All Island All Active: An innovative top-down/bottom-up cross-border approach to increasing physical activity levels

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An innovative top-down/bottom-up cross-border approach to increasing physical activity levels

Chambers, F.C., Brennan, D.A., Breslin, G., Balanda, K., Donnelly P. & Smyth, P.
A Call to Action

• Physical Inactivity levels on Island of Ireland:
  – **ROI**: 3 out of every 4 Irish adults and 4 out of 5 Irish children failed to engage in sufficient PA (of all forms) to meet the WHO Physical Activity guidelines (CSPPA study, 2010).
  – **NI**: 2 out of 3 adults failed to meet the WHO PA guidelines (SAPAS, 2010).

• The cost of physical inactivity is growing:
  – **Per year**: €150 - €300 per person (Cavill, Kahlmeier & Racioppi, 2006).
  – **2013-2014**: €945m - €1.89bn
  – **2023**: €9.45bn - €18.9bn by 2023
    (estimated on a combined island population of 6.3m).
Who are we?

• Unique all-island multi-sectoral, multidisciplinary body

• Knowledge exchange in sport and physical activity to encourage lifelong physical activity.

• An enabling platform

‘12% increase in Physical Activity levels in 12 years’
An Enabling Platform

ALL ISLAND ALL ACTIVE
INSPIRING, DELIVERING AND SUSTAINING ACTIVE LIVES
Why All Island?

• Shared agenda/Shared purpose
• Efficiency:
  – We are a small island.
  – There are benefits cooperating at a macro and micro level as it broadens knowledge base.
  – This creates a Learning Laboratory – richer/diverse
• Common problems and a shared understanding of how to approach them using multi-sectoral, multi-disciplinary approach
AIAA Steering Group

- Dr. Fiona Chambers, UCC [Convener]
- Prof. Deirdre Brennan, Ulster [Convener]
- Dr. Gavin Breslin, Ulster
- Dr. Paul Donnelly, Sport NI
- Mr. Peter Smyth, Irish Sports Council
- Mr. Tim O’Connor, Project Director, The Gathering
- Mr. Donagh Morgan, DTTAS
- Mr. Noel Molloy DCAL
- Mr. Ronan Toomey, DoHC
- Mr. Andy Pollack, former Director CCBS
- Dr. Aoibhin de Burca, RTE
- Ms. Sarah O’Connor, Federation of Irish Sport
- Mr. Kieran Dowd, Student Sport Ireland
- Mr. Fergal Lyons, PEAI
- Professor Kevin Balanda, IPH
- Mr. Michael McGeehin, Coaching Ireland
Hybrid Architecture

• Population behaviour change in sport and physical activity can be developed through knowledge exchange and enacted through:
  – A hybrid architecture of bottom-up and top-down approaches to policy and practice (Savarimuthu, Le & Ghose, 2012, p.1).

• Hybrid Architecture = partnership of academics, policy makers and practitioners, and the community and voluntary sector.

• The grass-roots approach centred on the best available evidence delivered through the community-based ‘AIAA Physical Activity Award’.
Targeting vulnerable groups

- Older people
- Disengaged young people
- Sedentary adults
- Adults and children suffering from a chronic condition
- Those recovering for illness/injury
- Those from a non-English speaking background - Migrants and refugees
- Adults and children with a disability
Roadmap

– **Inspire**: Ignite engagement using
  
  *AIAA Physical Activity Award* [short term]

– **Deliver**: *Roll Out* [on-going, networks, information/dissemination] [Medium term]

– **Sustain the Impact**: on-going programme of public engagement to *maintain changes in behaviour* [long-term]
Snapshot of Journey...

- Launch in North South Ministerial Council Buildings [November 2012]
- Strong partners on ‘docking station’
- DCAL Meetings
- DTTAS Meetings
- DoHC Meetings
- Institute of Public Health
- Centre for Cross Border Studies
- Mentors: Dr. Tim O’Connor, The Gathering and Ms. Caroline Creamer, ICLRD
- Advisory Team
- Governance: Joint agreement between Ulster and UCC in progress [August 2013 to date]
- InterTradeIreland [March to May 2013]
- Funding Workshop [May 2013]
- Established dialogue with three proposed sites [Belfast City Council, Cork Local Sports Partnership, North Eastern University, Boston] [June 2013]
- Designing AIAA Physical Activity Award [July 2013]
- Coca Cola Foundation Funding for Sport for LIFE All Island Project [June 2013]
- ...

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Our Office...
Thanks for listening!