Move More, Sit Less!

Key factors for successful physical activity advocacy
Moore’s Ten Steps

Step 1: Establishing a Sense of Urgency
Step 2: Creating the Guiding Coalition
Step 3: Developing and Maintaining Influential Relationships
Step 4: Developing a Change Vision
Step 5: Communicating the Vision for Buy-in
Step 6: Empowering Broad-based Action
Step 7: Being Opportunistic
Step 8: Generating Short-term Wins
Step 9: Never Letting Up
Step 10: Incorporating Changes into the Culture

Shilton’s Six Imperatives

Six imperatives for effective advocacy

1. Evidence
   Advancing evidence dissemination and translation to support advocacy objectives

2. Policy fit
   Advocating for a prominent place for physical activity policy – in health and across sectors

3. Solutions
   The agenda
   Developing global consensus on physical activity policy and investments

4. Partnerships
   Maximizing effective coalitions and partnerships with like-minded global, regional, and national agencies to advance physical activity

5. Advocacy strategy
   Advocacy actions/strategies to achieve advances in physical activity
   - Political advocacy
   - Media advocacy
   - Professional mobilization
   - Community mobilization
   - Advocacy from within (your organization)

6. Persuasive communications and message Framing
   Developing persuasive communication strategies and tools including new media

Figure: Six imperatives for effective advocacy.

Greenland’s **Fast Five**

**LEEPP**

1. **Link** with allies, develop consensus
2. **Establish** the case
3. **Engage** decisions-makers (relationships)
4. **Promote** the cause
5. **Praise** decision-makers

The Australian campaign for a national physical activity action plan
Toronto Charter

• No. 1: Implement a national action plan

• 37 countries have plans

• But not Australia

“Develop and disseminate a national action plan for physical activity promotion that makes physical activity a health and social priority.”
Establish the case
AIHW Australian burden of disease study (2016)

Table 1: Proportion (%) of burden attributable to the leading risk factors, for selected disease groups, 2011

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<th>Disease group</th>
<th>Tobacco use</th>
<th>High body mass</th>
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<th>Physical inactivity</th>
<th>High blood pressure</th>
<th>Dietary risks (joint effect)¹</th>
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<tr>
<td><strong>Proportion of total burden</strong></td>
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<td>All diseases</td>
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Physical inactivity

- 57% adults not active enough to get health benefit
- 20% do no activity
- Physical inactivity causes an est 14,000 deaths a year
- Costs the health budget an est $1.5 billion each year
- Contributes 24% of the cardiovascular burden of disease
- Sedentary activity occupied 49 hours a week
  - Watching TV is our most prevalent activity at 13hrs/week

Australian Health Survey: Physical Activity, 2011-12
Already have …

Blueprint for an Active Australia

1. Active built environments
2. Active transport
3. Active workplaces
4. Active schools
5. Active ageing
6. Active health care
7. Sport & recreation for all
8. Public education
9. Sitting less
How do we translate our policy compendium into government action?
We needed an advocacy campaign!
Move More, Sit Less!
Australia needs a Physical Activity Action Plan
Move More, Sit Less!

Australia needs a funded national physical activity strategy

- A concerted call to action through 2015 and 2016
- Elevate physical activity as a political priority
- Short-term focus 2016 federal election
Campaign 2015

MARCH: Parliament Launch
• Key politicians: Nash, King, di Natale
• Australian Medical Association
• Leading academic Prof Jo Salmon

MAY: Heart Week: Move More, Sit Less!
• Media: PA heat maps, workplace survey, AMA media event

JUNE: Parliament: Better Cities
• Dr Matt Burke

SEPT: National policy forum
• Consensus statement
• Political engagement
• Prof Nanette Mutrie

ON-GOING: Media, surveys, meet with decision-makers
Consensus forum
Move more, sit less

Each year, physical inactivity causes an estimated 14,000 deaths and costs the health budget $1.5 billion. A comprehensive, funded National Physical Activity Action Plan is the prescription that can help end our nation’s chronic disease epidemic.

9 STEPS
TO A HEALTHIER, MORE ACTIVE AUSTRALIA

Active children
Getting Australia’s kids moving

Active seniors
Keeping our seniors active, fit and well

Active communities
Engaging communities across multiple settings

Active workplaces
Driving productivity through physical activity and sitting less

Active transport, walking and cycling
Prioritising walking, cycling and public transport

Active clubs and sports
Boosting sport and recreation participation

Active cities and neighbourhoods
Creating liveable and active cities and neighbourhoods

Active public education
Motivating Australians to ‘Move more, sit less’

Active healthcare
Prescribing physical activity in primary care

Australia needs a funded National Physical Activity Action Plan.
Join the conversation @HeartAust #movemoresitless
Policy in bite-sized chunks

‘Pre-packaged’, ‘camera-ready’ policies that pass Sir Humphrey’s policy test:

• Cheap
• Simple (implement)
• Easy (administer)
• Popular
Examples ...

- Safe walk, cycle routes to schools
- Support walking programs
- Lever road transport funding
- Tax incentives for active travel (UK, Ireland)
- Embed in core curriculum
- Education campaigns
Engage decision-makers
Engagement

Opposition Labor Party

- Visit by Prof Nanette Mutrie, Scotland
- Policy forum with key players
- Lobbied to strengthen ALP party platform ahead of party conference (2015)
- Engaged shadow transport & cities minister
Address chronic disease by developing preventative health policies and solutions, including those that focus on obesity and physical inactivity.

Prevention is essential to the Australian health care system, along with a focus on addressing chronic disease risk factors including diet, alcohol, tobacco and physical inactivity.

ALP National Platform 2015, Ch 8
Gvt also getting the message

Treasurer Joe Hockey

*Lateline* March 11, 2015

Now, there's some fantastic statistical data in the *Intergenerational Report*. It makes assumptions about longevity, which is really important, but it also encourages us to think about how we can delay the ageing process. That means longevity is one thing and age expectancy is one thing, that's terrific.

*But the other thing we need to think about is how active we are during the course of our lives.*
Heart Foundation’s
Six actions to tackle heart disease

1. Develop national heart and stroke strategy
2. Detect and manage those at risk
3. Fund 50 cardiovascular disease research fellowships
4. Help Australians move more, sit less
5. Close the gap on rheumatic heart disease
6. Fund a national audit of cardiac rehabilitation service
Underpinning our health vision for the next ten and fifteen years is to get Australians more physically active.

Bill Shorten
ALP commitment

• **$90m** for a national physical activity plan, to be developed in line with the Heart Foundation’s national consensus forum

• **$100m** for 50 healthy communities at greatest risk of chronic disease

• **$50m** for a better health channel

• Establish an ‘active ageing fund’
ALP prevention policy

In developing Australia’s Strategy, Labor will be informed by the 2015 National Physical Activity Consensus Forum’s *Canberra Communiqué*. Led by the Heart Foundation, more than 300 experts and stakeholders contributed to the Communiqué. It calls for policies that boost activity across all groups (including children and seniors), settings (including workplaces, neighbourhoods and cities) and sectors (including health, education and transport).
Coalition Government

Physical activity is absolutely critical to be healthy, happy, strong and successful.

Malcolm Turnbull
• **$60m** boost for ‘sporting schools program’

• **$170m** for community physical activity infrastructure

• **$100m** for ‘smart cities’ fund

• **$10m** for girls physical activity mass media campaign
This tax is part of a broader prevention strategy for obesity, including clear food labelling; restricting junk food advertising to children; and encouraging physical activity through active transport.

Richard di Natale
Greens ...

TAXING SUGARY DRINKS
Fighting childhood obesity
Healthy choices for a long and healthy life

Sugary drinks are a major contributor to Australia’s obesity crisis. By taxing the sweetest and most harmful drinks, we can help reduce obesity, particularly in children, with the money raised invested back into public health programs.

A GROWING PROBLEM
Rates of obesity are growing in Australia. The prevalence of overweight children is now at 19%. This is far higher than the global average, and is particularly concerning for children. Obesity is a significant threat to the health of our children.

THE GREENS PLAN FOR CYCLING AND WALKING
Active transport for health and the environment.

THE GREENS
The Greens

Heart Foundation

For more information, please visit the Australian Heart Foundation website.

Additional resources:

For more information, please visit the Australian Heart Foundation website.
Post-election

• Liberals won election by just one seat

• PM & health minister continue to be very interested in physical activity & obesity policy options

• ALP reviewing all policies in anticipation of possible early election

• Greens looking to revamp obesity policy

• Our Move More Sit Less! campaign continues ...
Lessons

• LEAPP validated – now doing ‘praise’, thank you

• Presenting evidence is just the beginning

• Campaign in waves, lapping at the rocks …

• Coffee & shoe leather as important as media

• Good advocacy: relationships & persistence

• Not there yet, but getting close!
Thank you!