Using a hybrid architecture to promote lifelong physical activity

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IS SITTING

THE NEW SMOKING?

There's no running away from it. The more you sit, the poorer your health and the earlier you may die, no matter how fit you are.

by SELENE YEAGER

PHOTOGRAPHED BY Nick Ferrari

MOVE Congress 2014
A Call to Action

• Physical inactivity levels on Island of Ireland:
  – Republic of Ireland: 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).
  – Northern Ireland: 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?

A passionate, multisectoral group comprising academics, policy makers, politicians, practitioners and leaders from across the island of Ireland
Why All Island?

- Common culture & context
- Common inactivity problems
- Common target groups
- Shared belief in multi-sectoral/multi-disciplinary/cross-disciplinary/interdisciplinary approach
- More efficient
- National Governing Bodies are all island
- Knowledge migration & exchange
- Enhance cross border relations
Multiple Voices, One Common Goal

‘12% increase in physical activity levels in 12 years’
An Enabling Platform

ALL ISLAND ALL ACTIVE
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 grassroots approach centred on the best available evidence delivered through the community-based ‘AIAA Community Health and Physical Activity Award’.
Hybrid Architecture

*Bottom-up and top-down approaches to policy and practice* (Savarimuthu, Le & Ghose, 2012, p.1).

Population *behaviour change in physical activity* through:

(a) Evidence-based effective pedagogical practice
(b) Knowledge exchange
Targeting vulnerable groups

• Older people
• **Women and girls**
• Disengaged young people
• Sedentary adults
• Adults and children suffering from a chronic condition
• Those recovering from illness/injury
• Those from a non-English speaking background - Migrants and refugees
• Adults and children with a disability
Community Health and Physical Activity Award (CHPAA)

City Councils/County Councils on the Island of Ireland

First Physical Activity Award

Vehicle for Change

CHPAA is the newest category

Eleven Categories
All Island All Active

Education Programme

OUTCOME: Highly Skilled Practitioners

Knowledge Exchange Programme

OUTCOME: Research Informed Practice

= ‘12% increase in physical activity levels in 12 years’
Education Programme

Wellness
Health
Exercise: We Move
Nutrition

WHEN: We Move

Bespoke CPD
Bite-sized
Co-designed
Co-delivered
Target Practitioners
Knowledge Exchange Programme

- Open Access Repository
- [Sport & Physical Activity] SPA – Well
- Targeted programmes
Launch NSCMB Armagh funded by DFA November 2012

Building Hybrid Network November 2013 – date

Funding Workshop sponsored by InterTradeIreland May 2013

Coca Cola Foundation Funding for Sport for LIFE All Island Project $363k June 2013

MoU between UCC-UU March 2014

International Sport and Culture Association in ‘NowWeMove’ Week December 2013

Pride of Place ‘Community Health and Physical Activity Award’ November 2013

Design Meeting for Physical Activity Award July 2013

COST Invited to resubmit March 2014

Coca Cola Funding for SFLAI Research $142k April 2014

Terms of Reference for AIAA finalised May 2014

National Physical Activity Coordinators May 2014

Consultant appointed to define AIAA governance and secure initial funding July 2014

DCAL and DTTAS meet & support AIAA June 2014

ISCA NOWWEMOVE June 2014

Sport for Life and EU May 2014
"Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved."

- Mattie J.T. Stepanek
Thank you for listening!