

Living Streets Aotearoa



New Zealand Walking Conference 2006

Getting There on Foot in NZ Cities and Towns – Taking the Next Steps

3 – 4 November 2006

ABSTRACT

Surname	Lichtwark	First name	Heidi
Organisation	Tauranga City Council, Sport BOP, SPARC, BOPDHB, ACC		
Postal address	PO Box 13355, Tauranga		
Phone number	0274372931	Fax Number	07 571 8463
Presentation topic	Planning and implementing City on It's Feet – update of the progress to date		
Presentation title	Tauranga working together to walk		
Presentation Style	Presentation <input checked="" type="checkbox"/>		Interactive Workshop <input type="checkbox"/>
Time Required	0-10 mins <input type="checkbox"/>	10-20 mins <input type="checkbox"/>	20-30 mins <input checked="" type="checkbox"/>

Presentation Remit (500 word maximum)

The presentation will show the development and implementation of Tauranga's City on its Feet project. After two years of project planning and confirming alliances for the project, City on its Feet was formally launched in October 2005. As a Sparc active communities project, collaboration has been central to process.

The aim of the "City on Its Feet" project is to put in place community interventions that will increase physical activity (among the targeted groups) through walking. The project is based around:

- Community Wide Campaigns

A brand has been developed and promoted across the city, using radio, print media, and community events.

- Social Support Networks

Existing networks have been used such as Age Concern, Retirement Village networks, Plunket and already established walking groups. Over 30 new walking groups have been created, building on existing programmes and activities such as Green Prescriptions.

- Individually adapted behaviour change programmes

This involves linking people into existing behaviour change programmes such as Green Prescriptions, focussing these programmes around walking, and then providing a link between these programmes and the social support networks.

Initially the project is working with supporting older adults and mothers with young children to participate more in walking. The project also aims to increase balance and strength in older people, increase physical activity levels, and get more people walking.

City on its Feet helps walkers to stay motivated by providing social support, personal safety, physical activity information, regular newsletters and a range of incentives. Many people will join 'City on its Feet' for health reasons and stay in the program for social reasons.

We have formal market analysis demonstrating the progress of City on its Feet; and can present details about the challenges and solutions experienced during the project thus far.