

Integrating Physical Activity and Community Development: A Practitioner Resource

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Background

- PCAL called for EOI to prepare guidelines for the use of physical activity for community development purposes in August 2007
- Build on findings from literature review prepared by NSW Centre for Physical Activity & Health (CPAH), April 2007
- Objectives
 - Research & establish criteria to select case studies for in-depth analysis
 - Develop practitioner resource with recommended guidelines and critical success factors
 - Compile final report

- **Policy Appraisal**

- New South Wales State Plan
 - Specific links to PA
- NSW Chronic Disease Prevention Strategy 2003-07
- Healthy People 2005
- NSW Physical Activity Guidelines for Local Councils
- Resources from NSW Dept of Community Services
- Strategic Direction Plan for NSW Sport and Recreation Industry

Methodology

- **Development of Criteria**
 - Attempted to capture all of the key elements of community development relevant to PA
 - Criteria was based on evidence/demonstrated effectiveness from national and international literature
 - Criteria assisted the Steering Committee to identify case studies for further analysis
 - 21 case studies provided by PCAL
 - Reviewed each case study against the established criteria

Criteria

Programs that:

- target specific groups
- culturally specific
- demonstrate clear links to policies
- aim to build social networks
- promote participation and social interaction rather than excellence
- provide social support
- utilise local facilities & promote local access
- provide opportunities to develop new social norms
- foster partnerships between local organisations
- build capacity to manage projects or support skill acquisition
- focus on local sporting opportunities
- consider the role of the built environment
- incorporate regular feedback to participants
- aim to develop safer environments

In-depth Analysis

- Working Group selected 5 case studies for further analysis
 - Midnight basketball
 - Just Walk It
 - Pinnaroos Netball Club
 - SHARE
 - Swim for Life - MARP
- Interview tool was developed & piloted
- Face to face interviews with a key stakeholder from each case study

Identified Critical Success Factors

Principle	Critical Success Factors
Localised action	Use of local facilities Establishment of local partnerships Membership from local community Valued by local community
Group cohesion & inclusion	Engendering community spirit Local cooperation & collaboration
Broad community engagement	Ongoing community contribution Social networks Democratic processes
Individualised	Flexibility to meet individual needs Personal development opportunities
Sustainability	Policy context Partnerships Integration Evaluation & Feedback

Practitioner Resource

- Aim of the resource is to assist practitioners to plan, implement and evaluate physical activity programs that build social capital in communities.
- Designed for use in a multiplicity of applications including within program and policy settings and at the grassroots delivery level of physical activity or community development programs.

Practitioner Resource - Contents



- Introduction
- Critical success factors for integrating PA into community development
- Helpful Hints
 - Connecting with communities
 - Community participation
 - Ensuring sustainability upfront
- Developing a Program
 - Research your community
 - Report the results to the community
 - Ensure community buy in
 - Develop the program
 - Implement the program
 - Evaluation
- Additional Resources & References

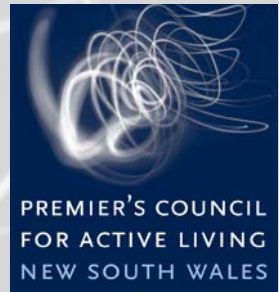
Final Report

- Aim of the report is to provide the project research and methodology as well as background context for policy makers
- Contains the results and analysis of the in-depth case studies

Next Steps

- Disseminate the Practitioner's Resource and Final Report to stakeholders via hard copy and electronically
- Establish pilot demonstration project translating Key Success Factors into practice
- Document case studies

For additional information:



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