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Physical activity is fundamental to active living and, in turn, the health and wellbeing of our community. Active living is a lifestyle choice where people incorporate physical activity into their daily routines – cycling to work or school, walking to the bus stop, playing with the kids, gardening or catching up with friends for active fun. It also includes competing in a sport or participating in an activity class or pursuit for pleasure and fitness.

Active living is supported by the places in which we live – through pedestrian and cycle paths, sport and recreation facilities, public open spaces, parks and town squares. It is also supported by good nutrition and programs – such as healthy lifestyle campaigns, information, education and a broad range of initiatives that encourage participation in active lifestyles (Government of Western Australian 2012).

There is a role for everyone in this plan, organisations, business and individuals. Council will build on its existing multi-agency and inter-departmental partnerships (including the establishment of new partnerships) in the implementation of active and healthy living initiatives. In working together we will:

- continue to share ideas and new opportunities
- integrate the plan’s key actions into how we serve our community and operate in the future
- seek out partners and work together to make the best use of limited resources
- celebrate our progress to ensure continued motivation and activation into the future.

The plan has been developed to ensure active living opportunities exist for all Moreton Bay residents, to improve the overall health, wellbeing and quality of life of individuals, families and communities.

The purpose of the plan is to provide an integrated planning and delivery model that acknowledges, and is responsive to, a variety of existing strategies and plans across a broad range of sectors that impact and delivers on the active living agenda.

The active living plan is supported by the Active Living Supporting Documentation.
Corporate context

The active living plan has been written in line with the goals and objectives of council’s community plan, namely:

<table>
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<tr>
<th>Target</th>
<th>Objective</th>
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<tr>
<td>Target 13</td>
<td>cut by one third, obesity, smoking, heavy drinking and unsafe sun exposure</td>
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<td>Target 14</td>
<td>improve the socio-economic profile of local communities</td>
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<tr>
<td>Target 23</td>
<td>increase use of public transport</td>
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<td>Target 24</td>
<td>increase walking and cycling as methods of transport</td>
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<td>Target 26</td>
<td>improve the provision and maintenance of accessible and connected networks of open space</td>
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<tr>
<td>Target 28</td>
<td>increase the number of Moreton Bay residents undertaking physical activity</td>
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Priorities of state and federal governments

In addition to the goals and objectives of council’s corporate plan, the active living plan is aligned with national and state health priority areas.

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<th>National health priorities</th>
<th>State health priorities</th>
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<td>cancer control</td>
<td>cancer prevention and control</td>
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<td>cardiovascular health</td>
<td>chronic disease</td>
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<td>diabetes</td>
<td>mental health promotion</td>
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<td>mental health</td>
<td>environmental health</td>
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Supporting guidelines

Supporting the national and state health priorities are a number of well-recognised guidelines by the Department of Health and Ageing:

- Australian Dietary Guidelines and Australian Guide to Healthy Eating
- National Physical Activity Guidelines.

In addition to these two guidelines on physical activity and nutrition, relevant built environment and active transport guidelines have also been included for their role in encouraging active living:

- Healthy Spaces and Places (Heart Foundation, Planning Institute of Australia and the Australian Local Government Association)

A vision for active living in Moreton Bay

To assist council focus its efforts in relation to active living, a vision and set of guiding principles have been presented. These statements represent the combination of consultation with council, key stakeholders and the wider community.

‘Moreton Bay is a region of opportunity, recognised by its residents for the assets and facilities that encourage and support an active and healthy lifestyle. The region’s natural assets, social capital and supporting infrastructure encourage all residents to make positive health choices, to live a balanced and healthy lifestyle.’

Guiding principles

The following principles have been developed to underpin this plan and its actions. A detailed description of each principle are provided within the strategic action plan.

- Accessibility
- Activation
- Advocacy
- Awareness
- Co-location
- Diversity
- Flexibility
- Partnerships
- Strong communities
- Suitability
- Supportive environments
- Sustainable and healthy food system.
Benefits of active and healthy living

There is a rapidly growing body of evidence indicating that living an active and healthy lifestyle everyday not only has substantial positive impacts on one's individual health, but also has potential social, economic and environmental benefits for the community.

There are two main elements that constitute living an active and healthy lifestyle:
- regular physical activity (meeting the National Physical Activity Guidelines)
- eating a balanced diet (meeting the Australian Dietary Guidelines).

It is believed that the greatest health benefit to an individual and a community is moving one from sedentary behaviour, to low to moderate levels of physical activity. However, in order to encourage people to change their inactive and unhealthy lifestyle, they need to be aware of and understand the personal and community benefits associated with adapting an active and healthy lifestyle and have the built environment to support it. A summary of these benefits are presented below, as well as some identified case studies.

### Health

**Increases**
- mobility, flexibility and functional ability
- fitness, strength, flexibility and coordination
- development of a range of motor skills
- energy levels throughout the day
- lean body mass and reduced risk of muscle loss
- metabolic rate

**Reduces**
- risk of all-cause mortality
- risk of coronary heart disease
- risk of stroke
- risk of high blood pressure and high cholesterol
- prevention and management of type 2 diabetes
- risk of developing and dying from colon and breast cancers
- risk of developing health problems associated with excess body fat (such as back and joint pain and injury, sleep disorders)
- risk of osteoporosis and osteoarthritis
- risk of developing gestational diabetes during pregnancy
- risk of falling and fracturing bones

**Supports**
- rehabilitation and survival from some cancers
- prevention of weight gain and improved weight management
- stronger bones, reduced risk of osteoporosis, osteoarthritis and arthritis
- better recovery from a heart attack and reduced risk of having a second heart attack
- management of asthma

### Economic

**Increases**
- creation of employment in the sport and recreation industries
- tourism through active destinations and programs/events
- increased productivity at work

**Reduces**
- absenteeism, thus leading to reduced costs in occupational settings
- household expenditure if choosing to grow vegetables and fruit
- household expenditure when choosing active transport options

**Supports**
- local business when pedestrian activity is improved
- active and healthy workplaces

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**Case study: City of Ryde Riverwalk**

The Riverwalk provides integrated pedestrian and cycle access, supported by meeting and resting areas. The Riverwalk has addressed local and regional objectives for improving recreational opportunities, active transport, public health and community well-being. The trail encourages walking and cycling within the City of Ryde by connecting nine existing foreshore parks with recreational trails, community facilities, natural environments, urban centres and public transport hubs.

The Riverwalk is a great example of how the built environment, through effective planning, can enhance and encourage active and healthy living within a community, thus creating social benefits.

Benefits of the project include:
- every dollar invested in open space opportunities is more than doubled in return from public health benefit
- greater use of the recreational facilities has delivered health benefits to the community through increased physical activity
- increased feeling of safety as people are constantly present throughout the day, while foreshore apartments provide passive surveillance at night
- foreshore parks are helping to provide an opportunity for physical activity and social interaction for these and other residents who have limited access to private open space.

This example in the City of Ryde is not dissimilar to the areas of Redcliffe, Deception Bay and Bribie Island, where pathways along the foreshore have been developed and connect cyclists and walkers to other community facilities.
CERES is located on 4.5 hectares in East Brunswick, Melbourne and is the most visited community environmental centre in Australia. CERES runs a café, nursery, organic farm and market as well as festivals, education programs and a community kitchen.

Research has shown that people with a lower household income consistently consume an inadequate amount of fruit and vegetables, mainly due to cost and access to fresh produce. Facilities similar to CERES not only allow people to grow their own food, but educate them on the importance of healthy eating. In addition to the economic benefits they provide, they provide physical, mental and social benefits.

Existing environmental and education centres in Moreton Bay including Caboolture Region Environmental Education Centre (CREEC), Kumbartcho Sanctuary and Osprey House have the potential to build on their existing programs and facilities to provide a similar service to the local community. A successful local example is the Northey Street City Farm in Windsor, Brisbane.

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**Case study: Green Gym at Hereward, United Kingdom**

Launched in the late 1990s, Green Gym was a scheme prescribed by doctors in which participants tackle physical jobs in the outdoors, such as gardening and conservation, as a means of improving strength, practical skills and confidence, and benefiting the local natural environment. The scheme is a way of enabling people to get fit who would not normally attend a conventional gym or sports centre.

After the first six months, the 50 members (80 per cent of whom had specific health problems, such as heart conditions, diabetes etc.) completed a self-perception questionnaire. There were clear physical- and mental-health benefits, in addition to the pleasure felt in learning new skills and making new friends including:

- 70% felt that their energy levels had improved
- 90% reported improved emotional well-being
- 80% felt that their physical capabilities had improved
- 50% had achieved weight loss (around 3kg).

As of 2006, there were 55 green gym projects across the United Kingdom with an estimated 6,000 members. Today there are numerous Green Gyms throughout Australia improving people's physical and mental health, including Innisfail in North Queensland.
Demographics

Understanding population size, growth and demographic characteristics is fundamental to responding to community needs and providing appropriate supporting infrastructure, facilities and programs. Spatial and demographic variations in population, such as concentrations of culturally and linguistically diverse communities, older residents or youth, can impact on active living.

In order to establish an understanding of areas impacting on the community’s active living and health, a number of key determinants such as physical activity participation, indicators of community health, and influences/characteristics that effect people’s lifestyle choices have been examined.

The population of the Moreton Bay Region in 2011, based on the 2011 census, was 378,039, an increase of 53,345 persons since the 2006 census. Key characteristics of the Moreton Bay region’s population relevant to active and healthy living indicators, compared to Queensland and Australia, as of 2011, are listed below:

Table 1. Comparative demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Moreton Bay</th>
<th>Queensland</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>residents are aged under 14 years of age</td>
<td>22.0%</td>
<td>20.0%</td>
<td>19.3%</td>
</tr>
<tr>
<td>identify as being Indigenous</td>
<td>2.3%</td>
<td>3.6%</td>
<td>2.5%</td>
</tr>
<tr>
<td>speak a language other than English at home</td>
<td>5.4%</td>
<td>9.8%</td>
<td>23.2%</td>
</tr>
<tr>
<td>earn less than $600 total weekly household income</td>
<td>19.5%</td>
<td>20.5%</td>
<td>23.7%</td>
</tr>
<tr>
<td>travel to work by car</td>
<td>71.4%</td>
<td>69.2%</td>
<td>67.2%</td>
</tr>
<tr>
<td>dwellings with no motor vehicle</td>
<td>5.8%</td>
<td>7.0%</td>
<td>8.6%</td>
</tr>
</tbody>
</table>

Self reported health status

In addition to the demographic profile, it is important to consider the health status of the region.

The Moreton Bay regional area forms part of the Metro North Brisbane Medicare Local, which also includes some suburbs of Brisbane City Council. While the report covers a broader area than Moreton Bay, it is still a useful indication of population health.

Metro North Brisbane Hospital Health Service and Medicare Local

Based on self reported height and weight in 2011-2012, 54.5% of the Metro North Brisbane Hospital and Health Service and Medicare Local (MNBHHSML) population were overweight or obese.

It was reported that 60.5% undertake sufficient physical activity for health benefit.

Among 18–75 year olds, 61% of adults in MNBHHSML (about 390,000 persons) achieved five sessions of 30 minutes of moderate or vigorous physical activity weekly, meeting the national physical activity guidelines for health benefit.

Adults who met the national physical activity guidelines for health benefit were more likely to live in advantaged areas—the percentage of adults who met the national physical activity guidelines for health benefit in the most advantaged areas was 30% higher than in the most disadvantaged areas.

The study found that 53.3% reported to have an adequate daily fruit intake (2+ serves a day), whilst only 8.5% report to have an adequate vegetable intake (5+ serves a day).

Adults who ate more fruit and vegetables were more likely to live in advantaged areas—the percentage who consumed the recommended two serves of fruit daily was 31% higher than in the most disadvantaged areas, and adults consumed 15% more vegetables in the most advantaged areas than in the most disadvantaged areas.
Community profile

A number of target population groups have been identified as being at risk in terms of physical activity and nutrition. Population studies have repeatedly shown that women, people from non-English speaking backgrounds, the socio-economically disadvantaged and Aboriginal and Torres Strait Islanders are the least likely to be physically active.

Moreton Bay is a culturally diverse region, with a number of languages other than English reported as being spoken at home; Filipino, Samoan, German, Italian, Afrikaans, Hindi, Spanish, Dutch, French, and Mandarin.

The purpose of the demographic and health profiles is to provide information to support a population health approach that aims to improve the health of the entire population and to reduce inequities among population groups.

Mapping

A series of maps were developed to provide spatial representation of the Moreton Bay region’s key demographics as related to population growth and health, to provide a picture of health indicators. The cumulation of the maps identifies ‘hot spots’ where the population has particularly high or low proportions of key health and demographic characteristics. This is important in determining priority areas and relevant strategies. The mapping includes:

- Socio-Economic Indexes For Areas (SEIFA) Index of Disadvantage
- Australian Early Development Index (AEDI)
- weekly family income
- language spoken at home
- Indigenous population
- people requiring assistance
- households with no car.

This mapping is included within Volume 2 of the active living plan. A summary of these indicators and their implications are discussed here.

SEIFA Index

The SEIFA Index of disadvantage measures the relative socio-economic disadvantage of communities based on a range of census characteristics including income, low educational attainment, high unemployment, and jobs in relatively unskilled occupations.

While Moreton Bay region scores an overall SEIFA index of 1,004.1 (1,000 is average), there are 28 small areas within Moreton Bay with a SEIFA Index lower than 990.

The areas of highest disadvantage in the Moreton Bay Region are Caboolture, Toorbul, Welsby and Bellara.

AEDI

The Australian Early Development Index is a tool that describes a snapshot of how children are developing by the time they reach school. The index determines the percentage of children who are developmentally vulnerable by looking at:

- physical health and well being
- social competence
- emotional maturity
- language and cognitive skills
- communication skills and general knowledge.

The suburbs within the Moreton Bay region with the highest proportion of children that are developmentally vulnerable are listed in table 2.

The implications of this large number of suburbs with developmentally vulnerable children for Moreton Bay lies in the need for better support for families with young children.

Relevant to active living, further education, awareness and support is required in the areas of early childhood development, nutrition and physical activity.

Average weekly income

Income is a known indicator for health, with the association of income inequity and a direct influence on adverse health effects, including life expectancy.

Suburbs within the region with an average household income less than $1,100 are listed in table 2.

Indigenous people

The region has an Indigenous population of 8,548 people. 72.6% of this population is aged under 34 years.

The suburbs with high proportions (greater than 4%) of Indigenous people are:

- Stony Creek
- Woodford
- Delaneys Creek
- Caboolture
- Deception Bay
- Mount Nebo.

People requiring assistance

4.8% of the Moreton Bay population require daily assistance due to disability.

The suburbs with the highest proportion (greater than 9%) of the community requiring assistance include:

- White Patch
- Bellara
- Bongaree.

Additionally, a number of other suburbs have a high a proportion (6 to 9%) of the community requiring assistance, and are listed in table 2.

In relation to active living, disability is a key indicator for health. Physical inactivity is particularly prevalent among people with a disability. Similarly, obesity disproportionately affects people with disabilities.

Physical mobility and access can restrict the disabled community from accessing services and health promotion initiatives.

No car

The region has a number of suburbs with a high proportion of people without access to a private car. These suburbs are listed in table 2.

Car ownership can be seen as an indicator for health in that access to a private vehicle can provide greater access to facilities and services including physical activity programs, health services and fruit and vegetables. It also needs to be noted that active transport networks can support individuals without access to a private car.

The accessibility, availability and affordability of healthy and varied food options in the community increase the likelihood that residents will have a balanced and nutritious diet.

Low proficiency in English

The region has a number of suburbs with 5% or more of the population whom speak another language at home, and speaks English not well, or at all. These suburbs are listed in table 2.

Lack of proficiency in English can create language barriers and subsequently disadvantage people and communities due to there inability to access programs and services.
Priority areas

The cumulation of the community profile have identified areas where the population has particularly high or low proportions of key health and demographic characteristics. This information is examined further later in the Plan, and assists in the determination of priority areas and subsequent relevant strategies.

Table 2. Combined population characteristics

<table>
<thead>
<tr>
<th>Suburbs</th>
<th>SEIFA</th>
<th>AEDI</th>
<th>Low family income</th>
<th>Indigenous</th>
<th>Requiring assistance</th>
<th>No car</th>
<th>Low proficiency in English</th>
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<td>Toorbul, Beachmere and Godwin Beach</td>
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<td>Bellmere and Upper Caboolture</td>
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<td>Ferny Hills, Arana Hills and Dakabin</td>
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<td>Sandstone Point, Banksia Beach and Burpengary East</td>
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<td>Morayfield, Bumpengary, Rocksberg, Lacey Creek and Petrie</td>
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<td>Delaneys Creek, Mount Nebo and Ningi</td>
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</tr>
</tbody>
</table>

Note: Suburbs have been combined when they share the same attributes across all seven indicators.
Council has an in-depth knowledge of their individual communities and can influence active living outcomes through their role as a strategic and land use planning authority; a provider and manager of facilities and services; a community leader and as an employer at a local level. As the tier of government closest to the local community, council leadership on active living can complement the role of other government agencies and non-government organisations. Council outlines its role in achieving progress towards the community plan outcomes and targets including:

### Core business
Council decision making, planning and service delivery has a direct impact on achieving progress towards community outcomes e.g. well-planned growth and strong local governance

### Partnerships
Council has a key role in partnering with other agencies in achieving progress towards community outcomes e.g. healthy natural environment, quality recreation and cultural opportunities

### Advocacy
Council’s role is to advocate and lobby on behalf of local communities in achieving progress towards community outcomes e.g. digital literacy and commerce and safe neighbourhoods

---

#### Provider
- **Core business**
- **Staffing**
  - healthy communities, physical activity, sport and recreation, travel choice, library staff
- Sport, recreation and community facilities
  - aquatic and indoor facilities, community halls, libraries
  - embellishments - dog off-leash, playgrounds, outdoor exercise equipment, irrigation
- Open spaces
  - sporting fields and courts, recreation parks
- Transport infrastructure
  - pathway infrastructure, end-of-trip facilities
- Programs
  - physical activity/recreation programs
- Tenure/lease
  - clubs and community users
- Information
  - website, brochure, newsletters
- Funding
  - community organisation
  - parks and open spaces
- Partnerships
  - Moreton Bay Rail Link

#### Planner
- **Land use planning**
  - planning scheme, master planning, urban design
- Open space, sport and recreation planning
  - strategic network planning (PIP), open space strategy, sport and recreation strategy, site-specific master planning
- **Active living planning**
  - ‘Active for Life Go’, Active Living Plan
- **Active transport planning**
  - active transport strategy
- Events
  - What’s cooking in your garden
- Programs
  - physical activity/recreation programs
- Club governance
  - assistance to local clubs

#### Facilitator
- **Events**
  - Seniors week
  - Programs
    - Heart Foundation Walking
    - O’Tag Challenges
    - Initiatives
    - Physical Activity/Health Passport
- **Inter-agency networks**
  - Healthy Ageing

#### Advocate
- **State government**
  - planning reform
  - infrastructure provision
- **Developers**
  - advocate for sound community outcomes i.e. provision of adequate open space in a new development
- **Funding**
  - Moreton Bay Rail Link
Council’s current status and achievements

A number of existing council documents with an influence and/or impact on active and healthy living have been reviewed to gain an understanding of council’s existing active living framework, the degree of implementation, and determination of any gaps in policy.

Documents
- Community Plan
- Moreton Bay Region Draft Strategic Framework
- Draft Open Space Strategy 2012
- Draft Active Transport Strategy Section 1 Strategic Vision
- Moreton Bay Draft Travel Demand Management Strategy 2012-2031 Section 1 Strategic Vision
- MBRC Sport and Recreation Strategy 2010
- Economic Development Strategy
- MBRC Streets, Place Movement
- Active for Life Go Program
- Urban Design Charter, Nine Values for quality places.

Gap analysis

Based on the assessment of the above documents, the following gaps have been identified in supporting Council’s active living.

<table>
<thead>
<tr>
<th>Gap analysis</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor recreation strategy</td>
<td>Building on the physical activity strategic commitment (active for life go program), council has an opportunity to take advantage of its natural assets while providing a diversity of physical activity opportunities through outdoor recreation. The development of a regional outdoor recreation strategy, including recreation trails, would guide future progress in this direction.</td>
</tr>
<tr>
<td>Sponsorship and partnership policy</td>
<td>The sponsorship of council spaces, programs and infrastructure by the commercial sector provides a significant opportunity for council to value add to and further support its active living initiatives.</td>
</tr>
</tbody>
</table>
Council’s active living achievements

Council can be proud of its achievements in the area of active living. Since the development of the physical activity strategic commitment/active for life go program in 2009, council have undertaken a significant body of work including increased staffing, community programs, infrastructure development - all within a reasonably short period of time.

With the receipt of the Healthy Communities (Federal Government) funding and the establishment of the healthy communities coordinator and subsequent team, council are well on track to being leaders among local governments in providing and promoting opportunities for active and healthy living. The diversity and reach of programs council have delivered and facilitated, as well as the partnerships it has established with community organisations and agencies for the benefit of the community is to be commended.

### Training and workshops
- training facilitators (Heartmoves, Eat It, HEAL and Living Strong) and delivery of programs and courses
- delivery of the Jaime’s Ministry of Food cooking classes
- delivery of a Healthy Literacy Project: My Yummy Garden in Deception Bay
- delivery of a train-the-trainer community cooking program
- sports club development workshops

### Promotion
- development of brochures and web material to promote walking, recreation trails, skate park facilities, off-leash areas, outdoor gym equipment and active transport
- further development of the ‘Active for Life Go’ brand with regular marketing around recreation programs and physical activity initiatives
- integration of the ‘Swap It Don’t Stop It’ campaign into the Active for Life Go Healthy Way Project
- Heart Foundation walking is actively promoted to the target audience and via Medicare Local GP referral system

### Program delivery
- delivery of a suite of recreation programs and healthy and active events including: Active Kids, Outdoor Adventure Families, Ramp Up, SHAFT, Adrenaline, Adventure Women, Older and Bolder, Heart Foundation Walking, Heartmoves, Explore the Bay by Walking in May and Environmental Adventures.

### Policy and operations
- development of the draft active living plan
- Active for Life Go Program - a strategic commitment to improve active living
- the Active for Life Go Healthy way project has four target areas - culturally and linguistically diverse (CALD), Aboriginal and Torres Strait Islander, people at risk, and the under-unemployed
- establishment of the Active for Life Go Healthy Way project steering group to deliver the project and create sustainable networks and to continue healthy lifestyles in the region after the completion of the Healthy Communities Initiative
- Healthy Communities Initiative Funding
- appointment of Healthy Communities Coordinator
- edible landscapes in the Moreton Bay region investigation report

### Indigenous community
- sub-contracted Murriajabree to deliver aspects of the Healthy Way Active Parks Program and physical activity programs
- capacity building workshop and traditional indigenous games workshop promoted and held with Traditional Indigenous Games Kit purchased for use by trained facilitators

### Innovation
- development of Healthy and Active Moreton - a guide to low cost activities and physical activity opportunities
- development of targeted programs
- development of the Physical Activity Passport
- development of the ‘Taste of Moreton Bay’ - Disaster Management Cookbook with a focus on nutrition
- planning for 10,000 steps signage along walking trails
- Referral process for HEAL Lifestyle Modification Program set up with Medicare Local
- installation of the O’Tag timing system along the Redcliffe Foreshore

### Culturally and linguistically diverse community
- cultural awareness education to council employees delivering activities to the target audience
- facilitated Samoan families water awareness, healthy eating and physical activity day held at Bribie Island
- consulted with and continued liaison with CALD agencies and community centres to develop referral and delivery process for Living Well Multicultural Lifestyle Modification Program
- delivery of Living Well Multicultural Lifestyle Modification Program with Sudanese, Bhutanese and Samoan communities
- sub-contracted Communify to deliver CALD water safety and swim program and physical activity programs for CALD and unemployed participants promoted and held cultural awareness workshop (Sudanese and Samoan)
- promoted and delivered a range of physical activities for Sudanese, Bhutanese, Samoan, unemployed and disadvantaged residents
- Healthy Living Bi-Cultural motivators created to engage target ethnic communities to promote and advocate for healthy lifestyles and register participants for programs
A benchmarking exercise was undertaken with a number of comparative local governments, to examine any best-practice initiatives, programs or operational practices. The local governments examined include:

- Sunshine Coast Council
- Brisbane City Council
- Gold Coast City Council
- Logan City Council
- Ipswich City Council
- Port Macquarie-Hastings Council (NSW)
- City of Casey (VIC)
- City of Salisbury (SA)
- Launceston City (TAS).

The benchmarking has taken consideration for the following:

- active and healthy living programs, projects and infrastructure
- the role of each council in supporting active and healthy living
- the level of policy, education and awareness
- strengths and weaknesses of their programs offered
- staffing and operational budgets (where available)
- lessons learnt of relevance to Moreton Bay.

A summary of the benchmark findings are presented in table 3.

### Table 3. Benchmarking outcomes

<table>
<thead>
<tr>
<th>Active living element</th>
<th>Summary of findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy</strong></td>
<td>There is a general lack of policy in relation to active and healthy living, with physical activity, sport and recreation the predominate active living strategies of councils. The most relevant active living documents reviewed include:</td>
</tr>
<tr>
<td></td>
<td>- Gold Coast Physical Activity Plan</td>
</tr>
<tr>
<td></td>
<td>- Sunshine Coast Wellbeing Charter</td>
</tr>
<tr>
<td></td>
<td>- Active Ipswich: Ipswich Physical Activity Strategy.</td>
</tr>
<tr>
<td><strong>Programs</strong></td>
<td>Of the benchmark council’s, the Gold Coast are the leaders in the provision of active living programs and initiatives. They provide a larger range of free activities compared to Moreton Bay and other council’s. They also offer more programs for parents where kids are included or welcome. Moreton Bay typically provides its programs based on a partnership or facilitation approach. Other council’s offer some programs as a direct service provider and are better funded in the provision of programs.</td>
</tr>
<tr>
<td><strong>Innovations</strong></td>
<td>A number of council’s have implemented a version of the physical activity passport including Moreton Bay, Gold Coast, and Port Macquarie-Hastings. Moreton Bay was the only council known to be trialing the O’Tag timing system. Brisbane City and Mosman (NSW) Councils were identified as using other emerging technology such as QR codes, with use of the code on signage along recreational paths.</td>
</tr>
</tbody>
</table>

### Lessons learnt

Moreton Bay has the potential to be one of the local government leaders in the provision of community-based active living initiatives.

The following lessons have been identified as relevant to improving council’s position regarding active living:

- additional resources have increased council’s ability to provide accessible programs and initiatives - both staffing and funding for programs
- Council could provide additional programs that cater for both parents and their baby/children to encourage more participation by this group
- additional improvements to the layout and ‘Healthy and Active’ content on Council’s website to ensure easy navigation for participants. The website could provide additional information and external links to active living elements such as the National Physical Activity Guideline and general health and wellbeing information.
Consultation findings

An extensive engagement and research program was undertaken in the development of the active living plan. This program included:

- the review of relevant literature, reference material and research reports
- engagement with a number of internal council departments
- extensive consultation with key stakeholders, including state government departments, and industry
- inter-agency networks including Collaborative Action & Responses for a Multicultural Moreton Bay (CARMM) forum, Healthy Ageing Network, Disability Network, Murri Network and Youth Services Providers Network
- community organisations and active living providers
- targeted youth engagement through interactive demonstrations and school surveys
- community consultation via a postal and online survey, with over 700 responses.

The adjoining table provides a summary of the major findings from the engagement and research program. Full details of the processes and findings can be found in volume two of this plan. The findings within the table have directly informed the action plan, as per action reference within each finding.

Table 4. Summary of consultation findings

<table>
<thead>
<tr>
<th>Consultation findings</th>
<th>Physical activity</th>
<th>Built environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>time to participate and affordability are the biggest barriers to physical activity participation (actions 1.2.3)</td>
<td></td>
<td>there are limited ‘senior-specific’ physical activity opportunities in parks (other than walking paths). Facilities such as outdoor gyms tend to cater for younger age groups (action 1.2.8)</td>
</tr>
<tr>
<td>physical activity rates are lower for individuals from CALD communities (action 1.1.3)</td>
<td></td>
<td>due to the diversity of people, places and communities within the region, there is a need for localised physical activity solutions (action 1.2.4)</td>
</tr>
<tr>
<td>there is a need for flexible activities that don’t require a regular commitment or team (action 1.2.3)</td>
<td></td>
<td>promotion of opportunities is just as important as physical infrastructure in relation to physical activity (action 1.1.1)</td>
</tr>
<tr>
<td>low awareness of National Physical Activity Guidelines (54.7%), and a low proportion of people meeting these guidelines (26.3%) (action 1.1.2)</td>
<td></td>
<td>there is a gap in children's early learning and development through physical activity (action 1.2.10)</td>
</tr>
<tr>
<td>perception that all young people can afford to play sport (action 1.2.3)</td>
<td></td>
<td>there is a challenge in ensuring children/young people stay connected with sporting clubs/teams to provide stability and ongoing, informal mentoring (action 1.2.9)</td>
</tr>
<tr>
<td>low awareness of council programs (yet high take-up rate) (action 1.1.1)</td>
<td></td>
<td>youth from a Pacific Islander background have higher rates of obesity (4 to 5 times higher than Australian born youth) (action 1.2.4)</td>
</tr>
<tr>
<td>programs for young parents where children are welcome are required (action 1.2.4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>need for development of free, conducive environments for young people to hang out - with attractions such as interactive youth spaces with wi-fi, ports for music, phone charging etc (action 2.2.6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Consultation findings

- High level of car dependence in Moreton Bay (for all trips) (action 3.1.2)
- Public transport can be expensive, infrequent and unreliable in the region (action 3.3.1)
- Generational issues regarding lack of transport (no car and some multicultural groups) (action 3.1.2)
- There is a lack of consistent directional signage for the region's pathway and trail network (action 3.1.3)
- There is a perception around safety waiting for public transport, compounded by a general lack of lighting around public transport nodes (action 3.2.4)
- Road safety is an issue - need more off-road paths for children and families (action 3.2.7)
- There are insufficient end-of-trip facilities in the region (action 3.2.1)
- There is a lack of transport available for those with mobility issues (action 3.3.1)
- There is a lack of signage in public places about where to catch public transport from (action 3.1.4)
- Moreton Bay has a number of physical barriers that makes active transport more difficult including major roads, and a lack of on-road pathways (actions 3.2.7, 3.2.2)

Nutrition

- Need for culturally appropriate learning spaces focussed on nutrition (action 4.2.3)
- Budgeting and nutrition is a gap, need for financial essentials training - perception that fast food is cheaper than more nutritious foods (action 4.1.1)
- Dislocation between food sources and the community (action 4.3.2 & 4.3.1)
- Interest in participation in a community garden (action 4.2.4)
- With time pressures on families, the convenience of fast food is too powerful (action 4.1.1)
- Moreton Bay has areas with high concentrations of fast food outlets, and the proliferation of signage is an issue for nutrition with a high consumption of takeaway within the region (action 4.1.1)
- Need to promote locally grown and produced food sources (action 4.3.1, 4.3.2)
- There is emerging community interest in social enterprise, self-funded initiatives around nutrition (action 4.2.2)
- Significant interest in the community wanting to learn how to grow their own food (action 4.2.4, 4.1.1)
- Needs to be a balance between community organisations and commercial business making money through junk food and providing healthy options
- Access to commercial kitchens by community groups is difficult due to cost for hire and suitability of facilities (action 2.3.1)

General findings

- Access to employment, housing and transport are all major issues impacting on active living
- Funding is a major barrier to running programs across all industry and community sectors
- Activities work best when taken to where the people are
- Increased time spent sitting has been linked to an increase in health problems
- There is a lack of community driven action for active living - empowering local communities to assist themselves
- Low community awareness of the ‘Active for Life’ brand (14.3%)
- Council’s libraries are an under-utilised active living resource for the region - already running a number of great initiatives
- Parents and adults within the Indigenous community need to be the target of active living programs and education so they can then support their children
- Drug and alcohol use are major issues affecting young people and their ability to live an active and healthy life
- The multicultural community access mainstream services much less than the general community
- Motivation is an issue to all elements of active living
- Lack of cultural awareness by service providers creates a barrier to participation for target audiences
Active living mapping

The design of the urban and built environment is a major contributor to how active and healthy a community can be. Building on the mapping of key community demographics and survey results (available in the Active Living Plan supporting documentation), the region has been assessed for its active and healthy attributes through a series of spatial assessments and mapping outputs.

The analysis has utilised results from the active living plan’s community survey, as well as elements of the built environment which impact upon the community’s opportunity for active living.

A number of mapping outputs based on community survey responses, are contained within the full document and include:

- awareness of physical activity guidelines
- level of meeting the physical activity guidelines
- awareness of nutritional guidelines
- level of meeting the nutritional guidelines
- level of awareness of the ‘Active for Life’ brand
- people who grow their own fruit and vegetables
- people interested in learning to grow their own fruit and vegetables
- people interest in participating in community gardens
- weekly intake of takeaway food.

Further, the maps analyse the correlation between survey responses and the built environment that has been developed and include:

1. residents’ access to open space and respondents meeting the physical activity guidelines
2. residents’ access to active living facilities and programs and respondents meeting physical activity guidelines
3. existing pathways and respondents’ perception of sufficient directional signage
4. respondents awareness of the ‘Active for Life’ brand and their participation in council’s ‘Active for Life’ programs
5. the distribution of fruit and vegetable outlets (major retailers) and respondents not meeting the nutritional guidelines
6. the distribution of fast food outlets (major retailers) and respondents’ high intake of takeaway.

Assumptions have been made within this document based on the national guidelines for physical activity and nutrition.

The active living plan is focused on community wide intervention, as well as targeted community outcomes.
Access to open space and respondents meeting physical activity guidelines

Figure 1. Access to open space and respondents meeting physical activity guidelines

Commentary

The Divisions with the highest percentage of respondents who reported meeting the national physical activity guidelines were:
- division 12
- division 11
- division 8.

It is interesting to note that the highest proportion of open space provision lies within the other divisions (1, 2, 3, 4, 5, 6, 7 and 10).

The physical activity reported to be undertaken by survey respondents was inclusive of incidental physical activity and work-related physical activity. In the case of the three divisions listed above, the consideration of work-related physical activity such as farming practices may need to be acknowledged.

Additionally, built environment factors (i.e. barriers) and low levels of education and/or awareness may explain some of the low levels of participation in physical activity.

Legend

Respondents meeting physical activity guidelines
- Less than 10%
- 10% to 25%
- 25% to 50%
- Greater than 50%

Open space (recreation and sport)
Access to open space (400m buffer)
The divisions with the highest percentage of respondents who reported meeting the national physical activity guidelines were: division 12, division 11, division 8.

This map shows the distribution of open space as well as physical activity facilities and programs including council provided/facilitated, along with private.

It is interesting to note that the highest proportion of open space, facilities and programs provision lies within the divisions with the lower proportion of survey respondents meeting the physical activity guidelines.

Built environment factors (i.e. barriers) and low levels of access, education and/or awareness may explain some of the low levels of participation in physical activity in the areas with a high concentration of programs and facilities.
Further to the previous map (figure 2), the postcodes of actual participants from Council’s previous round of Healthy and Active Moreton programs have been mapped.

The postcodes (and suburbs) with the highest percentage of participants in council programs include:

<table>
<thead>
<tr>
<th>Postcode</th>
<th>Suburbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>4510</td>
<td>Beachmere, Bellmere, Caboolture, Caboolture South, Donnybrook, Meldale, Moodlu, Rocksberg, Toorbul, Upper Caboolture</td>
</tr>
<tr>
<td>4503</td>
<td>Dakabin, Dohles Rocks, Griffin, Kallangur, Kurwongbah, Murrumba Downs, Whiteside</td>
</tr>
<tr>
<td>4509</td>
<td>Mango Hill</td>
</tr>
<tr>
<td>4500</td>
<td>Bray Park, Brendale, Cashmere, Clear Mountain, Joyner, Strathpine, Warner</td>
</tr>
<tr>
<td>4501</td>
<td>Lawnton</td>
</tr>
</tbody>
</table>

Whilst it is interesting to note the western suburbs relatively low participation in council programs, they still maintain a higher overall level of physical activity (as per figure 2).
Pathways and perception of sufficient directional signage

Figure 4: Pathways and perception of sufficient directional signage

Commentary

24.2% of survey respondents felt that there was enough directional and/or distance signage for pathways in the region.

Divisions with the highest percentage of respondents that felt there was sufficient signage were:
- division 5
- division 6
- division 1
- division 2
- division 3
- division 7
- division 10.

It is interesting to note the correlation between the perception of sufficient pathway signage, and the actual provision of pathways.

Within the divisions that rated highly, exist the majority of council’s high level pathway infrastructure including the Moreton Bay Cycle Way (Redcliffe and Deception Bay), the Bribie Island Foreshore, and urban networks through the centre of most major suburbs. It is acknowledged that pathway provision doesn’t mean that signage is sufficient, however, it is a reasonable indicator.

Legend

Proportion of respondents that believe there is enough directional signage for footpaths and trails in their neighbourhood

- Less than 10%
- 10% to 20%
- 20% to 35%
- 35% to 50%

- Footpaths
- Recreation trails
- Environmental reserves
- Open space (recreation and sport)
Awareness of Active for Life brand and participation average

Figure 5. Awareness of Active for Life brand and participation average

Commentary

14.3% of survey respondents reported their awareness of the ‘Active for Life’ branding.

- Very low awareness of the brand and very low participation in programs
  - division 3
  - division 10
- Very low awareness of the brand and high participation in programs
  - division 6
- Low awareness of the brand and low participation in programs
  - division 1
  - division 9
- Low awareness of the brand and moderate participation in programs
  - division 7
  - division 8
- Low awareness of the brand and high participation in programs
  - division 2
  - division 4
  - division 5
- Moderate level of awareness of the brand and very low participation in programs
  - division 12
- High level of awareness of the brand and moderate participation in programs
  - division 11.

Legend

Respondents that have heard of the ‘Active for Life’ brand

- Less than 10%
- 10% to 15%
- 15% to 20%
- 20% to 30%

Participated in at least one Council program

- 20% to 25%
- 15% to 20%
- 10% to 15%
- Less than 10%
Fruit and vegetable outlets and respondents not meeting guidelines

Figure 6. Fruit and vegetable outlets and respondents not meeting guidelines

Commentary

The divisions with the highest proportion of survey respondents not meeting nutritional guidelines were:

- division 3
- division 6
- division 7.

These divisions are closely followed by:

- division 12
- division 2
- division 4
- division 10.

Within these identified areas, it is interesting to note the location of a range of food retailers that sell fruit and vegetables.

With the exception of some parts of division 12, 7 and 2, access to fresh fruit and vegetable retailers is reasonably good.

The analysis between survey respondents meeting the nutritional guidelines and the availability of fruit and vegetable outlets has shown a need for targeted intervention within some communities. Within divisions 3, 6 and 7, since there is reasonable access to fruit and vegetable outlets, an examination of other issues such as awareness, transport and ‘attractiveness’ of more convenient, fast food options needs to be examined.
Fast food outlets and high percentage of weekly takeaway intake

Figure 7. Fast food outlets and high percentage of weekly takeaway

Commentary

The divisions with the highest reported weekly intake of takeaway food were:

- division 3
- division 7
- division 6
- division 12
- division 10.

It is interesting to note the relationship between the high number of takeaway outlets and high weekly intake for division 3, 6 and 7.

This high intake of take-away in areas with a high concentration of fast food outlets requires targeted intervention of both general residents, schools and workplaces.

Education and awareness on nutritional requirements and benefits is required.

Relevant actions in this plan include:

- 4.1.1
- 4.2.2
- 4.2.4

Legend

Takeaway more than half the week
- Greater than 10%
- Greater than 5%, but less than 10%

Food distributors around the Moreton Bay region
- Fast food outlets
- Major supermarket
- Fruit and vegetable shops
- Health food stores
- Farmers market
Strategic action plan

The following action plan presents four key action areas:
1. physical activity
2. built environment
3. active transport
4. nutrition.

For each action area a series of recommendations, along with key tasks outlining ‘how we will achieve this’ have been identified. An implementation plan is included within this section to clearly define timeframes and responsibilities.

Guiding principles

The following principles have been developed to underpin this plan and its actions.

Table 5. Active living guiding principles

<table>
<thead>
<tr>
<th>Principle</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>Active and healthy living opportunities are accessible to the whole community in line with social inclusion principles</td>
</tr>
<tr>
<td>Activation</td>
<td>Regular activation of public spaces is encouraged, in highly visible places – ‘the outdoors is the new gym’</td>
</tr>
<tr>
<td>Advocacy</td>
<td>Active and healthy living opportunities are supported and strengthened through advocacy</td>
</tr>
<tr>
<td>Awareness</td>
<td>Simple, consistent messages are provided to the community to promote and encourage active and healthy living and behaviour change</td>
</tr>
<tr>
<td>Co-location</td>
<td>Physical activity nodes are co-located with sporting and community facilities and other public spaces to encourage use and awareness</td>
</tr>
<tr>
<td>Diversity</td>
<td>There is diversity in the function, type and setting of public spaces, including age and culturally appropriate spaces</td>
</tr>
<tr>
<td>Flexibility</td>
<td>New and emerging program and infrastructure delivery is encouraged (such as drop-in, drop-out programs) to cater for the needs of a diverse community</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Partnerships are fostered and encouraged with organisations and community groups in the delivery, promotion and support of active and healthy living opportunities</td>
</tr>
<tr>
<td>Strong communities</td>
<td>Local communities are empowered through capacity building initiatives to encourage active and healthy living</td>
</tr>
<tr>
<td>Suitability</td>
<td>Suitable programs, facilities and infrastructure are provided in line with the needs of the community and identified community groups. Localised solutions are provided across the region</td>
</tr>
<tr>
<td>Supportive environments</td>
<td>Infrastructure design and land-use planning encourages an active and healthy community including sustainable travel choices</td>
</tr>
<tr>
<td>Sustainable and healthy food system</td>
<td>Access to healthy, sustainable and equitable food is promoted and encouraged locally</td>
</tr>
</tbody>
</table>

Priorities

Implementation of actions outlined in this plan will require strong leadership, allocation of resources, a commitment from Council (inter-departmental), and a multi-agency approach. Priorities are assigned for each action. A high priority recommendation should be undertaken as soon as resources allow, while medium (in the next 5 years) and low priorities (in the next 5-10 years) are not as urgent.

The priorities within the Plan are intended for ongoing implementation, and are flexible in nature to allow adaptation to changing community needs and trends.
Overview

Physical inactivity is a significant independent risk factor for poor health in Australia, with obesity and overweight linked to low levels of physical activity. It is thought that up to half of Australian adults are not participating in sufficient physical activity for health benefits, with only 43% meeting the ‘sufficiently active’ threshold (ABS 2012).

In Australia, the highest levels of physical activity were among young adults, with levels of physical activity declining in older age groups. The lowest levels of physical activity were among people aged 75 years and over (ABS 2012).

Factors found to impact positively on physical activity include:

- Adults with lower relative socio-demographic disadvantage were 1.5 times more likely to undertake sufficient physical activity than those in the most disadvantaged group.
- Adults who described their health as “excellent” were over twice as likely to have done sufficient physical activity compared with people with “poor” self-assessed health.
- Ex-smokers and those who never smoked were 1.2 times more likely to have done sufficient physical activity compared with current smokers (ABS 2013).

Rates of physical activity participation are reported to be lower in individuals from non-English speaking backgrounds compared to individuals born in Australia or individuals born in English-speaking countries, as they experience a number of complex barriers (Queensland Health 2010).

For some CALD communities, the awareness about the link between physical activity and health outcomes is little known. Improving access to and participation in physical activity initiatives in CALD communities is a complex issue, with initiatives needing to be culturally-tailored in order to successfully engage these communities.

Attention to health becomes less important as a range of settlement priorities such as housing, employment, education, childcare, and social needs take precedence. The literature indicates a decline in both self-assessed and actual health status after 10 years residency (Leung et al, 1994; Vissandjee et al, 2004). As a result, certain health risk factors and chronic diseases such as diabetes and overweight and obesity are more prevalent in these populations.

Relevant to the Moreton Bay region, youth from Pacific Islander backgrounds have rates of obesity four to five times greater than Australian born youth (O’Dea, 2008).

Key issues and findings

Of the respondents’ to the active living survey, 54.7% were aware of the National Physical Activity Guidelines. Additionally, 45.3% of respondents reported that they did not meet the guidelines (only 26.3% reported that they regularly meet the guidelines).

20% of survey respondents participated in sporting activity two or more times a week.

The survey respondents’ top barriers to participation in physical activity were:
1. I haven’t got the time (34.1%)
2. I can’t afford it (22.9%).

Additionally, 25% of survey respondents stated that they had no barriers as they already undertook sufficient physical activity.

Top three sport and recreation activities as listed by survey respondents

<table>
<thead>
<tr>
<th>Recreation</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>Swimming</td>
</tr>
<tr>
<td>Gardening</td>
<td>Tennis</td>
</tr>
<tr>
<td>Taking the stairs</td>
<td>Golf</td>
</tr>
</tbody>
</table>

Respondents awareness of council’s existing active living programs and activities was moderate, with the highest levels of awareness for the following:

- Adventure Women (27.8%)
- Heart Foundation Walking (26.2%)
- Older and Bolder (16.7%)
- Active Kids (13.5%).

Given the size of the Moreton Bay Region’s population, the community’s level of awareness is reasonable. However, it identifies that there is room for improvement through promotion and awareness initiatives.

Only 17.7% of survey respondents reported that their workplace had a workplace wellness program.
<table>
<thead>
<tr>
<th>Recommendation</th>
<th>How we will achieve this</th>
<th>Responsible unit/agency</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Education and awareness</td>
<td>Achieved through the development of a strong brand with the Communications Department, that includes the development of online materials, signage and merchandise.</td>
<td>Sport and Recreation Communications</td>
<td>High</td>
</tr>
</tbody>
</table>
| 1.1.1 Development of a strong marketing brand and supporting materials that promote a healthy and active Moreton Bay Regional Council. | □ Through the delivery of lifestyle modification programs (HEAL, Eat It) to identified target population areas  
  □ Distribution of the annual ‘Healthy and Active Moreton’ publication  
  □ Through council’s printed media and publications  
  □ Promotion of Healthy & Active initiatives at Council’s events  
  □ Through the dissemination of information at inter-agency network meetings (Disability, Aboriginal & Torres Strait Islander, Culturally & Linguistically Diverse and Youth networks | Sport and Recreation Communications  
  □ Community & Cultural Programs Events | Ongoing         |
| 1.1.2 Continue to promote the benefits of regular physical activity to the wider community through regular and consistent messages and programs (including the national physical activity guidelines) | Working with local targeted networks to promote culturally appropriate healthy and active living messages. | Sport and Recreation  
  □ Community & Cultural Programs | Ongoing         |
| 1.1.3 Continue to work with target audiences through promoting active living, ensuring that messages are culturally relevant, community and family focused, and gender specific | Undertake an annual review of the profile of participants of each program to identify gaps and saturation areas/communities | Sport and Recreation  
  □ Community & Cultural Programs | Ongoing         |
| 1.1.5 Target major employers within the region to promote council’s Healthy and Active Moreton opportunities | □ Through partnerships developed in the community with local businesses e.g. Information promoted at councils ‘Build a Better Business workshops’  
  □ Promotion of the State Government ‘Healthy Workers Initiative’ | Sport and Recreation  
  □ Communications  
  □ Economic Development  
  □ Heart Foundation | Low-Medium       |
| 1.1.6 Promote existing, free lifestyle initiatives that assess physical activity levels and provide individual solutions to residents | Through the cross-promotion of initiatives to the Moreton Bay Regional community e.g. Queensland Health’s ‘Get Healthy’ information and coaching service, or Metro North Brisbane Medicare Local Health Application | Sport and Recreation  
  □ QLD Health  
  □ Metro North Brisbane Medicare Local | High            |
| 1.2 Creation of supportive environments, programs and initiatives             | Through the development of a regional outdoor recreation strategy                                                                                                                                                    | Sport and Recreation  
  □ Strategic Infrastructure Planning  
  □ Parks and Recreation Planning | High            |
| 1.2.1 Develop and promote a range of outdoor recreation opportunities          |                                                                                                                                                                                                                       | Sport and Recreation  
  □ Strategic Infrastructure Planning  
  □ Parks and Recreation Planning | High            |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1.2.2</td>
<td>Seek out and encourage others to seek funding opportunities for the joint development of public facilities and spaces that encourage physical activity</td>
<td>Development of a council sponsorship and partnership policy that allows council to seek external funding</td>
<td>Economic Development</td>
</tr>
</tbody>
</table>
| 1.2.3          | Continue to provide free and low cost physical activity opportunities and programs to the general community and run new initiatives as needs change | Continue to run a suite of ‘Healthy and Active Moreton’ programs e.g.  
- Spring In Your Step  
- Outdoor Adventure Families  
- Older and Bolder | Sport and Recreation                         | Ongoing  |
| 1.2.4          | Continue to provide physical activity programs for specific community groups i.e. young parents and children | Continue to deliver the Active Kids, SHAFT, Ramp Up, Outdoor Adventure Families program. Also look to develop new programs in line with identified or emerging needs | Sport and Recreation                         | Ongoing  |
| 1.2.5          | Continue to install directional and route signage along recreational trails and pathways to encourage use and legibility | Identify and prepare a consistent approach for the roll-out of directional signage | Integrated Transport Planning and Design     | Ongoing  |
| 1.2.6          | Ensure participation in active and healthy initiatives are rewarded within the community | When reviewing council’s community grants program, encourage the inclusion of active and healthy living categories | Grants, Brokerage & Business Services        | Medium   |
|               |                                                                                                                                                                                                                  | Sport and Recreation                         |          |
|               |                                                                                                                                                                                                                  | Community Facilities                         |          |
|               |                                                                                                                                                                                                                  | Sport and Recreation                         |          |
|               |                                                                                                                                                                                                                  | Community Facilities                         |          |
| 1.2.7          | Identify and promote key sport and recreation facilities in proximity to key employment and commercial centres for use by workers in their lunch break. | Identify existing facilities with appropriate supporting infrastructure, opening hours and amenities, and promote to major employees within the region E.g. through an app that looks at where the nearest facilities are located | Sport and Recreation                         | High     |
| 1.2.8          | Investigate the installation of physical activity equipment in key locations to provide unstructured physical activity opportunities | Investigate benchmark installations in other Australian local government settings  
E.g. Installation of senior specific inter-generational playgrounds and suitable fitness equipment | Parks and Recreation Planning                | Medium   |
| 1.2.9          | Continue to encourage young people to engage with sporting clubs and subsequently commit to a team | Sport and recreation to cross promote State and Federal Government initiatives e.g. Get Playing.  
Promote sporting club come and try activities | Sport and Recreation organisations           | Ongoing  |
<p>| 1.2.10         | Encourage the community to undertake more incidental exercise | Provide and promote multi-disciplinary facilities that provide multiple benefits to participants and attract new participants e.g. interactive play spaces with natural elements for children to encourage learning and physical activity, or environmental education centre with multi-use boardwalks | Parks and Recreation Planning                | Medium   |</p>
<table>
<thead>
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<tbody>
<tr>
<td>1.2.11</td>
<td>As the highest participated physical activities in Moreton Bay, develop supporting infrastructure and continue to provide a range of walking and cycling programs and initiatives for the wider community</td>
<td>Continue delivery and support of the Heart Foundation Walking and Explore the Bay by Walking in May Program. Deliver the Travel Choices program Promote initiatives and programs supporting 10,000 steps and O’Tag timing equipment</td>
<td>Sport and Recreation Heart Foundation QLD Health</td>
</tr>
<tr>
<td>1.2.12</td>
<td>Continue to investigate technological innovations in physical activity to encourage participation</td>
<td>Through the installation of: O’Tag timing system QR codes to promote walking, cycling and fitness trails Investigate the development of an app for the promotion of council facilities and physical activity opportunities</td>
<td>Sport and Recreation</td>
</tr>
<tr>
<td>1.2.13</td>
<td>Investigate improved partnerships and agreements with contractors of council facilities to provide suitable activities that encourage the promotion of a Healthy and Active Moreton</td>
<td>Identify suitable healthy and active KPI’s in the contracts for council facilities (E.g Swimming Pools) that promote and encourage active living within the region</td>
<td>Sport and Recreation Community Facilities</td>
</tr>
<tr>
<td>1.3.1</td>
<td>Investigate and facilitate the dual-use of existing community facilities to increase use and provide positive outcomes for a number groups through shared resources, improved maintenance and security</td>
<td>Identify compatible groups that lease council facilities and initiate partnerships E.g Dual use of Scouts/Girl Guides and Men’s Sheds</td>
<td>Sport and Recreation Community Facilities Community Leasing Strategic Planning</td>
</tr>
<tr>
<td>1.3.2</td>
<td>Continue to collaborate with agencies, community organisations and local business in the delivery, promotion and support of physical activity initiatives and outcomes for local communities</td>
<td>Work with providers to get them thinking about partnerships and initiatives. E.g connecting residents to local and accessible opportunities through the physical activity passport, Healthy &amp; Active Moreton and recreation program initiatives Partner with and provide in-kind support for the delivery of joint funding initiatives</td>
<td>Sport and Recreation Community &amp; Cultural Programs</td>
</tr>
<tr>
<td>1.3.3</td>
<td>Partner in national initiatives for obesity prevention</td>
<td>Collaborate with national departments to utilise health branding (Shape up Australia) and messages in councils Healthy &amp; Active Moreton and recreation program material</td>
<td>Sport and Recreation</td>
</tr>
<tr>
<td>1.3.4</td>
<td>Develop partnerships with local tertiary education providers for students learning fitness training to run low-cost programs for the community as part of their training</td>
<td>Work with TAFE and other colleges to provide low cost physical activity programs in the community</td>
<td>Sport and Recreation</td>
</tr>
<tr>
<td>1.3.5</td>
<td>Partner with key target stakeholder groups in determining active living programs and initiatives</td>
<td>Through consultation with identified audiences, determine the specific needs of target groups and design programs and initiatives accordingly</td>
<td>Sport and Recreation Community and Cultural Programs</td>
</tr>
</tbody>
</table>
Supportive environments refers to both physical and social aspects of our environs. It includes where people live, their local community, their home, where they work and play. It also comprises the context which determines access to resources for living, and opportunities for empowerment (WHO 1991). An important part of the supportive environments agenda are interventions that seek to alter the built environment to encourage healthy lifestyles, especially in the areas of physical activity and nutrition. For instance, moderately intense physical activities can be built into the lives of many residents by changing the way communities are designed and built (Burke, Hattfield and Pascoe 2008).

A number of built environment factors that encourage sedentary behaviour have been associated with health conditions such as obesity, type 2 diabetes and cardiovascular disease. Patterns of urbanisation such as ‘urban sprawl’ are implicated in poor health outcomes. The consequences of urban sprawl include increased reliance on car-based transport and decreased ability to walk to destinations, decreased neighbourhood cohesion, and environmental degradation. Further, there is growing evidence regarding links between contemporary public health epidemics, such as obesity and depression, and aspects of our urban environment (such as a lack of greenspace), which have emerged in parallel with the increasing sub-urbanisation of Australian cities (Burke, Hattfield and Pascoe 2008).

Car dominated, lower density, homogenous suburbs are associated with less walking and incidental physical activity. Cities with extensive transport systems, higher residential density and higher employment density in the city centre have more walking and public transport use. Ewing (2005) suggests that there is relatively strong evidence that compact development patterns are associated with active travel modes such as walking.

Giles-Corti outlines that residents who live in a highly-walkable residential area, walked twice the amount of time and had half as many obese residents as those who lived in an area of poor walkability (Burke, Hattfield and Pascoe 2008).

Design movements such as new-urbanism and transit-oriented development (TOD) have recently emerged in response to changing the design of new urban developments. New urbanism looks to creating more connected, mixed-use and higher density neighbourhoods, more akin to those created in the pre-car era. TOD seeks to create ‘transit’ precincts by clustering urban development around public transport nodes. Both approaches seek to reduce the distances people must walk from home to access public transport networks, as well as local shopping and services.

Council’s Draft Strategic Framework is embracing the principles of highly-walkable residential areas and improved access to transport options through the use of ‘place types’. This approach is focussed on the features of the urban form which affect connectivity of the built environment, such as street layout and provision of footpaths. “Issues of Health, wellbeing and quality of life need to be considered during the urban planning process to resolve many of the problems faced by cities today” (Hattfield and Pascoe 2008).

Australia’s population is ageing, with the proportion who are over 65 rising from 13% in 2006 to 26% in 2010. The design of the built environment has an important role to play in maintaining the health of an ageing population because continuing to access the outdoor environment plays an important role in maintaining and enhancing the quality of life of older people (Burke, Hattfield and Pascoe 2008).
## Table 7. Built environment action plan

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>How we will achieve this</th>
<th>Responsible unit/agency</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2.1</strong> Education and awareness</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1.1 Continue to promote council’s open space network, sporting fields and facilities, recreation trails and pathways and natural assets</td>
<td>Through printed media and brochures, council’s website, activation of facilities through programs and events E.g. park opening day, opening of a bushland track</td>
<td>Environmental Services, Sport and Recreation, Parks and Recreation Planning</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>2.2</strong> Creation of supportive environments, programs and initiatives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2.1 Undertake an accessibility audit of council’s existing open space and infrastructure including aquatic centres and indoor centres to ensure access by the whole community</td>
<td>Undertake an audit of facilities (ramps, hoists, change facilities) and from the audit develop a priority plan for the upgrade of identified facilities</td>
<td>Community Facilities, Buildings and Facilities</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2.2.2 Investigate additional lighting of public transport nodes to improve safety and encourage walking to and from home</td>
<td>Audit street lighting and lighting at transit stops/nodes and develop a program for installation</td>
<td>Integrated Transport Planning and Design, Department of Transport and Main Roads, Translink</td>
<td>High</td>
</tr>
<tr>
<td>2.2.3 Consider the use of existing model codes in relation to active living outcomes in council’s planning scheme</td>
<td>Encourage ‘Healthy by Design’ through the new planning scheme e.g. a planners guide to environments for active living; or ‘liveable neighbourhoods’</td>
<td>Strategic Infrastructure Planning, Development Services, Statutory Planning</td>
<td>High</td>
</tr>
<tr>
<td>2.2.4 Ensure parks and public open spaces, including trails, are safe, accessible, multi-functional and part of a transportation network that connects key destinations, such as home, workplace, school, community facilities and services, and other places with high population density</td>
<td>Undertake the development of an active living impact checklist or utilise existing examples such as the Heart Foundation’s Active Living Impact Checklist (ACT)</td>
<td>Strategic Infrastructure Planning, Parks and Recreation Planning, Integrated Transport Planning and Design</td>
<td>High</td>
</tr>
<tr>
<td>2.2.5 Consider the provision of recreation facilities, at or in, proximity to caravan parks and retirement villages. Consider the large proportion of permanent and aged-residents with access or mobility needs</td>
<td>Identify opportunities for promotion and enhancement of active living facilities in close proximity to caravan parks and retirement villages</td>
<td>Strategic Infrastructure Planning, Parks and Recreation Planning</td>
<td>High</td>
</tr>
<tr>
<td>2.2.6 Investigate the provision of youth spaces that are accessible and provide sufficient attractions for all ages, males and females</td>
<td>Investigate the development of flexible outdoor spaces for young people to hang out, consider the provision of wi-fi, music ports and other play elements</td>
<td>Strategic Infrastructure Planning, Community Strategy &amp; Facility Development, Parks and Recreation Planning</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Recommendation</td>
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<td>Responsible unit/agency</td>
<td>Priority</td>
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<tr>
<td>2.2.7 Continue to support sporting clubs and facilities in the provision of sporting infrastructure, governance, management, education and training</td>
<td>☐ In line with Council’s sport and recreation strategy  ☐ Community grants program  ☐ Capital works program</td>
<td>☐ Sport and Recreation  ☐ Parks and Recreation Planning</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2.2.8 Investigate the provision of additional unstructured physical activity elements in open space</td>
<td>Through a gap analysis/targeted approach for facilities such as: ☐ Outdoor gym equipment  ☐ Dog off-leash areas</td>
<td>☐ Sport and Recreation  ☐ Parks and Recreation Planning</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2.2.9 Ensure the creation of permeable, walkable neighbourhoods and centres</td>
<td>Develop and implement design guidelines to guide urban development  Through the implementation of urban planning principles e.g. employment centres located within walking distance of public transport</td>
<td>☐ Strategic Infrastructure Planning  ☐ Integrated Transport and Design</td>
<td>High</td>
</tr>
<tr>
<td>2.3 Working in partnership</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2.3.1 Target and encourage community organisations and groups with management rights to community facilities to upgrade their facilities to better enable community groups to run programs</td>
<td>Through the awareness of community grants, there is the opportunity for diversifying activities  ☐ E.g. church groups upgrading their kitchens to allow for cooking demonstrations</td>
<td>☐ Community Facilities  ☐ Grants, Brokerage &amp; Business Services</td>
<td>Medium</td>
</tr>
<tr>
<td>2.3.2 Be cognisant of the needs of the diverse community when planning infrastructure</td>
<td>Undertake sufficient consultation with the local community prior to installing infrastructure to ensure their needs are understood</td>
<td>☐ Sport and Recreation  ☐ Community Strategy &amp; Facility Development  ☐ Parks and Recreation Planning  ☐ Project Management</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2.3.3 Seek commercial sponsorship of public places for physical activity such as regional open spaces or facilities to assist in the funding, maintenance and promotion i.e. Settlement Cove</td>
<td>Development of sponsorship policy</td>
<td>☐ Economic Development</td>
<td>Medium</td>
</tr>
</tbody>
</table>
Overview

Australian cities have all seen significant decreases in the amounts of walking and cycling by children and adolescents, with sizeable reductions in the proportion of children travelling to school by non-motorised modes. The reasons for these shifts have generally been identified as relating to changes in the built environment, parental controls, perceptions of traffic and stranger danger. The decreases in walking and cycling activity are now generally acknowledged as being positively associated with a range of health impacts, including a rise in obesity and over weight, type 2 diabetes, heart disease and a range of other diseases.

Built environments that improve the level of physical activity of its residents include opportunities for active transport such as walking and cycling. Walking remains the most popular form of exercise or active recreation in Australian adults (ERASS). Active transport contributes to the health and social wellbeing of residents by:
- reducing exposure to air pollution
- reducing exposure to traffic hazards (reduced car dependence and traffic calming)
- providing physical activity, improving health and well-being
- improving mental health through improved social capital (reduced social isolation and increased sense of community).

A study commissioned by the Queensland Government in 2011 found that, for a typical off-road path in an inner urban area, economic benefits per kilometre walked or cycled are:
- decongestion (20.7 cents per km walked or cycled)
- health (up to 168.0 cents per km)
- vehicle operating costs (35.0 cents per km)
- infrastructure savings (6.8 cents per km) and environment (5.9 cents per km).

The cumulative result is that:
- 1,000 pedestrians per day will generate discounted benefits of around $7 million per kilometre over a 30 year period ($2.12 per km walked per person)
- 1,000 bicycle riders per day will generate discounted benefits of around $15 million per kilometre over a 30 year period ($1.43 per km cycled per person).

This means that, for each person who cycles 20 minutes to work and back, our economy benefits by $14.30, and for each person who walks the same distance benefits our economy by $8.48.

The prevalence of overweight and obesity has been steadily increasing over the last 30 years in Australia and is correlated with increasingly sedentary lifestyles. In 2008, obesity was estimated to cost $58.2 billion to the Australian economy due to diabetes, cardiovascular disease and various cancers. The direct financial cost of obesity was estimated at $8.3 billion, with the Australian Government bearing $2.8 billion of these costs (Australian Government 2013).

High levels of car use have been associated with low levels of social capital. Some research suggests that there are higher levels of social capital in more walking and cycling friendly neighbourhoods (Leydon, 2003; Wood et al 2008). It appears that well-designed neighbourhoods not only encourage more walking and more cycling, but also allow for more interactions between neighbours, increasing the sense of community in residents, with positive mental and physical health benefits (Giles-Corti 2006).

Incorporating exercise into travel has been identified as a highly effective means to increase daily physical activity, which can help individuals to maintain better health (Australian Government 2013).

Key issues and findings

Barriers to active transport
- lack of continuous, convenient connections
- perceived lack of physical and personal safety
- lack of awareness
- lack of skills (such as road safety and cycling)
- lack of motivation
- poor governance.

Around 14% of the adult population regularly use public transport as their main mode of travel to work or study, and a further 37.4% sometimes uses public transport as an alternative (Australian Government 2013).

As reported in the 2011 census, the main mode of transport to work by 71.4% of Moreton Bay residents is the car. This high reliance on the car is supported by the response to the survey tool, with 100% of survey respondents who worked, noted the car as their main means of travel. The average respondents time spent travelling to work by car was 28 minutes.

14% of the adult population drive less than five kilometres each way to work or study, and another 16.5% drive between five and 10 kilometres. Shifting just a small proportion of these short distance commutes to walking and riding could reduce congestion (Australian Government 2013).

Only 8.5% of survey respondents agreed that there were sufficient provision of end-of-trip facilities in the Moreton Bay region.

Only 30.3% of respondents reported there was sufficient information available on locating where the pathways were. Similarly, 24.2% of respondents felt there was enough directional and/or distance signage.

The Moreton Bay region has a number of major physical barriers that make active transport means more difficult, including major roads with few crossing points, lack of on-road pathways or capacity in road verge. Additionally, the large scale and spread of land uses within the region also creates barriers to non-motorised and public transport.
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<tr>
<td><strong>3.1 Education and awareness</strong></td>
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</tr>
<tr>
<td>3.1.1 Continue to promote the region’s network of pathways</td>
<td>As identified in the MBRC Active Transport Plan, develop and implement an active transport information plan and program, including up-to-date brochures and web information on available pathways, easy to access destinations and supporting infrastructure (including rest stops)</td>
<td>Integrated Transport Planning and Design</td>
<td>Ongoing</td>
</tr>
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<td></td>
<td></td>
<td>Sport and Recreation</td>
<td></td>
</tr>
<tr>
<td>3.1.2 Continue to promote active transport to local business, work places and schools</td>
<td>Through the continuation of council’s travel choices program</td>
<td>Integrated Transport Planning and Design</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3.1.3 Continue to install directional and information signage along the region’s pathways including recreation trails</td>
<td>Develop and roll-out an annual signage program across the local government area to ensure legibility of the pathway network</td>
<td>Integrated Transport Planning and Design</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3.1.4 Investigate a promotional initiative aimed at increasing the awareness of public transport stops</td>
<td>Trial a ‘Get to know your Bus Stop’ campaign or similar awareness campaign to improve the community’s knowledge of their local public transport options</td>
<td>Department of Transport &amp; Main Roads</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>3.2 Creation of supportive environments, programs and initiatives</strong></td>
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<td></td>
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<tr>
<td>3.2.1 Provide improved end-of-trip facilities within the region, including sufficient and safe bike storage areas, showers and ironing facilities</td>
<td>Conduct an audit at identified facilities, including council buildings and Redcliffe end of trip facility. Identify suitable locations for community end of trip facilities. Work in partnership to fund and implement improved end-of-trip facilities across the region</td>
<td>Integrated Transport Planning and Design</td>
<td>High</td>
</tr>
<tr>
<td>3.2.2 In promoting active travel, prioritise pedestrians and cyclists over motorists in planning transport infrastructure for new communities</td>
<td>In line with the proposed outcomes of council’s travel demand management strategy</td>
<td></td>
<td>High</td>
</tr>
<tr>
<td>3.2.3 Develop and utilise a bikeability/walkability checklist to facilitate audits of the built environment for walking and bicycle use</td>
<td>Through use of the Heart Foundation walking routes audit (or similar) on identified walking and cycling routes</td>
<td>Sport and Recreation</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Integrated Transport Planning and Design</td>
<td>Heart Foundation</td>
<td></td>
</tr>
<tr>
<td>3.2.4 Undertake Crime Prevention Through Environmental Design (CPTED) audits (including lighting) around public transport stations/stops to improve safety for users</td>
<td>Develop an audit checklist and prioritise transit stops and/or stations to commence the audits</td>
<td>Integrated Transport Planning and Design</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Department of Transport and Main Roads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2.5 Encourage motor shift to major business centres</td>
<td>Through the development of active transport ancillary facilities and the promotion of active transport initiatives within the Moreton Bay region</td>
<td>Integrated Transport Planning and Design</td>
<td>Ongoing</td>
</tr>
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<td></td>
<td>Department of Transport and Main Roads</td>
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<tr>
<td>Recommendation</td>
<td>How we will achieve this</td>
<td>Responsible unit/agency</td>
<td>Priority</td>
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<tr>
<td>3.2.6</td>
<td>Continue to provide off-road walking and cycling paths in new areas and in areas of identified deficiency</td>
<td>In line with council’s priority infrastructure plan and capital works program</td>
<td>Integrated Transport Planning and Design, Parks and Recreation Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sport and Recreation, Integrated Transport Planning and Design, Parks and Recreation Planning</td>
</tr>
<tr>
<td>3.2.7</td>
<td>Continue to provide venues for safe, off-road cycling disciplines which encourage cycling and develop safe cycling skills</td>
<td>Incorporate cycling paths and learn to ride facilities in future sport and open space master plans</td>
<td>Sport and Recreation, Integrated Transport Planning and Design, Parks and Recreation Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Potential venues include Lakeside Park Raceway for cycling, and future development of a criterium track within the region</td>
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<tr>
<td>3.3</td>
<td>Working in partnership</td>
<td>Partner with the Department of Transport and Main Roads and Translink</td>
<td>Integrated Transport Planning and Design, Department of Transport and Main Roads, Translink</td>
</tr>
</tbody>
</table>
Overview

Relevant to active living, nutrition is access to sufficient, safe and nutritious food, required to maintain a healthy and active life. With Australian’s consumption of fresh fruit and vegetables declining and the increase in consumption of processed foods, many adults do not achieve the recommended serves of fruit and vegetables.

Good access from where a person lives to healthy food options, is an important element of a supportive environment for active living. Convenience and fast food outlets often outnumber supermarkets and fresh fruit and vegetables stores. This issue was explored in relation to children, to determine whether their place of residence and its proximity to different types of food retail influenced overweight and obesity. It was found that an increased distance between a person’s residence and the nearest large brand supermarkets (which provide fresh fruit and vegetables) was associated with increased risk of overweight, when residing in lower population density regions. Fruit and vegetable intake is positively associated with proximity to supermarkets, even after controlling of other factors (Maddock 2004).

The proliferation of billboards, illuminated retail signs, transit stop signage, on-board advertising on public transport, and vending machines, ensure the built environment consistently provides urban populations with marketing messages.

There has been a decline in agricultural land use as urbanisation and the need for industrial land increases due to strengthening economic prospects. Although there is greater land for the built environment, a reduction in agriculture gives rise to food supply issues and access and therefore may attribute to food insecurity (Allen 2003).

Land use planning can play a major role in supporting nutrition, including:

- providing for private and public open space with access rights for food production
- provision of spaces for local production within cities and in peri-urban locations
- protection of regional good quality agricultural lands.

Community gardens can act as change agents by providing residents with fresh foods, by supporting social capital development, and also by supporting research and development for horticultural techniques and in communicating these to the community. Edible landscapes offer various health benefits including social capital, financial benefits at the household level and enhanced ecological and environmental effects.

82% of community survey respondents are aware of their daily nutritional requirements (i.e. intake of fruit and vegetables as per dietary guidelines). The top four barriers to eating more fruit and vegetables, as listed by respondents were:

- 51.3% stated that they felt they already ate enough.
- cost/too expensive (12.3%)
- hard to find good quality/fresh food (9.6%)
- don’t have enough time to prepare (4.7%)
- effort taken to prepare (4.5%).

Of the young people surveyed, those aged between 9 and 10 reported a higher intake of fruit and vegetables (82.1%) when compared to those aged between 13 and 18 (47.8%).

50.5% of survey respondents reported to growing some of their own fruit and vegetables, with an additional 56.1% interested in learning to grow their own food. In relation to community gardens, 32.9% of respondents reported an interested in being involved.

A study into the relationship between an area’s measure of socioeconomic status and the density of fast food outlets, found a strong association with people living in areas from the poorest socioeconomic category having 2.5 times the exposure to fast food as those people in the wealthiest category (Reidpath et al 2002). Another study into the causes of obesity suggests that whilst ethnicity, age, gender, physical activity, and fruit and vegetable intake explained approximately 55% of the variance in obesity, the addition of density of fast food restaurants increased the variance explained to 69% (Maddock 2004).

Key issues and findings

Studies indicate that fruit and vegetable intake is positively correlated with socioeconomic status, level of education, and income across all age groups. A number of populations have been identified as suffering disadvantage; the homeless, Indigenous, low income, single-person households, the unemployed, young people, and the aged population, which are all more susceptible to food insecurity:

- Moreton Bay is a multicultural community with high proportion of Indigenous and CALD residents
- areas of the Moreton Bay region are somewhat economically disadvantaged, with a number of areas below the Queensland average of the SEIFA index, and with low household and personal income
- there are particular issues for residents who are disabled, elderly, without transport and who are nutritionally vulnerable
- expenditure on food is considered to be a more flexible priority in comparison with other more fixed costs i.e. transport and household expenses, subsequently recommended dietary intakes are less likely to be achieved.

According to the self-reported health status the Moreton Bay population has an inadequate intake of fruit and vegetables, with 53% of participants reporting that they met the daily intake of fruit. However, only 8.5% reported an adequate daily intake of vegetables. An inadequate diet has been associated with an increased risk of chronic disease and higher mortality rate.
<table>
<thead>
<tr>
<th>Recommendation</th>
<th>How we will achieve this</th>
<th>Responsible unit/ agency</th>
<th>Priority</th>
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</thead>
<tbody>
<tr>
<td>4.1 Education and awareness</td>
<td>Through the delivery of lifestyle modification programs such as:</td>
<td>Sport and Recreation □ Nutrition Australia □ Diabetes QLD □ Exercise and Sports Science Australia □ Ethnic Communities Council of Queensland</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.1.1 Continue to support, provide and promote behaviour change programs in relation to nutrition to both the general community and to targeted population groups (such as new migrant arrivals), in line with the Queensland and Australian health promotions</td>
<td>Through the MBRC planning scheme identify suitable zoning and buff ers to ensure the protection of land</td>
<td>Statutory Planning Development Services</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.2 Creation of supportive environments, programs and initiatives</td>
<td>Investigate the development of a council urban agriculture or streetscape policy</td>
<td>Grants, Brokerage &amp; Business Services □ Health and Environment</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.2.1 Through land use planning regimes, continue to protect good quality agricultural land to ensure a range of sustainable food sources</td>
<td>Awareness of funding □ Assistance with permits □ Leasing of under-utilised spaces</td>
<td>Scenic Planning □ Environment and Projects □ Community Strategy &amp; Facility Development □ Parks Operations □ Parks and Recreation Planning</td>
<td>Low</td>
</tr>
<tr>
<td>4.2.2 Encourage and support local social enterprise ideas that have a focus on growing, selling or making of nutritious food to the community (e.g. Lagoon Creek Cafe)</td>
<td>Investigate some edible planting within the landscape, including traditional bushtucker for the Aboriginal and Torres Strait Islander population</td>
<td>Strategic Planning □ Environment and Projects □ Community Strategy &amp; Facility Development □ Parks Operations □ Parks and Recreation Planning</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.2.3 Investigate some edible planting within the landscape, including traditional bushtucker for the Aboriginal and Torres Strait Islander population</td>
<td>Work with the council and community nurseries, that currently provide native species</td>
<td>Environment and Projects □ Parks Operations</td>
<td>Low</td>
</tr>
<tr>
<td>4.2.4 Investigate the donation of trees to residents who wish to grow produce on private land to alleviate council of maintenance and liability responsibilities</td>
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<tr>
<td>4.3 Working in partnership</td>
<td>Through the promotion of local fruit and vegetable suppliers. Also providing the correct permits for markets.</td>
<td>Economic Development Communications</td>
<td>Medium</td>
</tr>
<tr>
<td>4.3.1 Partner with local growers and producers in the establishment of a Moreton Bay region ‘food trail’ to promote locally grown and made produce (e.g. strawberries from Elimbah or Wamuran pineapples)</td>
<td>Identify interested local producers and work towards developing marketing material</td>
<td>Economic Development □ Health and Environment □ Sport and Recreation</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.3.2 Encourage local consumption and production of fresh fruit and vegetables</td>
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<tr>
<td>Recommendation</td>
<td>How we will achieve this</td>
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<td>Priority</td>
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</tbody>
</table>
| 4.3.3 Continue to collaborate with agencies, community organisations and local business in the delivery, promotion and support of nutrition and healthy eating initiatives and outcomes for local communities | Partner with and support funding applications and the delivery of joint initiatives
Promotion of nutrition initiatives to the community. E.g. through newsletters, websites and the Healthy and Active Moreton publication | □ Sport and Recreation
□ Community & Cultural Programs                                                                                                          | Ongoing |
| 4.3.4 Partner with and support sport and recreation clubs in the provision of healthy options in their kiosk and canteens                   | Through the promotion of available guidelines and resources through the Sport and Recreation e-newsletter and workshops                                                                                             | □ Sport and Recreation
□ Department of National Parks, Recreation, Sport and Racing
□ Department of Education
□ Department of Health                                                                                                                        | High     |
## Active and healthy living definitions

The following definitions have been provided to interpret the active living plan:

### Table 10. Active living definitions

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Accessibility</td>
<td>The degree to which places and spaces are accessible for all members of the community regardless of age, ability or income (Heart Foundation)</td>
</tr>
<tr>
<td>Active living</td>
<td>A way of life that integrates physical activity into daily routines, like walking to the shop, cycling to work, walking the dog or playing sport (Heart Foundation)</td>
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<tr>
<td>Community</td>
<td>A community is a group of people who interact, including individuals, community organisations, schools, advocacy organisations and peak bodies</td>
</tr>
<tr>
<td>Community safety</td>
<td>The actual and perceived safety existing in any community. ‘Actual’ safety is measurable and usually expressed as a ‘rate of crime’. ‘Perceived’ community safety is derived from interviews and attitude surveys (State Government of Victoria, Heart Foundation)</td>
</tr>
<tr>
<td>Healthy communities</td>
<td>Communities where people come together to make their community better for everyone through collaboration, community ownership, inclusive approaches and long-term, positive commitment. A healthy community will:</td>
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<td>- adjust the physical environment for inclusiveness and accessibility</td>
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<td>- ensure access to key health and supportive services</td>
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<td>- ensure accessible, affordable, reliable and safe transport</td>
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<td></td>
<td>- provide work, volunteer and education opportunities</td>
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<td></td>
<td>- encourage participation in civic, cultural, social and recreational activities</td>
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<td></td>
<td>- provide affordable, appropriate, accessible housing.</td>
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<td></td>
<td>(US Department of Health and Human Services, Heart Foundation)</td>
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<tr>
<td>Healthy planning principles</td>
<td>The basic values which underpin how health and planning of the built environment interrelate to improve health and well-being outcomes (Heart Foundation)</td>
</tr>
<tr>
<td>Social capital</td>
<td>The degree to which people in a community feel connected and committed to, and part of, a community (Heart Foundation)</td>
</tr>
<tr>
<td>Social cohesion</td>
<td>Society where all people are given the opportunity to participate fully in political, cultural, civic and economic life because they feel valued, their differences are respected, and their basic needs are met so they can live in dignity (Heart Foundation)</td>
</tr>
<tr>
<td>Social inclusion</td>
<td>Constituted by people that understand its social, economic and environmental assets and are working towards sustainability. Strong communities also understand and work with their most disadvantaged populations to ensure minimum standard for all. To do these things, members of a strong community need to be engaged, involved, feel capable of working through issues and be supported through external partnerships (State Government of Victoria)</td>
</tr>
<tr>
<td>Physical activity definitions</td>
<td></td>
</tr>
<tr>
<td>Club-based physical activity</td>
<td>Physical activity for exercise, recreation or sport that was organised in full or in part by a sport or recreation club or association that required payment of membership fees or registration. This is distinct from fitness, leisure or sports centres that requires payment for participation. It excludes all aerobics/fitness participants (ERASS)</td>
</tr>
<tr>
<td>Exercise/fitness</td>
<td>Exercise is a subset of physical activity and is defined as planned, structured and repetitive bodily movement done to improve or maintain one or more components of physical fitness (ERASS)</td>
</tr>
<tr>
<td>Incidental physical activity</td>
<td>Incidental activities are physical activities that are performed as a part of carrying out normal daily tasks. These can include cleaning, climbing the stairs instead of using a lift or escalator, walking the dog and walking or cycling instead of driving short distances (such as to school or the local shopping centre) (ERASS)</td>
</tr>
<tr>
<td>Non-organised physical activity</td>
<td>Physical activity for exercise, recreation or sport that was non-organised in full or in part (that is, not fully organised by a club, association or other type of organisation) (ERASS)</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
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</table>
| Organised physical activity  | Physical activity for exercise, recreation or sport that was organised in full or in part by:  
|                              | - a fitness, leisure or indoor sports centre that required payment for participation  
|                              | - a sport or recreation club or association that required payment of membership, fees or registration  
|                              | - a workplace  
|                              | - a school  
|                              | - or any other type of organisation (ERASS)                                                                                                                                                                                                                                             |
| Outdoor recreation           | Outdoor recreation includes a range of recreation or sport activities, undertaken in natural open space setting (e.g. mountain biking and bushwalking)                                                                                   |
| Physical activity            | Physical activity produced by skeletal muscles that requires energy expenditure. It includes exercise as well as other activities which involve bodily movement and are done as part of playing, working, active transportation, house chores and recreation activities (World Health Organisation) |
| Play                         | Play is an activity that requires substantial energy expenditure with flexible rules, usually self-selected for the purpose of having fun (e.g. playing tag, jumping rope and imaginative play) |
| Recreation/leisure           | An activity that people engage in during free time, that people enjoy and that is not work oriented or that does not involve life maintenance tasks (e.g. house cleaning or sleeping). It may include activities for relaxation, competition or growth (e.g. reading for pleasure, meditating, painting or sports participation) |
| Sport                        | Physical activity orientated activities characterised by the fact that they are bound by rules, require some form of physical exertion and that skills are developed and used for the activity. Sport is generally considered to be an ‘organised’ activity |

Built environment definitions

| Active transport             | Active transport is human-powered movement. Primarily walking and cycling, but it also includes strollers and prams, wheelchairs and mobility devices, skateboarding and roller-blading. Active transport is an efficient, healthy, sustainable and sociable way of getting around, providing many community health, lifestyle, economic, and sustainability benefits (MBRC Draft Active Transport Strategy) |
| Compact neighbourhood        | Planning focused on higher density and better accessibility that encourages walking and cycling and reduces car dependence (Heart Foundation) |
| Connectivity                 | The degree to which networks, such as streets, railways, walking and cycling routes, services and infrastructure, interconnect. A highly connected place will have many public spaces or routes linked to it (Heart Foundation) |
| End-of-trip facilities       | The provision of infrastructure that caters to the needs of cyclists (and walkers) at their destination and includes safe and convenient access, secure bicycle parking, changing facilities, showers and lockers (Heart Foundation) |
| Land use mix                 | Involves a range of complementary uses that are located together in a balanced mix, including residential development, shops, employment, community and recreation facilities and parks and open space (Heart Foundation) |
| Legible or legibility        | The ability to understand the order of a place and to find your way around in it (Heart Foundation) |
| Open space                   | Land that has been reserved for the purpose of sport and recreation, preservation of natural environments, provision of green space (Heart Foundation) |
| Permeable or Permeability    | The extent to which urban forms permit (or restrict) movement of people or vehicles in different directions. A permeable layout allows for visible and frequent access routes through an area (Heart Foundation) |
| Social infrastructure        | Community facilities, services and networks that help individuals, families, groups and communities to meet their social needs, maximize their potential for the development and enhance community well being (SEQRP 2005-2026) |
| Supporting infrastructure    | Supporting infrastructure refers to built facilities that encourage regular and safe physical activity, such as:  
|                              | - walking – footpaths, lighting, water fountains and signage  
|                              | - cycling – bike paths, bike lockers, signage and showers  
|                              | - public transport – safe shelter and lighting  
|                              | - social interaction – seating, shade, shelter and toilets  
|                              | - recreation – seating, play equipment, outdoor fitness equipment and facilities  
<p>|                              | - community - community garden, dog off-leash/activity area (Heart Foundation) |
| Urban form                   | Refers to the built component of the urban environment, which, in turn is related to the density and intensity of land uses within urban areas |</p>
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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</table>
| Walkable catchments/walk-ability          | A walkable community is one where it is easy and safe to walk to goods and services. Walkable communities encourage pedestrian activity, expand transportation options, and have safe and inviting streets that serve people with different ranges of mobility.  
Walkable catchments refer to the area accessible to someone starting their journey on foot. It is commonly defined by a circle with a radius of 400m, or a 5 minute walk, around a centre or an 800m, or 10 minute walk around a centre that includes a major transport node (Heart Foundation, MBRC Draft Strategic Framework) |
| Programs and education                    |                                                                                                                                                                                                          |
| Active and healthy living programs        | Programs that deliver effective community-based physical activity and healthy eating programs where people live, work and play (Department of Health and Ageing)                                             |
| Awareness programs                        | Programs designed to:  
- promote to the wider community an understanding of active and healthy living  
- encourage the wider community to live an active and healthy lifestyle  
- inform the wider community about the benefits of living an active and healthy lifestyle |
| Barriers                                  | Something that prevents a person from living an active and healthy lifestyle. These barriers are divided into two categories (external barriers and internal barriers):  
External barriers include factors which are independent of an individual’s decision making (e.g. weather, cultural barriers, lack of access to exercise facilities).  
Internal barriers are those that can be influenced by the individual’s own decision making (e.g. lack of time). Internal barriers also include emotions (e.g. laziness, fear of exercise) |
| Behaviour change                          | A process of communication to promote behaviours that lead to improvements in health outcomes, by promoting healthy lifestyles or preventing and limiting the impact of health problems |
| Capacity building                         | Activities, resources and support that strengthen the skills and abilities of people and community groups to take effective action and leading roles in the development of their communities |
| Education programs                        | Any type of program designed to educate an individual and provide them with the skills and/or knowledge to be applied to their lifestyle and/or work |
| Nutrition and health                      |                                                                                                                                                                                                          |
| Chronic disease                           | A prolonged illness including type 2 diabetes, heart disease, stroke and some cancers that can reduce life expectancy                                                                                                             |
| Food security                             | When all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life (WHO)                                                                                           |
| Healthy eating                            | Consumption of a balanced diet, including fresh fruit and vegetables that provide a range of nutrients and are compatible with the overall aims of the Dietary Guidelines for Australia to support childhood growth as well as adult metabolism. |
| Health and wellness                       | Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity. Wellness is a way of life and living where one adopts habits and behaviours to achieve optimal health and an improved quality of life (WHO) |
| Nutrition                                 | The intake of food, considered in relation to the body’s dietary needs. Good nutrition is an adequate, well-balanced diet. Poor nutrition can lead to reduced immunity, increased susceptibility to disease, impaired physical and mental development, and reduced productivity (WHO) |
| Overweight and obesity                    | Overweight and obesity are both labels for ranges of weight that are greater than what is generally considered healthy. It is the abnormal or excessive fat accumulation that presents a risk to an individuals health |
| Preventative health                       | Knowledge of the present and future consequences of behaviours and lifestyles and the risks they may present i.e. immunisations, sun-smart initiatives. Preventative health messages occur through promotion, marketing and programs |
| Sedentary behaviour                       | Activity for which energy expenditure is only marginally above resting levels and is typically characterized by sitting which can occur at work, in transit, at home and during leisure time (Medibank 2010) |
| Urban agriculture                         | Is the growing, processing and distribution of food and non-food plant and tree crops and the raising of livestock, directly for the urban market, both within and on the fringe of an urban area (Mouget 2006) |

This list contains a number of generic terms (i.e. behaviour change). The definitions have been defined with a focus on active living, physical activity and community wellbeing.