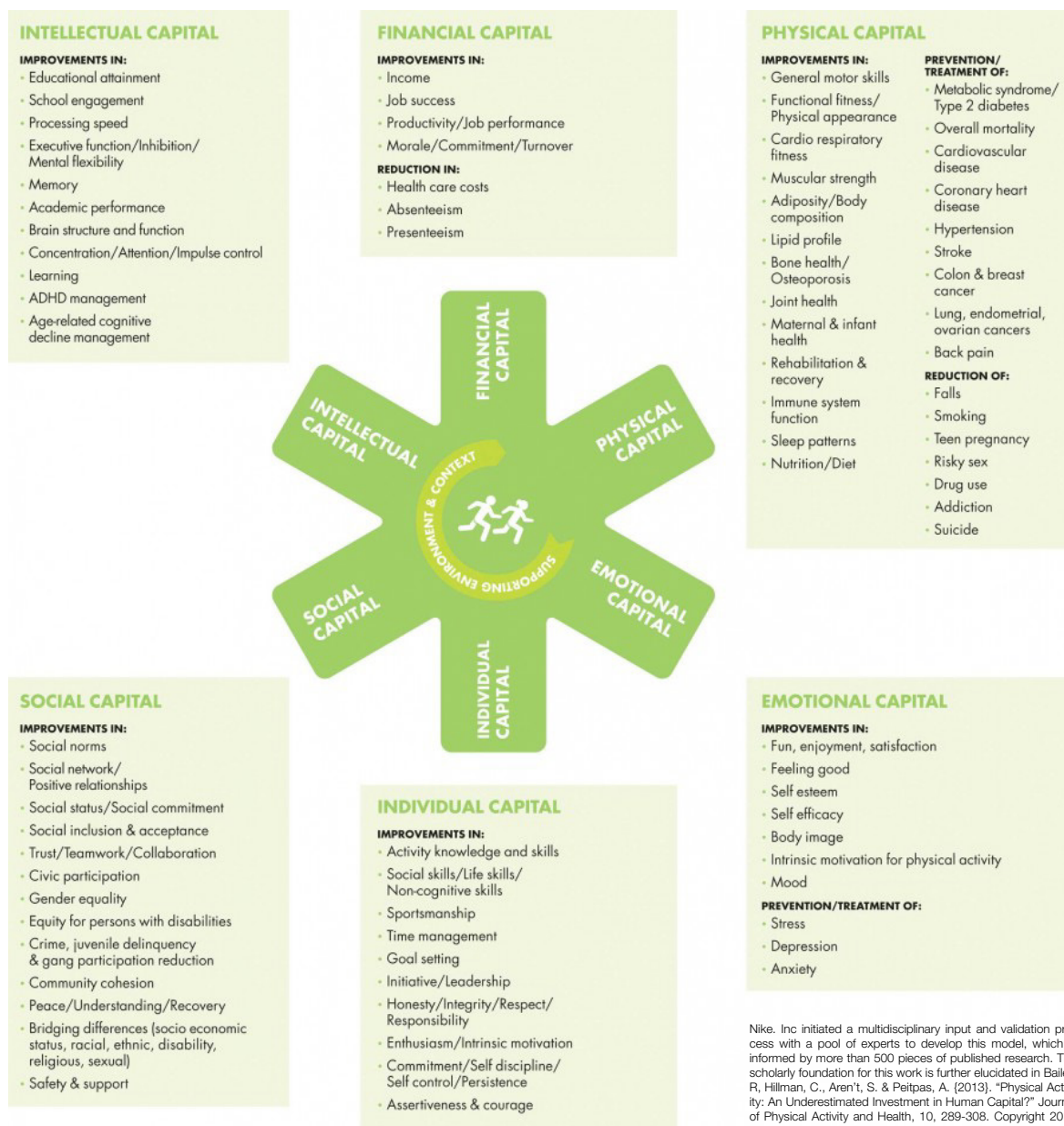
Getting Dunedin Active Stakeholder Diagram



Appendix 3

The Human Capital Model.

The comprehensive benefits of physical activity, sports and physical education are underestimated today. This model shows the spectrum of benefits to an individual and economy. Each 'capital' refers to a set of outcomes that underpin our well-being and success.



Nike, Inc initiated a multidisciplinary input and validation process with a pool of experts to develop this model, which is informed by more than 500 pieces of published research. The scholarly foundation for this work is further elucidated in Bailey, R. Hillman, C., Aren't, S. & Peitpas, A. (2013). "Physical Activity: An Underestimated Investment in Human Capital?" Journal of Physical Activity and Health, 10, 289-308. Copyright 2012 by Nike, Inc.