

# Push Play Neighbourhood Project Practice Manual

## ‘A Community Development Approach to Getting Communities Active and Establishing Neighbourhood Collectives’

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“To develop and facilitate a  
comprehensive health service  
to the people of our rohe”



## **Practice Manual**

This practice manual gives a guide as to how the Push Play Neighbourhood (PPN) Coordinators in the Rodney District implemented the Push Play Neighbourhood Project within their communities and their key learnings. This is designed to inform others who are implementing similar projects and will be particularly useful for PPN Coordinators. Take from it what is useful and can be applied to your situation.

This project used a community development model which meant different approaches and methods were used with success by the PPN coordinators due to the different communities as well as the skills/experience/personality of the PPN coordinators. The PPN coordinators needed to be flexible, adaptable and responsive to the community they were targeting. Consequently different approaches are documented in this practice manual in order to demonstrate options taken which may be helpful. It is recommended that users of this manual are flexible in their approach to individual communities and be open to an approach that fits best with that community.

## **The History**

The Push Play Neighbourhood project came out of the development of the North Harbour Physical Activity Strategy (NHPAS) and in conjunction with the Rodney Physical Activity Strategy under Goal 1: Community Settings:

- NHPAS Goal 1 Action 1.1.1: Establish an inter-sectoral working group of lead agencies to develop and co-ordinate Push Play Neighbourhoods.
- Rodney Physical Activity Strategy Goal 1.2: Develop and implement further Push Play Neighbourhood Collectives throughout Rodney.

The concept of PPNs came from literature reviews of similar models in Canada and was incorporated into both Physical Activity Strategies. Evidence suggested an effective way of promoting sustainable physical activity in small communities was through establishing PPN collectives. This community development model draws on the collective networks, skills, resources, knowledge and passion of each individual, organisation or group involved. This has ensured a wide representation of interests within each area.

A PPN collective is a group of individuals who are committed to increasing levels of physical activity/sport and improving health and wellbeing within the local community through sustainable collaboration, promotion and education. Collective members may represent sports clubs, activity providers, schools, community organisations, health providers/organisations, businesses or environmental groups.

Following the literature review the Rodney District Council (RDC) Community Well-being Manager put in an initial application to SPARC's 'Active Communities' funding. This was accepted by SPARC. Following this a full proposal was completed and submitted to SPARC which was successful in securing \$360,000 funding from SPARC for the project over 3 years. The 5 other partners contributed \$90,000/year in total for 3 years. This proposal included background information about Rodney



District, the concept, the structure of the project, information on a previous Push Play Neighbourhood pilot, project brief, expected outcomes, partners in the proposal and a budget

(See Appendix 1 for Objectives, Goals, Roles and Responsibilities of Partner Organisations)

(See Appendix 2 for Project Objectives)

(See Appendix 3 for PPN project structure)

The view from the beginning of the project was that PPN coordinators would be employed by the Primary Health Organisations (PHOs) to establish a collective within their respective communities. The collectives would then work towards gaining Incorporated Society status in order to access funding for the future to increase the chances of sustainability beyond the coordinators' 3 year contract. The collectives would then lead the direction, creation and enhancement of physical activity and sport opportunities in their own local community. Each PHO employed a coordinator based locally, one responsible for Warkworth and one responsible for Wellsford with shared responsibility for Mahurangi East. Harbour Sport employed the coordinator in South Kaipara.

### **Implementation stages of the PPN project**

#### **Employ coordinators**

It is essential to employ coordinators as soon after contracts are signed in order to ensure project milestones are met on time.

(See appendix 4 for PPN coordinators job description)

#### **Launching the Push Play Neighbourhood concept to the community**

Detailed below are a number of approaches that were taken at the beginning of the project to engage community members and launch the project. The type of approach taken will reflect the community makeup, the coordinators personality and preferred methods as well as other factors such as political issues current in the community or the nature of already established networks.

#### **Targeted approach:**

PPN coordinator approached people who might be interested in hearing about the PPN project as well as people with whom a relationship already existed- local physiotherapists, gyms, public health nurse, primary schools, RDC councillors, community organisations e.g. the Women's Centre, Plunket. The PPN coordinator felt having an already established relationship would assist with promoting project. PPN coordinator found this approach worked well for recruiting people. Sports clubs could have been invited but at that stage contacts within them were difficult to identify.

PPN coordinator invited people to attend an information session. This included:

- An overview of PPN project, the benefits of 'pushing play' and physical activity, the role of coordinator and the collective.



- Brain storming with people present about what they would like to do within their community.
- A registration form for attendees asking people for their details and interest in being part of the collective.
- Inviting local newspapers and aiming for an article in the paper.
- From this a core group for the collective was established.

### **Key Learnings**

- Presenting the PPN concept to people helped the PPN coordinator get a sense of what project was all about as well as gain a clearer vision for project.
- Targeted approach helpful in getting people involved in the collective who had wider community goals beyond their own club or organisation.

### **Blanket approach:**

The widest ranges of individuals, groups, community organisations were invited to the PPN Community launch and information day. Health professionals (physiotherapists, district nurse) and health related organisations (PHO, Maori health organisation, District Health Board), sports clubs, individual activity providers, community organisations, local councillors, schools, early childhood centres, cultural groups, Regional Sports Trust and the public all attended. An article was written for local papers in advance of the meeting. Approximately 150 people attended.

At the launch/information day the following was included:

- A panel of speakers who shared their involvement, commitment and vision for the project as well as taking questions: Local councillor, Rodney District Council representative for PPN project, RDC community representative, PHO CEO, Regional Sports Trust Active Community Manager and the director of local medical centre, who was a GP. A local kaumatua started and finished day with karakia.
- A power point presentation by the PPN coordinator about the PPN project. This included an overview of:
  - PPN project and reasons for implementation locally
  - Benefits for the community
  - The role of the coordinator



- Research findings regarding local needs and gaps in provision
- Opportunities
- An offer to showcase physical activity options for Push Play Nation month (October) which led to the first free Have-a-Go activity calendar being developed.
- A question and answer session followed with the panel. Local needs of the community were touched upon so that the attendees could display information about what was available in the community.
- A local school performed a hip hop dance.

### **Key Learnings:**

- Good attendance is essential, so involve the whole community to make the launch a positive community event. Do not limit who you invite to the launch as there may be people who are interested but who you had not been included.
- It is beneficial having a respected medical person to speak as it gave the project credibility.
- Very good having the Regional Sports Trust and council present so that people were made aware of their support and partnership.
- Essential to include Maori culture and other local cultures due to their significance in the community.

### **Osmosis approach:**

Individuals and groups in this area had already been visited by the PPN coordinator due to the close proximity of one PPN to another prior to the launch so there was some awareness of this project in the community before the project was officially launched.

A 'launch meeting' for the project was held with mostly people the PPN coordinator knew invited. This involved:

- Brainstorming
- Determining that people wanted to run a "have-a-go" day.
- Establishing a committee to organise this event.

A formal collective did not form at this stage. The formal collective was formed about 9 months later after the 'have-a-go" day was run.



(See Appendix 5 for “Have-a-go-day” report)

### **Key Learnings:**

- It is essential to work with the community where they are at. This may mean starting more informally initially e.g. running an event together, rather than starting by establishing a formal collective which people may be daunted about signing up to.
- If people experience what it is like to work together in a group they can start to see and feel the benefit of being part of a collective.
- Do not assume people know how to work together, they need guidance.
- Have a plan but be flexible to work with the group.
- Once the event had run and was successful the group then identified themselves.

### **Needs analysis**

Just as different approaches were taken in launching the project, a variety of methods were used to analyse gaps and needs in the community. These are outlined below. The approach taken is again influenced by the makeup and experience of collective members, the tools and resources available to the whole group and experience of the PPN coordinator. What is most important is that relevant and local community information is gathered and recorded.

### **Brainstorming and prioritising method**

Needs analysis started at the first collective meeting a month after the launch. The PPN coordinator presented a table of 6 key areas and brainstormed with group. The group determined the following long term priorities as part of their plan:

- Communication, branding and promotion.
- Sport development.
- Promote and recruit involvement in Harbour Sport and RDC Programmes i.e. active movement, walking school buses.
- Support and promotion of existing programmes.
- Support and increase participation at community events.
- Develop new PPN initiative and programmes – i.e. pram walking, running group.
- Build collective.
- Build individual skills for increasing activity – i.e. diabetes groups, work with medical staff.



- Needs assessment.
- Evaluation.

From these short term priorities were identified with the aim of engaging more people:

- Promotion
- Coordination of information
- Regular media features.

In general this collective used 'brain storming/wish list/visioning, then compared with current situation and analysed what needed to be done to get to the end goals. Prioritising then occurred by group discussion.

#### **Key learnings:**

- It is important to use the PPN coordinator role to support the project in the community before getting into bigger projects.
- Important to not have unrealistic targets about starting new initiatives when local clubs/events/initiatives are struggling. It is much more sensible to work with already existing initiatives.

#### **Networking Method**

Feedback was received from the launch which fed in to the needs analysis. The PPN coordinator was new to the area so she met with community groups to determine what was happening in community. The PPN coordinator then became involved in existing events and initiatives in need of support. A 'needs analysis' formed through these informal meetings and discussions with individuals and people in the groups.

A formal needs analysis was completed at the PPN collective launch. The PPN coordinator presented information that had been gathered to date and asked for comment and contribution from the group. Common themes came out from this which were in line with what PPN coordinator had discovered, as well as expanded ideas.

Short term priorities identified:

- To support long standing initiatives that were at risk of stopping to ensure they would continue.
- Promotion and networking of events and coordination
- Promotion and marketing of what the PPN project was about.



**Key Learnings:**

- Be sensitive to the already existing clubs who have been around for a long time. Take care not to tread on their toes.
- Better buy-in was gained from people due to the prior work PPN coordinator had done. E.g. being part of their initiatives; demonstrating a commitment to the community; gathering knowledge and being prepared to be involved with what is important to them, before asking them to get involved in a new project.
- Political arena in communities needed to be taken into account and worked with.
- Some schools were struggling, which impacted on one PPN and consequently it has been difficult to engage them in the project.

**Engaging the community and networking****Key Learnings from the PPN Coordinators:**

- Go and ask the community what their issues are and what their opinion is regarding the PPN project. To engage people there has to be something in it for them.
- PPN coordinator needs to get to know their community well and their community needs to know them (for credibility and trust) Being on committees is a good opportunity to engage with community.
- In the first year promotion of the project is essential. Being involved in community initiatives and events is an excellent way to be seen involved in the community whilst promoting the PPN project/message.
- PPN coordinator must be a leader and provide direction. Even though it is about community engagement people still need guidance. Have a framework within which to fit the communities ideas.
- Time needs to be allocated for media (including pre-event media, media during event and then post event-media)
- In second year be more focussed and intentional about attendance at events so that time is best utilised.
- Do not assume that what you are doing has no impact because you do not see immediate results. Sometimes the outcomes start later or may be different to what was initially expected
- Promotion and community networking takes time. Time frames and milestones need to be realistic and taken into account.

### **Promotion & Marketing**

In first year attending all community events was beneficial for the PPN coordinator because it was a chance to pass on information and promote the project. In the second year attendance at targeted events which involved people being active was seen as more useful to the project.

### **Examples of Events:**

- Local parades or festivals
- Sports prize givings
- Holiday programmes
- Special celebration days

### **Other promotion:**

- Information, newsletters and static displays in community windows/notice boards, shop windows, libraries.
- Letterbox drops to inform community about upcoming events. The PPN coordinator delivered them on foot thereby promoting the 'push play' message by role modelling.
- Community radio-free advertising. Also if something interesting is happening radio will sometimes do interviews. Find out which stations people listen to then go and approach the radio.
- Inform anyone that can assist promoting the message on what you are doing and let them know it is a benefit to their community and they often will assist.

(See Appendix 6 for example of PPN newsletters)

### **Promotional materials/give-aways**

- PPN coordinator purchased promotional tools that were relevant to community e.g. fluoro snap bands that people could use due to lack of pavements for visibility or reflective equipment. Water was popular and it is a good way to promote it!
- Promotional material is very useful at events but people have to do something to get the 'give-away' e.g. person has to complete 6 activities at a "Have a Go" day to get the prize.
- T-shirts- good for promotion but ensure tops are bought that will be worn (e.g. women's style rather than sack T-Shirts) and ensure there are plenty large enough for the people you want to become more active.

### **Forming a collective**

Whilst the nature of the launches and needs analysis varied between the communities, at some point all the collectives needed to consolidate their vision and formalise themselves as an entity. A



number of processes needed to take place, however the timeframes by which these were achieved varied between communities. All the PPN coordinators followed a similar process, outlined below in order to form a collective.

- Organised a PPN launch and information session.
- Undertook a needs analysis and had a facilitated discussion at that time. Allowed people to communicate their thoughts and voice questions or concerns.
- Established priorities and made a commitment for people to meet regularly.
- Established interest by getting people to fill in a form with their details and registering their interest.
- PPN Coordinator organised a collective meeting and informed all interested people.
- In the first meeting took the time to listen to people's thoughts and opinions.
- Set small goals between meetings so that people felt they were not just sitting around talking but were actually 'doing' something.
- Kept collective meetings structured and task orientated.

### **Key Learnings**

- The PPN coordinator cannot have pre-conceived ideas about where the focus of the collective will be. This needs to be driven by the people who join the collective. The focus will depend on the skills, knowledge, commitment and experience of the people who join the collective e.g. there may be strategic thinkers vs. doers.
- Stay with the priorities that have been identified and the reason people want to be part of the group
- Listen!!!!
- Remind people of meetings and give plenty of notice. When inviting, outline 'what's in it for me' to attendees. Do not assume everyone reads their emails straight away.
- Tap into the resources and support of organisations supporting the project – e.g. Regional Sports Trust, Council, PHOs.
- Stay focused at meetings and have structure.
- If there is dispute between collective members remind people you are there to work on common goals – if it cannot be agreed on, leave it.
- Providing food has a useful impact on attendance at collective meetings especially if they occur close to meal times.

- Personal invitation is quite powerful as people will often respond to it.
- Emphasise is that the collective is their “voice”.
- Sometimes people’s interests and passions change so they may lose interest.

### **PPN collective becoming incorporated**

The PPN coordinator needed to communicate fairly early on in the collective meetings that this was a finite project and that formal status e.g. Incorporated Society status was a way to get ongoing funding to ensure the project was sustainable. How long this process takes depends entirely on how quickly the group forms and starts working actively together. Approximately a year of meetings was the average time it took for collectives to gain incorporation, as by that stage the group was established. The process for all collectives to become incorporated was similar and was as follows:

- The constitution was worked through with the collective. Each point was discussed and agreed upon.
- A final draft was then submitted to a lawyer to be reviewed.
- The constitution was then passed back to the collective to review again.
- Once the collective was happy with the constitution the PPN Coordinator obtained 15 signatures from committed members and organisations.
- The constitution was then sent to the Companies office with an application to become an Incorporated Society plus \$100. Information regarding this is found at <http://www.societies.govt.nz/cms>.

(See Appendix 7 for example of PPN collective constitution)

### **Key learnings**

- It is useful when people on the collective have experience with committees or constitutions to assist in forming rules and having insight into future potential problems to safe guard the collective. It would be challenging if the collective as a whole lacked knowledge about writing constitutions and legal entities.
- Using an example constitution and a template was helpful in drafting a constitution.
- Determining whether members were represented as individuals or their organisations proved challenging for one PPN. It was an opportunity for members to question their own representation and what they could personally bring to the collective.
- Buy-in from individuals was essential to get them to sign the incorporated society paper work. If they do not buy-in they will not sign which is positive in determining the level of commitment.

- Use any free advice or support available e.g. access to a Rodney District Council lawyer was very helpful

### **Engaging, mobilising and supporting the collective**

As the collectives have progressed they have been supported in a variety of ways by the PPN coordinator as well as the partner organisations. The support a collective receives will be determined by the resources available in the community and to the coordinator as well as the level of commitment provided by the partners.

### **Offering training/up skilling**

- Collective members were offered different training opportunities e.g. funding, volunteers or coaching workshops that were being held in region.
- The local Regional Sports Trust (RST) was encouraged to provide training/workshops locally. The PPN Coordinator organised the logistics and the RST would provide the training. This was a successful collaboration and enabled more people to attend.
- A community grant for \$3,000 was received and was used for first aid training with a priority given to collective members.

### **Supporting collective members:**

- The collective provided a place to discuss broader community issues. It enabled networking, information sharing and peer support and drew people together.
- PPN coordinators provided physical resources as well as human resources at events.
- Collective members were involved in physical activity/sport initiatives generally on an individual basis, but collectively supported initiatives that were driven by the PPN Coordinator e.g. Push Play month activity calendar, “have- a- go” days, pedometer challenge

(See Appendix 8 for Push Play month activity calendar)

- The PPN Coordinator delegated small tasks to collective members and took up offers of assistance e.g. schools allowing students to deliver entry forms to all the businesses for pedometer challenge, collectives providing coordinated assistance at local festival to promote their clubs/activities and others

### **Key Learnings**

- Be aware that people may already be involved in many committees or initiatives and have significant commitments.
- The Project needed to be seen to be of benefit to members not an extra task.



- There are often 2 motivating factors for collective members. Firstly for the “cause” (increasing physical activity and sport in the community) and secondly for the benefits to the sports club.
- Collective members are more likely to take on responsibility once incorporated and it may be more appropriate to support already existing initiatives rather than start new ones.

### **Sustainability**

5 areas that were thought to enhance the sustainability of the project were documented in the initial proposal to SPARC:

#### **1/ Becoming an Incorporated Society**

#### **2/ Using a Community Development Model**

#### **3/ Developing sustainable initiatives**

#### **4/ Ensuring effective practice**

#### **5/ Incorporating health promotion**

Below is documented the benefits, issues and key learnings from these 5 key areas.

### **1/ Becoming an Incorporated Society**

#### ***Benefits:***

- Ability to access funding e.g. council community grants, gaming trusts
- It removes individual risk and provides a safeguard.
- The strict rules mean members can be certain of the way the Society will be run.
- Have powers of purchasing that individuals do not necessarily have.
- Clubs and individuals recognise this structure so it is familiar ground.
- Gives credibility to the collective.
- It assists the PPN coordinator to effectively pass the responsibility of the collective over to the collective members once the Incorporated Society status is gained.

#### ***Issues***

- A Charitable Trust status may be an easier option for collectives due to less administration requirements.
- Another option is to be a collective without Incorporated Status which may be sufficient if the community is well resourced and not necessarily requiring external funding.



- Be aware funding/grants criteria is sometimes grey. Some funders consider the collective to be a community organisation and others a sporting body.
- If sufficient funding is not accessed to implement plans the collective will be limited in what it can achieve.

## **2/ Using a Community Development Model**

The community development model used has assisted with building capacity and capability within the collectives to enable them to operate independently in the long term.

The aim of the project was to up skill the local community through the collectives to take ownership for and leadership of local initiatives. Ensuring a local response to local needs and getting the right people in the community at the right time assisted with building capacity and capability. In order to achieve this, the PPN coordinator needed to:

- Ensure the collective members networked and got to know each other.
- Be aware of the skills held by each member in group.
- Regularly consult with the community and listen to their requests. This assisted them in feeling empowered.
- Assist them with best practice resources and training opportunities.
- Ensure the relationship between the collective and Council was well established and cemented so that the collective could communicate to the Council as a credible united voice with regard to physical activity and sport rather than individual factions within a community.
- Ensure that members took on greater responsibility once the collective was an Incorporated Society so that the PPN coordinator was able to step out of the coordination role and hand over to the collective.
- One option is to charge groups to use the collective's resources such as marquee, uniforms, touch resources to ensure maintenance requirements are met.

## **3/ Developing sustainable Initiatives**

The intention with any initiative implemented is that it will be self-sustaining in the long term. The PPN coordinators all identified that it made more sense to support already existing initiatives than to start new ones initially. Often these were struggling and with some support were able to be strengthened and sustained. Ultimately there will always be some community initiatives that are more established in the community and consequently more sustainable. However it is advisable to consider sustainability in all initiatives.

As a useful review tool, the collective can categorise initiatives in terms of sustainability. The following categories can be applied:



### 1. Self Sustaining

These are independent programmes that have trained leaders, are self funding and have a working model. Points to consider:

- Initially an exercise programme may be funded externally but once established can charge participants and become independent.  
*E.g. In one of the collectives aqua classes were being funded by the PHO for chronically ill patients. With support from the PPN Coordinator the pool owner became a qualified aqua instructor who now runs a wide range of classes for people with differing needs and health status as well as for the general public. All participants now pay an affordable fee and the PHO no longer needs to fund this programme.*
- Ensuring group leaders are trained and confident in the tasks they have to do means they can continue into the future without support.  
*E.g. a senior's exercise class was being run in one PPN by an unqualified instructor. With support and encouragement this person became trained and was able to continue to lead these classes with more confidence and skill.*
- A new activity may be linked into an existing club  
*E.g. a tennis club may offer a parents morning*

### 2. Sustainable with small amount of support from either collective or PPN coordinator

These are often activities that are run by local volunteers but they may require assistance with promotion and getting participants, volunteer recruitment or paperwork such as obtaining council consent. For example:

- *5km fundraising walks over 4-8 weeks. These were initially organized completely by the PPN coordinator however by the third set the local school had taken over the organization and the PPN Coordinator only helped a small amount with the route and prizes.*
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### 3. On the way to being sustainable but not there yet

New initiatives and programmes introduced to the community directly by the coordinator or collective will take time to establish and may take several years before becoming sustainable. Community volunteers need to become confident with events and models of implementation before they become integrated into the community. If a coordinator's role is finite then supportive organizations or structures need to be identified and offered as a means of keeping initiatives going.

For example:

- *One PPN coordinator developed a directory of local sports clubs, activity providers, gyms, physical activity options etc with good systems in place for binding it and distributing it. However, in order for this initiative to be sustainable someone needs to volunteer to keep it updated on a regular basis.*



#### 4. Still requiring considerable support -‘fragile’

These are often run by one person with a passion but which could easily ‘fall over’ if something happened to that person. Alternatively these are initiatives that have been organised almost entirely by the PPN coordinator with little support from the collective. For example:

- A community pedometer challenge.  
*This was organised almost solely by the PPN coordinator, and it would not have otherwise occurred however, the PPN coordinator is planning on linking it in the coming year to an already established framework through Auckland Regional Public Health Services (ARPHS) Feet Beat Challenge, which will promote sustainability.*

#### Suggestions for ensuring collectives become sustainable

- Having useful documentation available for the collectives-  
*E.g. a practical manual and event planning/resource guide that can be passed on to people.*
- Identifying future leaders within groups and mentoring them.
- Training  
*E.g. funding workshop, volunteer workshop, first aid, ‘net fit’ courses.*
- Encourage parents who coach to pass on their enthusiasm/knowledge to friends. Encourage co-coaching or co-ordinating. Embed leadership/coordination into organisations.  
*E.g. pram walking into Plunket*
- Identify gaps and implement ways to fill them.  
*E.g. 6 week pilots can be a useful way of trialling interest in activities in a community.*

E.g. a 6 week Tai Chi programme was run in one collective which was so successful that ACC decided to commence ACC Tai Chi Falls Prevention classes in that PPN.

#### 4/ Ensuring effective practice

Effective and robust systems and practices need to be implemented throughout the project to ensure ongoing sustainability once the contractual part of the project ends. The following are suggestions for enabling effective practice:

- The PPN coordinator and collectives must run initiatives and events in a professional and organised manner so that the collective demonstrates that it is credible, supportive, enabling success and is a community resource for physical activity and sport. This in turn assists with gaining new members, ensuring the success of events and gaining funding.
- Facilitating the collective to develop an annual plan (including outcomes) once they are an Incorporated Society and ensuring that the plan is implemented.
- Ensure all initiatives are thoroughly and consistently documented.  
*E.g. event plans, succession documents, debriefs.*



- Ensure numbers attending or participating in events and membership is recorded by PPN coordinators or collectives so that ongoing evaluation and continuous improvement are imbedded in to the collectives practice. Make this information available to clubs and sports.
- Help clubs to develop framework/structures that outlines how they operate in order to be more organised.
- Have templates available to be used repeatedly by anyone.
- 3 PPN constitutions are available for others to use as a resource.
- Ensure meetings are well structured following basic meeting procedures e.g. agenda, review previous minutes, take minutes
- Develop sub-committees within the collective to focus on specific projects/initiatives which makes best use of member's skills and interests.
- The practice manual provides a written legacy about the PPN to support the development and implementation of future PPNs.

#### **5/ Incorporating health promotion**

One benefit to the PPN project was due to the link with the PHO's and their health promotion teams (with links to GPs, schools, community groups) This link has maximised interaction of services and reduced duplication.

#### **Having a PHO involved:**

- Directed and gave a focus to the community by way of having a person on the ground in the community.
- Gave good information about community demographics to PPN coordinator.
- Provided knowledge around key contacts in the community, skill bases and community groups held within PHO.
- Has assisted the PPN project in reaching people in the target population (those who are inactive but willing to become active with a little support)

#### **Benefits to community aside from increased physical activity, sport and recreation**

- Increased community collaboration e.g. fire service and schools linked to fund raising walks.
- Private pool owner becoming trained as an aqua instructor and providing multiple classes targeted to people in the community with specific needs.



- Raising the profile of the PHOs has built stronger links between medical practices and the community.
- Improved community cohesion.
- Increased attendees at community events.
- More options for people in rural towns.
- Greater awareness of the environment and community.
- In some areas there has been less vandalism noted.

### **Some of the successes of the project to date in the PPNs**

- 3 out of 4 of the collectives have gained Incorporated Society status.
- An increase in physical activity levels demonstrated between 2007 and 2008 in the PPNs through the year 2 AUT evaluation. (See pages 50-57)
- \$44,100 has been gained in funding by the collectives in the past year for community initiatives.
- Much improved communication between people within the PPN collectives and their communities as a result of networking.
- A greater awareness in the community as to what is occurring within their communities regarding physical activity and sport and recreation. This has resulted in greater demand for physical activity options and consequently there are now increased options in these communities e.g. pilates, yoga, pram walking, tai chi, aqua classes, mum's tennis.
- An annual pedometer challenge has been run with businesses, school and community groups involved. In 2008 there were 28 teams and 610 participants (population of this town: 4,000)
- Special Olympics committee has been expanded and developed.
- The PHO subsidised aqua classes for chronically ill and immobile people are no longer requiring subsidies as the local pool owner is offering classes every day which are popular and people are paying for.
- A collective organised the summer touch league in their community with 15 teams and 200 people playing every week. They have now been asked to organise the local junior touch competition.
- One PPN collective funded a 5 week trial Tai chi Class. Due to its success and interest shown, ACC commenced their Tai Chi Falls Prevention Programme in this town.

- A PHO external to the PPN project has approached the Regional Sports Trust and the collective to work together to provide aqua and land based classes for Green Prescription clients in their area.
- All the collectives have put in submissions to the Council LTCCP regarding local parks/sporting grounds, requesting footpaths so locals are able to walk safely. A collective has been requested by Council to complete a feasibility study on a local reserve to determine how it can best be utilised by the community. Council is recognising the collectives as a united community group who is an asset for community consultation.
- Two road races which were struggling to enlist volunteers to organise the race were assisted and in 2009 had a 40% increase in numbers participating.
- A directory of physical activity and sporting options has been developed, newsletters distributed, and PPN notice boards placed in the community.
- A school walkathon, kindy Olympics and an Active Movement playgroup developed.
- In March 2008 four 5km community walks were run with approximately 50 participants each week. \$850 was raised for the local fire brigade. A further 10 walks occurred in Oct-Nov 2008 with similar numbers and \$1000 was raised for the new primary school's outdoor equipment. The community fundraising effort was recognized by the Ministry of Education who contributed the balance required for the school to have a completed playground.
- The 3 ACC funded Tai Chi classes in the PPNs are now running on a user pay basis.
- 250 people attended a 'have- a- Go' Day showcasing all local sports clubs and activity providers. Sports reported it was their best membership drive ever.
- The PHOs and Regional Sports Trust are now working collaboratively together with Green Prescription.
- Many other events and activities within these communities have been supported and enabled to continue due to this support.

### **Conclusion**

This collaboration has definitely broken new ground in innovation, partnership and as well as community development. Collaboration between SPARC, Council, Primary Health Organisations, a Regional Sports Trust and A.C.C was complicated and challenging and has not been attempted before in New Zealand. This project clearly demonstrates that these organisations have overcome challenges faced to work successfully together. Initial objectives and desired outcomes have been achieved with sustainability a reality when organisations and individuals unite towards a common goal which is concerned with empowering and benefitting the local community.



Due to the recognition that significantly more can be achieved through collaborative work than by individual organisations alone, these organisations have already started to further collaborate on other programmes. There continues to be more open dialogue between all organisations due to the relationships established throughout the PPN project, with an ongoing commitment by all partners to continuing to support the Collectives into the future. Ongoing collaboration continues through the collectives who continue to meet to discuss, plan and implement ways to promote better lifestyles for their communities through increasing sport and physical activity opportunities.

For further information or questions please contact:

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## **Other Useful Information**

### **Useful websites**

- Heart foundation websites – British one is good for pedometer challenges etc
- SPARC
- City On Its Feet – Tauranga – good ideas for walking
- Sports Trust websites from throughout the country
- Wonder walkers
- Living Streets
- Auckland Regional Transport Authority (ARTA)
- Auckland Regional Public Health Services (ARPHS)
- Local Primary Health Organisation
- DOC and ARC for outdoor activities, tree planting etc
- Local school websites
- Kindergarten associations
- Warkworth.co.nz
- i-site
- For Incorporated Society information: <http://www.societies.govt.nz/cms>.
- [www.companies.govt.nz](http://www.companies.govt.nz) –for samples, registration information and assistance
- [www.touchnz.co.nz](http://www.touchnz.co.nz) for touch rugby information

### **Useful Organisations**

- Regional Sports Trusts
- Primary Health Organisations
- Local Councils
- Local iwi e.g. Ngati Whatua
- ARTA



- ARPHS
- Sanitarium – were very supportive of pedometer challenge and they have the Healthy Steps programme which is a good link
- Lions – often keen to work on funding projects, can help out with events
- Local radio or television
- Committees/groups already running events such as Kowhai Festival Committee – good to tap into what is already happening
- Radio stations ,local newspapers
- Medical Centres
- Local business – especially clusters of ones ie real estate agents to compete against each other for challenges
- i-site the local information centre
- Community organisations e.g. Plunket, Women and Family Centre
- Activity providers
- Aquatic centres

### **Useful people to network with**

- Local media – need to become known to reporters and local radio staff
- Schools – must get to know principals and assistant principals. They are a link to so many children but also families and also very closely linked to sports clubs
- Sports clubs – obviously have an interest in promoting physical activity
- Early childhood centres – links to families and children
- Libraries – good place for circulating information
- Senior Citizens groups – links to older people, good networkers, local knowledge, often caring towards community
- Churches – links to family and community, often have a focus on family based activities, ‘healthy’ recreation, run youth groups with physical activity component
- Residents and ratepayers associations – for promotion but particularly for anything to do with environmental markers, signage etc



- Private activity providers – often have a financial interest for themselves which can be quite motivating
- Travel planners – often can help with environmental features that enhance activity, may have knowledge of land available for development
- Parks and recreation planners- often can help with environmental features that enhance activity, may have knowledge of land available for development
- Park maintenance staff – crucial for making sure lawns mowed etc for activities
- Local councillors – inside knowledge, local involvement, potential to influence decision making
- Passionate community members – may have time to dedicate to helping