

Living Streets Aotearoa



www.livingstreets.org.nz

New Zealand Walking Conference 2006 Getting There on Foot in NZ Cities and Towns – Taking the Next Steps

3 – 4 November 2006

ABSTRACT

Surname	Diana	First name	O'Neill
Organisation	Sport and Recreation NZ		
Postal address	PO Box 2251 Wellington		
Phone number	04 496 3984	Fax Number	04 471 0813
Presentation topic	Walking in NZ from a national perspective		
Presentation title	Most active nation-how walking contributes to SPARC's goal of being the most active nation		
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)

SPARC (Sport and Recreation NZ) was established in 2002 to promote, encourage and support physical activity and sport in New Zealand. A crown entity, SPARC seeks to adopt a whole of government approach that emphasises collaborative and coordinated strategies across sectors.

Almost all New Zealand adults (98% or around 2.67million) enjoy some sport and active leisure over the year. 39% of adults are active for 30 minutes a day on five or more days per week (these people most closely meet the physical activity guidelines of being regularly active).

Walking is the main physical activity New Zealanders do in their leisure time with 61% of men and 81% of women" strutting their stuff". Walking is the most popular activity for all ethnic groups although it is more popular with European and Pacific adults than Maori adults or adults from other ethnic groups. Across the age groups walking again dominates as a preferred form of activity until 65 years plus when it comes second to gardening.

This presentation will describe how SPARC has encouraged the growth of walking through:

- Green Prescriptions-the GP referral scheme where about 80% of the referrals are for walking particularly for patients with weight issues, heart disease risk factors and for smoking cessation.
- Push Play -the social marketing campaign that encourages walking for fun and fitness
- Sponsorship of walking events (e.g. Walking events at NZ Masters Games)
- Resource development to encourage walking as a form of activity
- Partnerships with health agencies such as the National Heart Foundation and Diabetes NZ during awareness weeks.
- Whole of community interventions where walking is one tool to encourage community activity, often in collaboration with other government and non-government agencies. These interventions cover a wide spectrum from 10,000 steps programmes to the formation of formalised walking groups.
- Collaborative approach to developing strategy for walking with other government agencies.

Diana O'Neill has been Senior Advisor Health since SPARC's inception and has an MA Applied in Recreation and Leisure.