



Activity Plan

Activating the Wellington Urban Region

A strategy for our wellbeing



Title At the Heart – Activating the Wellington Urban Region
Physical Activity Plan

Authors Robyn Cockburn and Lucy Atkinson
Algate Enterprises



Date of Publication October 2007





TABLE OF CONTENTS

1	A PLAN TO GET MORE PEOPLE ACTIVE	1	3	MAKING IT HAPPEN	14
1.1	Introduction	2	3.1	Areas of Focus.....	15
1.2	Context.....	2	4	AT THE HEART STRATEGY IN CONTEXT	17
1.3	Community Commitment.....	3	4.1	Healthy Eating Healthy Action Strategy	17
1.4	What is this Document	4	4.2	Health Strategies	17
2	AT THE HEART - WELLINGTON URBAN REGION PHYSICAL ACTIVITY PLAN	5	4.3	Sport and Recreation Strategies.....	18
2.1	Our Vision	5	4.4	Local Government	19
2.2	Priorities	5	4.5	Wellington Regional Strategy	20
2.3	First Steps.....	6	4.6	Guiding Principles.....	20
2.4	Strategies.....	7	5	NEXT STEPS.....	22
2.5	Health Promoting Policy and Plans.....	8	5.1	Implementation Plans	22
2.6	Supportive Environments	9			
2.7	Community Action	10			
2.8	Developing Personal Skills.....	11			
2.9	Reorient Services and Programmes	12			
2.10	Monitor, Research and Evaluate.....	13			



1 A PLAN TO GET MORE PEOPLE ACTIVE

1.1 INTRODUCTION

Many organisations have worked collaboratively to develop *At the Heart - a strategy for our wellbeing; the Wellington Urban Region's Physical Activity Plan*. This process was made possible through investment from Sport and Recreation New Zealand (SPARC).

At the Heart focuses on getting people more active through:

- discretionary physical activity (what people choose to do in their spare time, including sports and active recreation);
- active transport (walking to work, early childhood centre, primary or secondary school or local shops); and
- daily life physical activity (what people do as they go about their daily lives).

1.2 CONTEXT

At the Heart has been developed following extensive research into the current situation, the report on which is available separately.

At the Heart:

- is an overarching policy document encompassing the Wellington urban region;
- considers regional provision issues such as facilities and services, and individual district issues where appropriate;
- links with Long Term Council Community Plans, the Wellington Regional Strategy, District Health Action Plans and local recreation and transport strategies; and
- is in line with national strategies for health, education, recreation and sport.



Through support from SPARC and the New Zealand Recreation Association, this plan is one of many commissioned throughout New Zealand.

1.3 COMMUNITY COMMITMENT

Development of *At the Heart* is the result of many agencies working together. Community engagement was achieved through a wide range of meetings. Facilitated workshops have occurred, as have interviews with key stakeholders.

The planning process has engaged people and organisations to address multiple interests across sectors, identifying common strategic themes and incorporating them into the plan. The planning, consultation and documentation process has occurred over 15 months (June 2006 – August 2007). The strategy itself should have a lifespan of 5 – 10 years, with ongoing monitoring and revision.



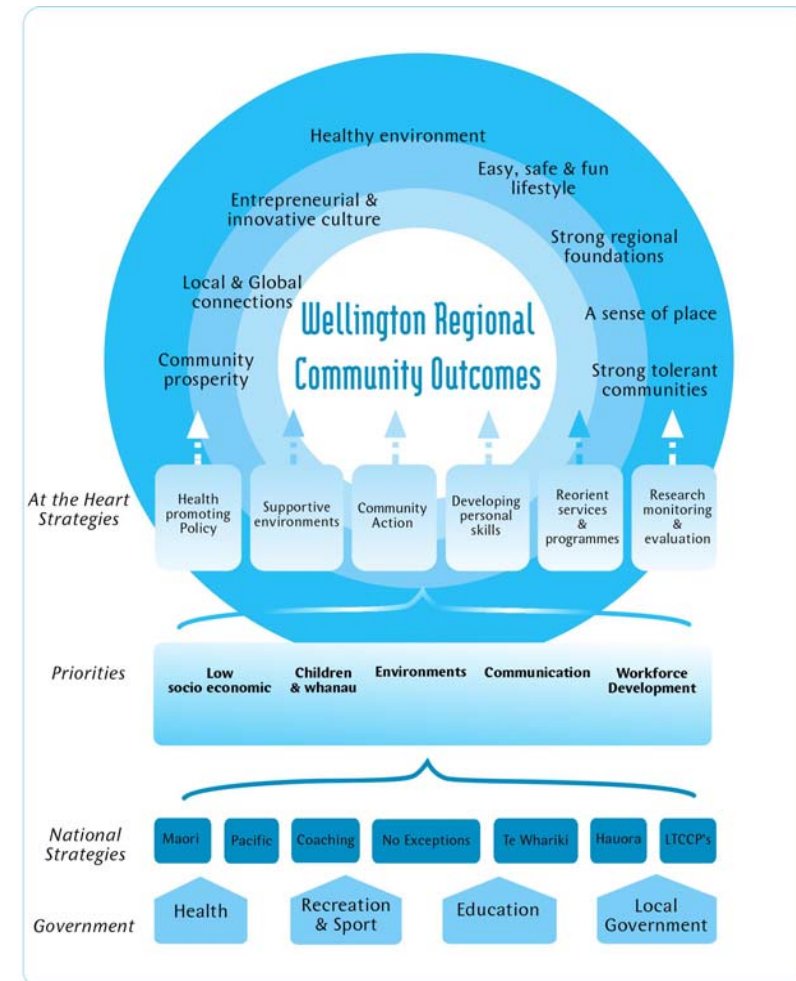


1.4 WHAT IS THIS DOCUMENT

Key outcomes link directly to the Wellington Region Community Outcomes which relate to the following areas: *community prosperity; local and global connections; an entrepreneurial and innovative culture; a healthy environment; an easy, safe and fun lifestyle; strong regional foundations; a sense of place; and strong tolerant communities.*

The next step of this plan requires key stakeholder organisations to work together on its implementation, looking at how their individual roles intersect and how individually and collectively they can promote physical activity.

Implementation of *At the Heart* is the responsibility of many agencies working together towards identified shared objectives. Individual organisations have prepared their own plans; this plan reflects where gaps exist in current planning and identifies regional strategic priorities.





2 AT THE HEART – WELLINGTON URBAN REGION PHYSICAL ACTIVITY PLAN

2.1 OUR VISION

Enhancing the wellbeing of Wellington communities

Physical activity contributes to all aspects of our wellbeing/hauora: physical, social, emotional, spiritual and intellectual. It contributes to the quality of life in the Wellington region through promoting good health, facilitating a stronger economic engagement and building communities and their identity.

2.2 PRIORITIES

This plan has the following priority areas that shape strategies and implementation:

- lower socioeconomic communities;
- children/tamariki, young people and their families and whanau; and
- Maori and Pacific peoples.

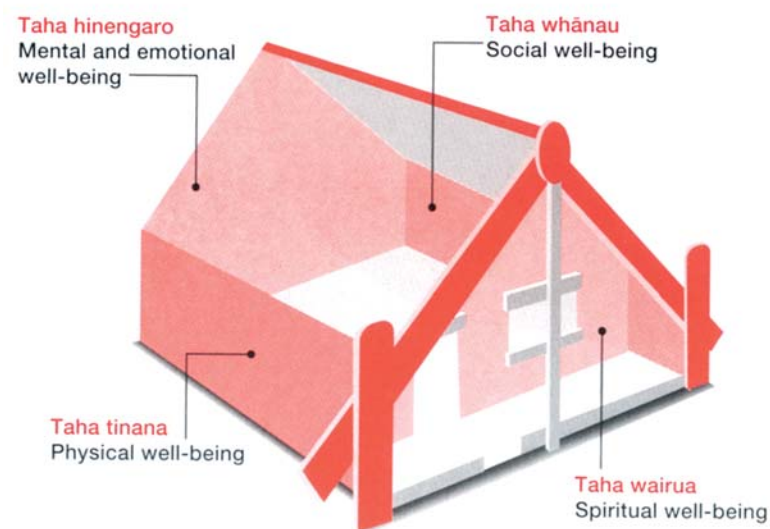


Figure 1 Whare Tapa Wha (Durie)

Material from *Wellbeing, Hauora Model* – pg 31: *Health and Physical Education in New Zealand Curriculum – Handbook* (Adapted from Mason Durie's *Whaiora: Maori Health Development*. Auckland: Oxford University Press, 1994, page 70) reproduced by permission of publishers Learning Media Limited, PO Box 3293, Wellington, New Zealand. Copyright © Crown 1999.



FIRST STEPS

Creating a strong lead group with key stakeholder agencies prior to *At the Heart* being finally adopted will build on the existing momentum developed through the planning process.

The group could include: Accident Compensation Commission, District Health Boards, Regional Public Health, Ministry of Education including the Property Team, Territorial and Regional Authorities, Ministry of Pacific Island Affairs, Te Puni Kōkiri, Primary Health Organisations, Sport Wellington Region, Regional sports organisations, Maori iwi and runanga representatives, Pacific people including representatives from the Pacific Community Reference Group, people with specific needs (older people, people with experiences of mental health, disabled people, refugee and migrant peoples), Ministry of Social Development, and non-governmental organisations working in this field, e.g. National Heart Foundation.

The Wellington Region Recreation Initiative Group (WRRIG) will continue taking responsibility as the At the Heart Lead Group whose role is to guide and monitor the implementation of this Plan. This group draws people from existing regional networks including:

- Physical Activity and Nutrition Network Group;
- Regional Leaders Forum;
- Healthy Eating, Healthy Action (HEHA);
- Steering groups; and
- Pacific Islands Community Advisory Group.

Engage with locally co-ordinated groups that work together in localities on physical activity, building on existing networks to promote physical activity, for example:

- Upper Hutt Activation;
- HEHA Porirua;
- Wellington Push Play Outreach Programme and Clubs Forum;
- Hutt City proposed Clubs Network and No Exceptions group; and
- Wellbeing Kura Crew.

2.4 STRATEGIES

Based on information collected and discussed in 'At the Heart – Current Situation', the following strategic areas have been developed:

- Health promoting policy and plans;
- Supportive environments;
- Community action;
- Developing personal skills;
- Reorienting services and programmes; and
- Monitoring, researching and evaluating.

The central framework of each strategy is presented along with the strategic fit and specific proposed actions. Organisations named in the "Strategic Fit" area should be consulting with each other to effect the implementation.



2.5 HEALTH PROMOTING POLICY AND PLANS

Use policy to make healthy choices possible or easier for people.			
Strategy	Rationale	Strategic Fit	
1. WRRIG to continue as the lead group to champion implementation of <i>At the Heart</i>, incorporating key stakeholder organisations, Maori and Pacific representation.	Some regional strategies exist and all urban councils have LTCCPs, but there are gaps in links between national, regional, and local policy and inequitable application of policy. Some groups have little voice among the key agencies and need specific involvement in the lead group.	Territorial Authority Greater Wellington District Health Boards Regional Public Health DOC ACC Ministry of Education Te Puni Kokiri	Pacific Island Affairs Sport Wellington Region Iwi Sport Regional Sports Orgns Ministry of Social Dvt Pacific Community Reference Group
2. Encourage government and government funded agencies to ‘walk the talk’ including implementation of Mission On strategy.	A significant workforce that should be role modelling healthy behaviours to a wide community.	Ministry of Health District Health Boards Primary Health Orgs	Schools Territorial Authorities Sport Wellington Region
3. Undertake Health Impact Assessments as part of any significant policy change and plans.	Certain groups are identified as marginalised; HIA ensures that these groups will not be further penalised through plan and policy changes.	Territorial Authority Greater Wellington Ministry of Health	Regional Public Health District Health Boards
4. Adopt Inclusion policies which recognise socio-economic disparity including ethnic difference, children/tamariki and young people, disabled people and the priorities of target groups.	A need for consistent policy at all levels and a focus on equity in policy at all 3 levels: national, regional and local.	Territorial Authorities Greater Wellington District Health Boards Primary Health Orgs Health providers	Service providers Schools Ministry of Education Facility managers
5. Ensure that land development and coastal management policies promote physical activity.	Lack of consistency in policy development at national, regional, and local levels.	Territorial Authorities Greater Wellington	Property Developers
6. Adopt Active Transport Policies.	Consistent commitment to active transport across the region.	Regional Land Transport Greater Wellington	Territorial Authorities Schools
7. Align Community, Gaming and Philanthropic funding priorities with <i>At the Heart</i> .	Strategically aligned community investment makes good sense.	Community Funders Dept of Internal Affairs	Gaming Trust Philanthropic Trusts
Outcomes		Indicators of progress	
A consistent policy framework that drives decision-making to support and develop healthy, diverse communities. Dynamic planning is enabling and guiding the community (or communities) toward action. Active transport is a priority in plans and investment programmes.		Adoption of policy across councils, government agencies, workplaces, churches, community groups and organisations. <i>At the Heart</i> included in LTCCPs, regional plans.	

2.6 SUPPORTIVE ENVIRONMENTS

Make social and physical environments physical activity enhancing through urban design and accessibility of facilities and services. Collaborate across service provision to increase effectiveness and improve delivery.

Strategy	Rationale	Strategic Fit	
1. Establish regional, subregional and local facility development priorities including indoor facilities and open space.	Collaborative planning between councils, Ministry of Education, early childhood centres, primary and secondary schools and other facility providers improves delivery of facilities and effective use of resources. Give priority to a 'master plan' for open space in the region. Ensure diverse cultural needs are accommodated.	Territorial Authorities Greater Wellington Ministry of Education Schools Private Investors	Department of Conservation National Sports Orgns Regional Sports Orgns Sport Wellington Region Community trusts managing facilities
2. Audit Recreation facilities for their accessibility by the community.	Accessibility in terms of physical, social, and cultural appropriateness, as well as affordability.	Facility managers Halberg Trust Sport Wellington Region	MASH Trust Barrier Free Trust Pacific Community Reference Group
3. Improve perceptions of safety around local environments.	People's perceptions of the relative safety of public spaces impacts on their levels of participation in active transport and physical activity.	Territorial Authorities Greater Wellington Living Streets Aotearoa	Police Media
4. Support the adoption and implementation of the Urban Design Protocol.	Good urban design facilitates increased levels of physical activity including active transport.	Greater Wellington Wellington Regional Strategy	Territorial Authorities
5. Facilitate a sense of community belonging through social services.	Self determination and self-reliance are built through a facilitative model.	Government agencies Territorial authorities Community agencies	Health providers Sports organisations Ministry of Social Devt
Outcomes		Indicators of Progress	
A well planned network of indoor facilities and open spaces that meets a wide range of needs.		Active Transport numbers increasing	
The economic benefits of recreation are felt through better integrated and enhanced commercial recreation opportunities and through enhanced tourist experiences.		Visitor numbers increasing	
People are participating in physical activity and recreation close to where they live, learn and work.		User surveys reflect community profile	

2.7 COMMUNITY ACTION

Encourage the community to take a lead role in becoming more physically active.			
Strategy	Rationale	Strategic Fit	
1. Apply a No Exceptions philosophy and practice when working with communities providing opportunities for disabled people.	Disabled people are marginalised in terms of participation in physical activity. This is reflected in current research.	Sport Wellington Region Territorial Authorities	Regional Sports Orgns
2. Develop holistic interventions within settings which are appropriate/comfortable for the target group, particularly those who are marginalised.	Interventions which recognise the social and/or cultural needs of the individual are more effective in promoting participation and encouraging long-term behaviour change.	Ministry of Education District Health Boards Ministry of Health Schools Clubs Regional Sports Orgns Sport Wellington Region	Regional Public Health National Heart Foundation Primary Health Organisations MASH Trust Pathways Territorial Authorities Churches
3. Support clubs, churches, marae and community groups in meeting their own recreational needs.	Councils and Primary Health Organisations are supporting emerging programmes, events, and activities with a view to the community taking long term ownership.	Clubs and groups Sport Wellington Region Primary Health Orgns	Territorial Authorities Communities Churches
4. Target workplaces to build a community of active transport users.	People make changes across their lives. Collegial encouragement and workplace practices are opportunities for influence.	Regional Public Health District Health Boards National Heart Foundation	Greater Wellington Chambers of Commerce Regional Land Transport
5. Encourage and promote volunteering as a physical activity opportunity and a facilitator of activity in others.	Volunteers are actively engaged and fundamental to the delivery of many social, recreational and sports opportunities.	Regional Sports Orgns Clubs and groups	Schools Volunteer Resource Centres
Outcomes		Indicators of progress	
Community groups will be leading community change, supported by councils.		Workplace travel planning in place	
People will be accessing locally available opportunities.		Participation in community initiatives	
Early childhood centres, primary and secondary schools, churches, marae and workplaces are the centre of behaviour change and community education interventions.		Club membership	

2.8 DEVELOPING PERSONAL SKILLS

Promote physical activity by awareness and education programmes.
Facilitate quality teaching and learning of physical skills including recreation, sport, dance and cultural activities in a range of settings.
Develop the skills of children through quality teaching and learning of Te Whaariki and the Health and Physical Education curriculum.
Develop skills of people working to promote physical activity.

Strategy	Rationale	Strategic Fit	
1. Develop the skills of children/tamariki through quality teaching and learning of Te Whaariki and the Health and Physical Education curriculum.	Quality physical education for children/tamariki provides a recognised foundation for activity choices in later life.	Victoria University Sport Wellington Region Ministry of Education	Principals' Associations Kohanga Trusts SPARC Physical Education NZ
2. Emphasise a whanau-based approach to increasing physical activity through focusing on children as the first point of contact.	Children/tamariki can influence parental and whanau behaviour.	Sport Wellington Region District Health Boards Primary Health Orgns	Recreation providers SPARC
3. Continue to expand opportunities and delivery modes of adult education that meet the needs of local communities and reflect the physical environments that are available, with a particular focus on priority populations.	There are few opportunities for adults to 'have a go' at an activity without the requirement of equipment, membership fees or a lengthy commitment to participate.	Community Ed providers Clubs and groups TA's – recreation centres/pools	Regional Sports Orgns Sport Wellington Region SPARC Volunteer Wellington
4. Promote safe physical activity through: <ul style="list-style-type: none"> falls prevention; and safe sport practices. 	Learning safe practices is more effective than treating injury through poor technique.	Recreation service providers Regional Sports Orgns	ACC Osteoporosis NZ
5. Support workforce development to: <ul style="list-style-type: none"> meet the needs of Maori; meet the needs of Pacific people; expand the role of recreation personnel as facilitators of behaviour change; and develop health promoters as leisure coaches. 	Health and recreation workforce need to recognise physical activity as part of the whole lifestyle. Having skilled staff ensures a better quality of service for a range of possible participants. Maori kaupapa can be more effective for Maori participants. The needs of Pacific peoples are more effectively met through Pacific ethnic-specific delivery.	Recreation service providers Sfrito District Health Boards NZ Recreation Assn Regional Sports Orgns	Min. Pacific Island Affairs SPARC Te Puni Kokiri Iwi Maori service providers NZ Institute of Sport Maori educational settings
6. Develop regionally co-ordinated social marketing and community based promotion that targets priority groups, is easy to access, up to date and flexible, using existing communications teams and resources.	Co-ordinated planning between national and regional campaigns increases the effectiveness of messages. Community-based promotion is an effective technique for increasing physical activity.	SPARC Territorial Authorities Living Streets Aotearoa Police Sport Wellington Region	Primary Health Orgns Neighbourhood watch District Health Boards Non-governmental orgs Regional Sports Orgns
Outcomes	Indicators of progress		
There is increased and enhanced access to recreation programmes and events. Quality of life is improved. Wellington urban region has a stronger, more resourceful workforce.	Number of interventions (eg GRX participation, Active Families participation) Website hits Implementation of national policy		

Children/tamariki have fundamental skills and experiences that positively influence their whole lives.

2.9 REORIENT SERVICES AND PROGRAMMES

Modify and develop services to better meet the physical activity needs of the population.			
Strategy	Rationale	Strategic Fit	
1. Co-ordinate and collaborate to ensure the best reach and increase the accessibility of programmes and services.	Councils, clubs and communities work together to develop a regional programme/events calendar. Establishing a liaison group of programme providers for formalised planning facilitates sharing of concepts, methodology and effectiveness.	Territorial authorities Primary Health Organisations National Heart Fdtn Event promoters	Sport Wellington Region Regional Public Health District Health Board Regional Sports Orgns Greater Wellington
2. Include programmes and services appropriate for specific cultures and developed by these cultures: <ul style="list-style-type: none"> for Maori and others; by Maori for Maori; and for Pacific people and others, by Pacific people for Pacific people. 	Supporting and mentoring the whole family/whanau is a fundamental principle underpinning community wellbeing. Programmes and services that are delivered in line with culturally appropriate kaupapa/beliefs and tikanga/customs are more effective.	Te Puni Kokiri Iwi Sport Wellington Kaiwhakahaere Pacific Island Affairs	Maori service providers Pacific service providers Regional Sports Orgns Regional Public Health SPARC Churches and marae
3. Target behaviour change programmes to those at higher risk – Maori, Pacific, women, older adults, disabled people.	Behaviour change programmes and services are the most effective intervention; they need to teach behavioural skills, build social support, provide reinforcement and teach problem-solving behaviours.	Territorial Authorities Clubs and groups Programme providers Commercial providers ACC	Sport Wellington Region Primary Health Organisations Medical Practices Sport Wellington
4. Use events as potential catalysts for change.	Events can act as goals motivating behaviour change. They can also inspire people to start new physical activities.	Event promoters	Physical activity facilitators
5. Deliver programmes that leverage the unique Wellington environment.	There are also significant opportunities for programmes and services to contribute to long-term economic development.	Territorial Authorities Department of Conservation	Clubs and groups Greater Wellington
6. Expand the focus of service providers to ensure that people who are inactive or could be more active are provided with fun opportunities: <ul style="list-style-type: none"> opportunities for families/whanau to be more physically active together; focus on the needs of youth; and culturally/ethnically appropriate. 	Information outreach activities that provide training for participants on how to use equipment and the use of personal and professional referrals and buddy systems as part of a 'package' of support, are highly effective in getting people more active. Programmes developed with youth input or by young people are more likely to invite youth participation.	Territorial authorities Recreation providers Clubs and groups Programme providers Commercial providers Ministry of Social Dvt YMCA YWCA DOC	Community agencies Schools VUW College of Education Youth Health Services Facility providers Tertiary education College Sport Wellington Greater Wellington
Outcomes		Indicators of progress	
The region has relevant regional, city and suburban centre events and programmes year round for domestic and visitor markets.		Event and programme participation HEHA Stocktake	

People are accessing programmes and services in their own local communities.
Inactive and less active people are engaging in physical activity promoting services and programmes.

Facility and service usage
Monitor family participation

2.10 MONITOR, RESEARCH AND EVALUATE

Monitor health and participation data.

Evaluate programmes and interventions to determine effectiveness and measure progress.

Strategy	Rationale	Strategic Fit	
1. Monitor population level changes in health and physical activity.	Ensure interventions are effective in achieving outcomes.	Ministry of Health District Health Boards Quality of Life surveys	SPARC Regional Sports Orgns
2. Use existing systems to collect detailed information about: <ul style="list-style-type: none"> facility, service and programme usage; non-users; and existing users. 	There are many gaps in terms of baseline data that need to be addressed, especially in terms of numbers participating and effectiveness of current interventions.	Greater Wellington Territorial authorities DOC Programme providers	Sport Wellington Region ACC ACE Providers College Sport Wellington
3. Track media and communication profile.	To measure the effectiveness of media and other communication strategies; and to identify groups the message is not currently reaching.	At the Heart Lead Group Greater Wellington	District Health Boards Territorial Authorities
4. Evaluate programmes.	Evaluation can provide vital information on the profile of participants, where needs are not being met, and opportunities for expansion or inclusion of marginalised groups. The effectiveness of interventions needs evaluation.	Territorial authorities Greater Wellington Service providers National Sports Orgns Regional Sports Orgns	Primary Health Orgns Sport Wellington Region Regional Public Health
Outcomes		Indicators of progress	
Information about participation is collated regionally, compared with national data and analysed for trends. Programmes and services are evaluated for effectiveness and the results shared.		Child Health Survey Physical Activity Survey Health Assessment Toolkit Quality of Life Surveys	



3 MAKING IT HAPPEN

Responsibility for implementing this plan is spread across the region. A wide range of organisations have a stake in creating change and/or implementing aspects of *At the Heart*.

SECTORS	LEAD AGENCIES	
<i>Networks and Forums</i>	School Cluster Groups Physical Activity and Nutrition Network Group	Kura Crew HEHA Porirua and other locality sub-groups Disability Advisory Groups
<i>Educators</i>	Early childhood centres (playgroups, kindergarten, playschool, childcare centres) Primary education Intermediate education Secondary education Tertiary education	Community education Sport Wellington Region Whanau, families and parents Plunket Toy Libraries NZ Olympic Committee
<i>Health Promoters</i>	Hutt Valley District Health Board Capital and Coast District Health Board Primary Health Organisations Regional Public Health Medical practices Plunket	Cancer Society National Heart Foundation Injury Prevention groups Workplaces (OSH Co-ordinators etc) ACC Sport Wellington Region Churches
<i>Land Managers</i>	Department of Conservation Greater Wellington Regional Council Upper Hutt City Council Iwi Authorities	Hutt City Wellington City Porirua City Private Land Owners Meridian Energy

SECTORS	LEAD AGENCIES	
<i>Facility Managers</i>	Greater Wellington Regional Council Upper Hutt City Council Wellington City Council Hutt City Council Porirua City Council Ministry of Education	Schools Department of Conservation Sports and activity groups Community agencies Churches Community trusts Marae organisations
<i>Event and Programme providers</i>	Recreation centres Aquatic Centres Councils Sports Clubs Regional Sports Orgns Community groups Youth groups Iwi Authorities	Older adults groups Commercial providers Sport Wellington Region Primary Health Organisations Commercial operators Churches Maori NGOs Pacific NGOs
<i>Information Providers</i>	Council offices Department of Conservation Libraries Council websites e.g. www.feelinggreat.co.nz Churches	Sport Wellington Region 0800 Active Programme providers i-site centres Citizen's Advice Bureau Regional Sports Orgns
<i>Funders</i>	Ministry of Education Ministry of Health SPARC Sponsors	District Health Boards Councils Community Gaming Trusts Philanthropic Trusts



3.1 AREAS OF FOCUS

Resources need to be balanced against community need. The following priorities have been identified for intervention, with an explanation of the significance of the priority.

Areas of Focus	Explanation	Areas of Focus	Explanation
<p>Higher Risk Groups</p> <p>Higher risk communities suffer multiple disadvantages. Interventions must:</p> <ul style="list-style-type: none"> • be low cost; • be based in low socioeconomic communities; • have low entry level; • target Maori and Pacific peoples; • consider the financial barriers of young people; • be culturally appropriate; and • engage the community in planning, implementation and evaluation. 	<p>Significant health gains can be achieved through improving nutrition, increasing physical activity and maintaining a healthy body weight among lower socioeconomic groups, who may have difficulty accessing good nutrition and being physically active.</p>	<p>Environments – physical, social, cultural:</p> <ul style="list-style-type: none"> • create an activity friendly environment through good urban and building design, signage and maps; and • ensure social and cultural environments are supportive, accessible, welcoming and inclusive. 	<p>Environments need to be developed and modified to support good behaviour in nutrition, physical activity and healthy weight across all key sectors and settings.</p>
<p>Children/tamariki, young people, and their families and whanau (including older people).</p> <p>When working with children/tamariki, young people and their families and whanau:</p> <ul style="list-style-type: none"> • start young to build skills, attitudes and behaviours; • target those with the most barriers; • provide a range of physical activity solutions, particularly non-sport and culturally appropriate choices; and • provide opportunities to educate the family and whanau through their children. 	<p>Services and programmes will have a focus on the nutritional and physical activity needs of infants, children/tamariki, young people, and their families and whanau, including older people, to build the foundation of health for a lifetime.</p>	<p>Communication</p> <p>Improve the effectiveness of communication through:</p> <ul style="list-style-type: none"> • consistent, reinforcing and appropriate messages; • open and clear communication; and • modes and styles of communication appropriate and accessible to the target group. 	<p>Clear and consistent messages promoting the importance of good life balance, nutrition, physical activity and healthy weight will be understood by the general public and key stakeholders across relevant sectors and be effective in improving health outcomes.</p>
		<p>Workforce</p> <p>Improve knowledge within own workforce:</p> <ul style="list-style-type: none"> • key approaches, opportunities and barriers to physical activity; • knowledge of wider environmental impacts on health; and • changing own personal behaviours. 	<p>A skilled and knowledgeable workforce will be in place to support improving nutrition, increasing physical activity and reducing obesity.</p>



4



5 AT THE HEART STRATEGY IN CONTEXT

5.1 HEALTHY EATING HEALTHY ACTION STRATEGY

Healthy Eating Healthy Action; Oranga Kai – Oranga Pumau is a national health strategy for physical activity and nutrition that is supported by a tripartite agreement signed by SPARC and the Ministries of Health and Education, and forms the framework of this strategy.

HEHA has a broader focus on health promotion than *At the Heart*, but the health promotion framework used in HEHA influences this strategy.

5.2 HEALTH STRATEGIES

Maori Health Strategy: He Korowai Oranga

He Korowai Oranga emphasises whanau health and wellbeing, where Maori families are supported to achieve their maximum health and wellbeing. Whanau plays a central role in the wellbeing of Maori individually and collectively.

The strategy outlines commitments to the Treaty of Waitangi through partnership, participation and protection, and focuses on improving Maori health and reducing inequalities. The kaupapa behind He Korowai Oranga is twofold: affirming Maori approaches through Maori holistic models and Maori-led initiatives; and improving Maori outcomes through the gradual reorientation of Maori health and disability services.

Pacific Health and Disability Action Plan

The Action Plan sets out the strategic direction and actions for improving health outcomes for Pacific peoples and reducing inequalities between Pacific and non-Pacific peoples. It is directed at the health and disability service sectors and Pacific communities, and aims to provide and promote affordable, effective and responsive health and disability services for all New Zealanders.



5.3 SPORT AND RECREATION STRATEGIES

No Exceptions

The No Exceptions strategy, developed by SPARC in consultation with the disability sector and including recreation and sport, is committed to the principles outlined in the New Zealand Disability Strategy, which has as its vision a fully inclusive society.

The strategy envisages that all people can participate in the physical recreation and sport activities of their choice. The goals relate to accessibility, participation and awareness of information.

The New Zealand Coaching Strategy 2004

The Coaching Strategy is intended to deliver a co-ordinated coaching approach that links regional and national activities and outcomes. It will meet athletes' needs regardless of race, gender or physical capacity.





5.4 LOCAL GOVERNMENT

The Long Term Council Community Plans, as required of local government to engage with their communities, identify the community's aspirations in relation to social, environmental, economic and cultural wellbeing.

Community Outcomes

A more active region has many positive consequences, and is a strong contributor to the Wellington Region's Community Outcomes.



At the Heart – Activating the Wellington Region

Community Outcomes for the Wellington Urban Region

Community Prosperity with a strong and growing economy that attracts and retains a highly skilled workforce.

Connected locally and globally including accessible communication and excellent public transport services.

An entrepreneurial and innovative culture that capitalises on educational and research institutions.

A healthy environment with numerous opportunities for recreation and healthy living integrated into our community structure through zoning and transport corridors, opportunities for walking which will become the primary means of transport.

A lifestyle where living is easy, safe and fun, there's a wide range of affordable lifestyle options underpinning a strong community spirit, and a lively arts, sports and entertainment scene.

Regional foundations that ensure high quality and secure infrastructure and services meet everyday needs and support sustainable growth of the region.

A sense of place with an intimate urban core and magnificent harbours, rivers, centres of learning, extensive coastlines, rolling hinterland, diverse centres and neighbourhoods that are all treasured by its citizens.

Strong and tolerant communities that embrace newcomers, are open and welcoming to different lifestyles and celebrate diversity.



5.5 WELLINGTON REGIONAL STRATEGY

The Wellington Regional Strategy (WRS) is a sustainable economic growth strategy for the Wellington region. *At the Heart* is a complementary strategy that focuses on improving the wellbeing of people through getting them more physically active.

Increasing levels of physical activity in the Wellington Region has multiple benefits:

- Physically active employees are healthier and more productive;
- An 'activity friendly environment' is increasingly attractive for people migrating to Wellington for work; and
- As an eventful region, many of the opportunities for visitor and local participation capitalise on the geography (harbour, mountains, rivers) as well as the increasingly strong sporting infrastructure for tournaments and competitions.

5.6 GUIDING PRINCIPLES

In summary, each of these strategies have contributed guiding principles to the focus, strategies and outcomes of *At the Heart*, which are:

- **Holistic models** of intervention;
- **Service reorientation** with a focus on inclusiveness and/or targeted services;
- **Development of whanau, families** and communities as the core foundation for individuals, their health and wellbeing;
- **Participation in planning** and delivery of services, particularly by those poorly served by current providers;
- **Service effectiveness** based on innovative approaches, intervention monitoring and evaluation;
- **Collaboration** between stakeholder organisations to improve spread of services and reduce duplication;
- **Inclusive** approaches to facility development, service delivery and information availability;
- **Accessibility** of existing and future services by those who are most often excluded;
- **Affordability**; and



- **Choices** that reflect the range of individual and community skills, preferences and experiences.



6 NEXT STEPS

This plan is drawn from plans at a national, regional, district and community level. A full summary of these is available in **Physical Activity in the Wellington Urban Region - The Current Situation**.

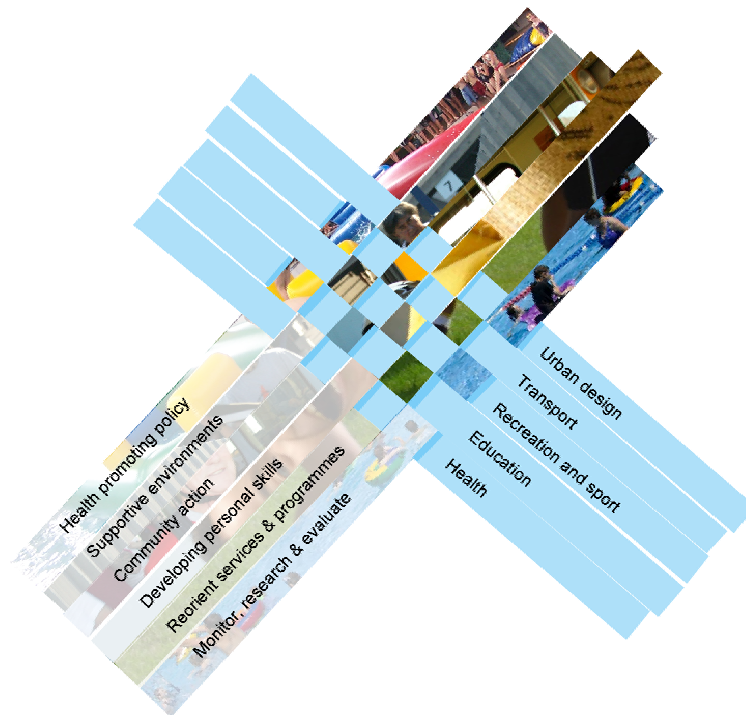


Figure 2 Sectors and partners needed to implement At the Heart

At the Heart – Activating the Wellington Region

6.1 IMPLEMENTATION PLANS

At the Heart is a regional plan. Implementation of this plan will occur in several ways:

- integration into existing programmes and services;
- incorporation into business and annual plans of stakeholder organisations; and
- longer term commitment through strategic plans and Long Term Council Community Plans.

This process will take time to fully realise the scope of the *At the Heart* strategy, however there is existing willingness and commitment to making change in the short term.

Implementation of *At the Heart* is the responsibility of many agencies working together towards identified shared objectives. Individual organisations have prepared their own plans; this plan reflects where gaps exist in current planning and identification of regional strategic priorities. While each organisation has its own planning cycle, there are budgets allocated to programmes and services, marketing and promotion that can achieve greater leverage and increased effectiveness through collaboration and co-ordination.

Physical Activity Plan

