

Heart Foundation  
*Walking*



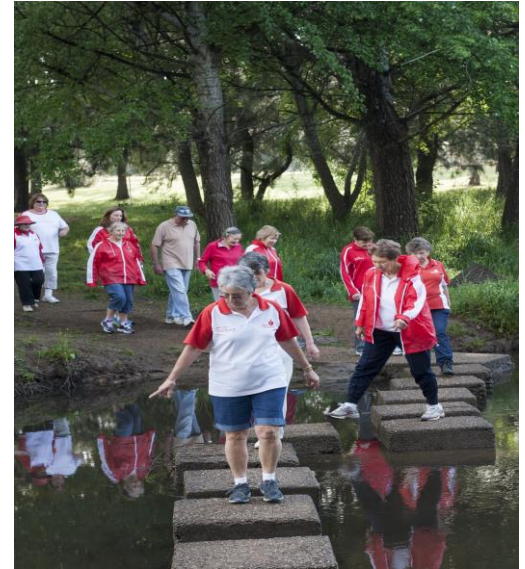
# **Heart Foundation Walking**

## **A series of rural case studies**

Kyle Schofield – National Recruitment Officer

# Why Walking?

- Suitable for people of all ages and fitness levels
- Free form of physical activity
- Accessible to most people
- Low risk of injury and low impact
- No requirement for special equipment or training



# About Heart Foundation Walking



- Australia's largest free community walking network
- A social, fun, free and easy way for people to walk and be active
- Engages those least likely to be physically active
- Based on the successful Heart Foundation Just Walk It program - developed in Queensland in 1995
- Launched Nationally in 2007



# HFW key success factors

1. Building successful partnerships with Host Organisations.
2. Building local community capacity through Local Coordinators.
3. Providing a time efficient and cost effective model.
4. Allowing for a flexible approach (e.g. metropolitan, regional, remote, cultural appropriateness).
5. Continuous evaluation through quantitative and qualitative data



# HFW successfully attracts population groups least likely to be active

20,105 active participants incorporating:

- **17,918** walkers
- **271** Local Coordinators
- **1,916** volunteer Walk Organisers
- **1,296** walking groups Australia- wide
- **71%** 60 + years
- **80%** Female
- **26%** Live alone
- **41%** Annual household income < \$40k
- **2%** Aboriginal or Torres Strait Islander
- **60%** BMI overweight or obese

# HFW is sustainable

Retention Rates	Groups	Participants
After 3 months	96%	98%
After 6 months	96%	92%
After 12 months	91%	78%
After 2 years	71%	67%
After 3 years	83%	68%





# The mayor steps up in Alice Springs

Active in Alice

Host Organisation: Alice Springs Town Council

Local Coordinator: Lucinda Moody



Group	Date Started	Number of Walkers	Number of Walks (Current Participants)
Active in Alice	February 2012	230	1904



*"The social connectedness of our group is rewarding and creates a very supportive environment"*



# Bomaderry Healthy Town Challenge and HFW



**Host Organisation:** South East Sydney Local Health District

**Local Coordinator:** Kim Thompson

## Crowd steps up for a long, healthy walk

By ROBERT CRAWFORD

MORE than 60 walkers hit the pavements of Bomaderry and Nowra on Monday for the Heart Foundation's community walk and picnic day to celebrate 20 years of the walking community program.

"It was a great day," Heart Foundation regional co-ordinator Andy Mark said.

"As part of Heart Week it was all about getting people out and being more active."

Participants from Nowra, Bomaderry, East Nowra, Greenwell Point, Armidale, Ray and Basin, Kangaroo Valley, Kiama, Gerringong, Dapto and Wollongong took part in the walk.

The walkers met at Bomaderry Oval, walking along Bolong Road to the Princes Highway and then across the Shoalhaven River bridge, before travelling along the walkway at the edge of the Shoalhaven River.

The participants then returned along the walkway.

back across the other Shoalhaven River bridge and back to Bomaderry Oval, a distance of six kilometres. The walk was followed by a healthy lunch.

"We have a number of walking groups in the Shoalhaven and it's great to see people getting out there and being active," Mr Mark said.

"Figures show that more than 50 per cent of people don't undertake enough physical activity."

"Physical inactivity is a leading contributor to chronic disease in Australia, with an estimated cost of \$1.5 billion to the health budget."

"With the help of the local health district we are working to get people more active which will help reduce the prevalence of ill health."

"As well as seeing health benefits, many of our regular participants also talk about social and mental benefits."

"They get to meet, see and talk to people on a regular basis."

The next activity in the Bomaderry Healthy Town

Challenge will be free heart movement classes, to be staged at the Bomaderry Bowling Club each Monday.

The gentle exercise program will be held from 9.30am to 10.30am.

For more information or to register contact the Illawarra Shoalhaven Local Health District health promotion officer Kim Thompson on 4424 6389.



**WALK THIS WAY:** Heart Foundation regional co-ordinator Andy Mark with John Lennon, Gladys Chapman, Helen Anderson and Illawarra Shoalhaven Local Health District health promotion officer Kim Thompson at Monday's community walk at Bomaderry.

<b>Group</b>	Bomaderry Walkers
<b>Date Started</b>	April 2006
<b>Number of Walkers</b>	25
<b>Number of Walks (Current Participants)</b>	2715



# Stepping out for health in remote South Australia

**Walk Organiser:** Maria Heywood, Country Health SA Local Health Network

Group	Date Started	Number of Walkers	Number of Walks (Current Participants)
Remote Walkers	April 2010	15	4935



***“Walking alone, walking together. Separated by distance, we walk alone on our own properties, but together for each other and our health.”***



# Strengthening state and local partnerships through walking in Mildura



**Host Organisation:** Healthy Together Mildura (Sunraysia Community Health Service)

**Local Coordinator:** Louise Tarrant



***"Heart Foundation Walking has proven an excellent program which has enabled Healthy Together Mildura to engage with residents who are least likely to be physically active"***



# HFW rural success stories





# How can I get involved?

- Sign up your place of employment as a **Host Organisation** and become a **Local Coordinator**
- Start a **Workplace Group**
- Become a **volunteer Walk Organiser** within your community
- Join our **virtual walking community**
- **Talk about HFW** to anyone who might be interested
- **Promote** to your patients/colleagues/networks



## More information

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