

# **CONSUMER FORUM 28 APRIL 2010 GENERAL PRACTICE SOUTH**

## **TOPIC: TASMANIA TOGETHER 2020: A dearth of exercise**

### **PURPOSE OF THIS FORUM**

- Provide information to consumers about strategies currently being engaged to increase exercise participation amongst the target group.
- Provide a medium for health consumers and health service delivery organisations to inform the Division of the experiences and barriers experienced by (themselves and) their clients, in greater exercise up-take.

**RESPONDENT'S CONTEXT:** All respondents represent organizations in the non-government sector, and many represent clients with chronic health conditions, such as asthma, diabetes, heart disease and cancer.

### **QUALITATIVE FEEDBACK:**

#### **What are the barriers to exercise uptake?**

- Time
- Lack of commitment – excuses
- Scheduling
- Marketing / media / advertising
- Safety, eg, street lighting not adequate at night; footpaths in need of repair.
- Access (Transport, Types of Diseases, level, physical, different surfaces – environment, motivation & lack of excitement, bad-cold weather or too hot, financial, isolation – sharing the experience with someone
- How we market exercise
- Time especially for carers
- Carers other responsibilities too great
- Habits
- Expert advice
- Current physical state
- Not enough specialist exercise facilities ie for disabled people
- Mood
- Ability to fit in
- Local environment built vs natural
- Weather
- Wood fires – excessive smoke in the environment.
- Most gyms don't have physio
- Elitism of sports
- TV exercise is for fit people already

**Some suggested solutions follow, keeping in mind a proportion of the target group may have a health condition that could exclude them from participation in mainstream physical activities.**

- Getting a trainer in
- Changing community thinking and mindset through effective promotion
- Employer nurturing & encouragement of employee/client participation
- Scheduling
- Sustainable transport incl. more facilities eg bike tracks
- Media: Promote to teenagers (esp girls) an association between “good lookingness” and how to achieve it through physical activity.
- Mentoring
- Facilities designed specifically for those with special needs
- People encouraged by watching others
- Realistic role models
- Funding redistribution to more people → universal opportunity
- More coaches in schools
- Get a dog, needs to be fun with no/low cost associated
- Takeaway shops distant from schools eg 1 or 2 kms away so they have to walk there & back
- Involve Health Funds, schools and businesses. Offer incentives
- Recruit Mentor/Ambassadors to promote
- Provide opportunities to try out new physical activities for free, eg, lawn bowls
- Incentives – money, or free produce or free bus to things
- Health Fund incentives
- Have more Community Gardens: show people how to prepare healthy food, eg, “cooking food from scratch”
- Cook and eat more foods at home & show people that it’s not only good for you; it’s so much cheaper as well; really promote this big time
- Councils promote more free exercise opportunities & more parks, paths & children’s playgrounds
- Keep it simple with solutions, make more use of backyard for example, have someone show people how to grow their own food
- Utilise school things more such as buses, school grounds
- Teachers walking students round the oval to exercise & keep them alert
- Walking school buses eg, responsible person walks with the children.
- Creating targets that are achievable
- Funding redistribution
- Communities able to use school facilities, especially in small towns
- If government can find money for football teams, let them put more into this
- Let it be seen our Government and its partners leading the way to physical exercise