

Submission to Health and Ambulance Service Committee (HASC).



## **Inquiry into personal health promotion interventions using telephone and web-based technologies**

### **Terms of Reference**

The terms of reference for the inquiry are:

1. That the Health and Ambulance Services Committee inquire into and report on personal health promotion interventions using telephone and web-based technologies.
2. That, in undertaking this inquiry, the committee should consider:
  - evidence for the effectiveness and cost effectiveness of health coaching interventions to:
    - increase physical activity;
    - improve nutrition; and
    - reduce weight
  - current personal health promotion interventions in Queensland, their scope, resourcing and evaluation;
  - experience in other jurisdictions in developing, implementing and evaluating relevant health promotion interventions, and
  - potential opportunities for collaboration and cooperation between government agencies, research institutions, community organisations and the business sector to promote health and well-being through innovative use of information and communication technologies.
3. Further, that the committee report to the Legislative Assembly by 12 June 2015

### **Executive Summary**

The Active and Healthy Alliance Gold Coast (The Alliance) strongly supports personal health promotion interventions using telephone and web-based technologies.

The Alliance uses web-based technologies to engage the community in order to increase the physical activity levels of all Gold Coasters by making it easier for them to locate numerous ways they can get active locally at [www.activehealthy.com.au](http://www.activehealthy.com.au). The website enables all government, non-government and privately provided programs and activities to be listed on the one site. A recent addition to the website is an exercise grading tool for providers to allocate their activity. This enables participants to search lower and higher intensity rated activities, depending on their need. This intensity rating was developed in response to a need identified by referrers (especially General Practice) who wanted to be confident that the types of activities being suggested would be appropriate for the user.

The website is currently under review with 6 key aims:

- Self-sustaining service model via membership
- Increase number and range of services listed
- Automation of service updates and data accuracy reminders to service providers.
- Increase usability of website via mobile devices
- Increase user generated content via Facebook, twitter and Instagram
- Increased use and sharing of website by community members

The Alliance has also previously used in 2005 a CATI survey (computer assisted telephone interviewing) to conduct a Gold Coast Physical Activity Survey.

The strength of the Alliance lies in its partners that collaborate and cooperate, between government agencies, research institutions, community organisations and the business sector to promote health and well-being through innovative use of information and communication technologies.

Below is a list of the range of organisations that make up the Alliance. The list of organisations covers all levels of Government, local Universities including Griffith and Bond, as well as numerous private organisations. An example of the reach of the Alliance is the inclusion of parkrun in 2011, who since then has grown nationally to now encompass over 100 locations with over 200,000 members.



## About Us

### Active & Healthy Alliance

The Active & Healthy Alliance (previously the Gold Coast Physical Activity Alliance) was established in 2004, as a strategic partnership, aiming to increase physical activity participation and healthy eating on the Gold Coast. The Alliance is made up of a number of government and private organisations who all share similar goals in increasing physical activity and health promotion on the Gold Coast.



#### Vision

Working together to create Australia's most active and healthy lifestyle city

#### Who are we

Peak body for Active & Healthy Industry on the Gold Coast

#### Focus

Fostering and developing collective opportunities, collective decisions and collective actions to support the Gold Coast community adopt active and healthy lifestyles.

#### Overview

Active and Healthy Alliance Gold Coast Inc, is a collaboration of organisations with a vested interest in active recreation, sport, nutrition and physical activity. The Alliance aims to lead the industry by showcasing the value of working together in partnerships through not only the various government agencies but the value that the commercial industry can provide to improving the communities overall health and wellbeing.

**The Key Objectives of the Alliance are:**

- To provide a diverse range of sport, health, fitness and wellbeing opportunities within the City.
- To communicate cohesive, consistent messages to promote sport, health, fitness and wellbeing within the City.
- To facilitate and foster cross sector partnerships by supporting local activations and connections in order to improve the access, awareness and affordability of services so that people can engage in positive behaviours to improve their health and well-being.
- Position the Alliance as the Gold Coast's active and healthy industry peak body.
- To develop the capacity and support the economic development of the sport, health, fitness and wellbeing industry.

Visit <http://www.activehealthy.com.au/index.php> for more information

## Background

### Gold Coast Physical Activity Plan

The Gold Coast Physical Activity Plan 2010-2020, is a strategy for an active and healthy Gold Coast Community. The Plan recommends actions to address the five Key Action Areas presented below:

**Vision:**

Leading the way to an **active and healthy** community.

**Key Action Areas:**

- A city providing a diverse range of **active and healthy** opportunities that are embraced by the community.
- A city aware and informed of its **active and healthy** opportunities and facilities.
- A city maintaining and enhancing its built and natural environments for **active and healthy** living.
- A city connected, enabling safe **active and healthy** travel.
- A city working in partnership to support **active and healthy** lifestyles.

The full plan can be downloaded from our website <http://www.activehealthy.com.au/pages/qcpap.php>

The Active and Healthy website enables individuals to **access** health and wellbeing information, search active and healthy activities via activity type, location or cost and to print personal calendars with details identified.

Recent progress of the Alliance has been the networks Incorporation. This step recognises the importance of creating a self-sustaining service model. To fund this model an annual membership has been agreed by the group and a membership drive is currently underway. As part of the membership drive there is work being undertaken to increase the number and range of active and healthy activities listed on the website.

The Active and Healthy Facebook page offers a live interactive space for the promotion of services available. To ensure that services are up to date and relevant, new automated prompts are to be built into the website to enable data accuracy checks to be sent to service providers in the lead up to activities.

Improved accessibility functions are to be built into the website to enable enhanced use via mobile devices to support on the spot searching and remote access.

In order to increase interactivity of the website and connection of users, specific Facebook, Twitter and Instagram user generated content will be actively sought. Support from Gold Coast Marathon and other key Alliance members will assist with this strategy.

By monitoring participation at activities, website usage and level of information sharing by community members the Alliance will measure outcomes and respond to the needs of users via web based technologies.

### **Active and Healthy Alliance – Mobile Platform Application**

The Alliance is currently in the process of scoping and developing a web based/app based mobile application that will allow individuals and groups on the Gold Coast to find, register, and participate in a range of sport and active recreation activities on the Gold Coast.

#### **Vision:**

To provide a mobile friendly application/website that allows simple and quick access to a range of sport and active recreation activities on the Gold Coast.

#### **Key Features and Outcomes:**

- Linking the broad range of sport, recreation and active living opportunities to every person on the Gold Coast in order to increase awareness and participation across the broader community.
- The application/mobile website will have the ability to link with social media applications (such as Facebook, Instagram, Twitter, Snapchat etc.) in order to enhance social connectivity and promotional and marketing outcomes
- The application/mobile website will be linked into incentive and loyalty program/s to increase interest and awareness across the community.
- The application/mobile website may be able to provide key data for relevant industries such as localised and broader participation statistics; demographic information in relation to participation trends; referral outcomes from relevant health practitioners etc.

**Executive Committee:**

President- Tim Oberg  
Vice President- Samantha Hughes  
Secretary- Kirsten Dunn  
Treasurer- Paula Nihot

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**SIGNED FOR AND ON BEHALF OF**

Active and Healthy Alliance Gold Coast

Signed

Tim Oberg  
President  
Active and Healthy Alliance Gold Coast

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