

Creating a nationwide campaign to get NZ moving

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June 2007

Background

- ◆ 1996 US Surgeon General's message
- ◆ 1997 Ministerial Taskforce
- ◆ 1999 Push Play launched

Original Purpose

Raise awareness of:

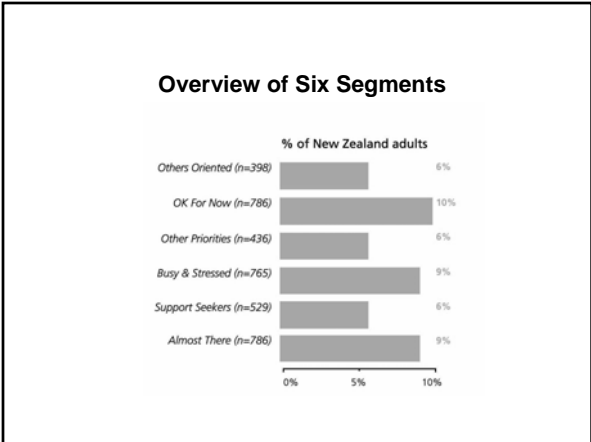
- ◆ Campaign
- ◆ Benefits of physical activity
- ◆ Message - 30 Minutes a day

Messages for Push Play Campaign

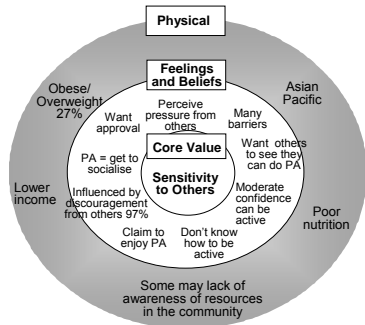
- ◆ Physical activity is fun
- ◆ It's never too late to start
- ◆ Anything is better than nothing
- ◆ Physical activity is good for everyone

**Next step
The Obstacles to Action Survey**

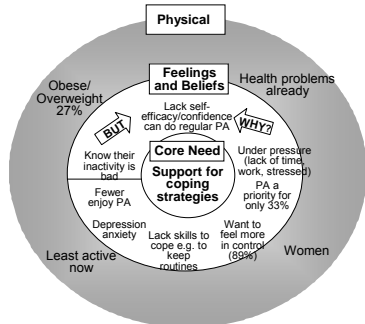
- ◆ Partnership with the Cancer Society of New Zealand
- ◆ Research objectives:
 - understand attitudes and behaviours to physical activity and nutrition
 - identify and describe useful segments
 - understand how to create behaviour change in those segments
- ◆ Postal survey – 8300 respondents



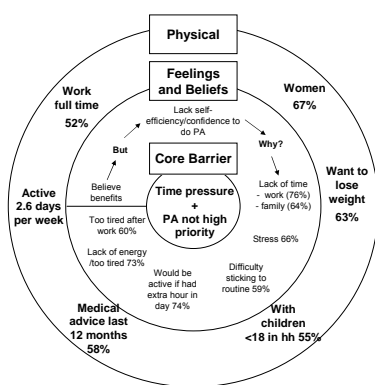
Others Oriented



Support Seekers



Busy and Stressed



What we learned

Findings

- ◆ Ongoing battle
- ◆ I am the only one
- ◆ Body image
- ◆ Just no idea
- ◆ Can't do it on my own
- ◆ Justification of time

Solutions

- ◆ Give reasons to prioritise
- ◆ Show them others just like them
- ◆ It's about being healthy on the inside
- ◆ Give them ideas on how to be active
- ◆ Find them an activator/buddy
- ◆ Integrate into daily life

What Next

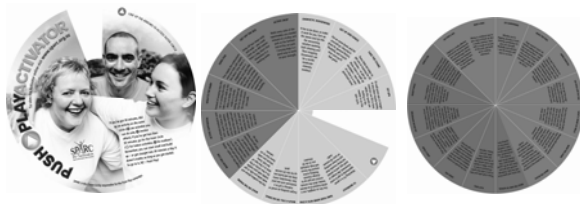
2005 Activator

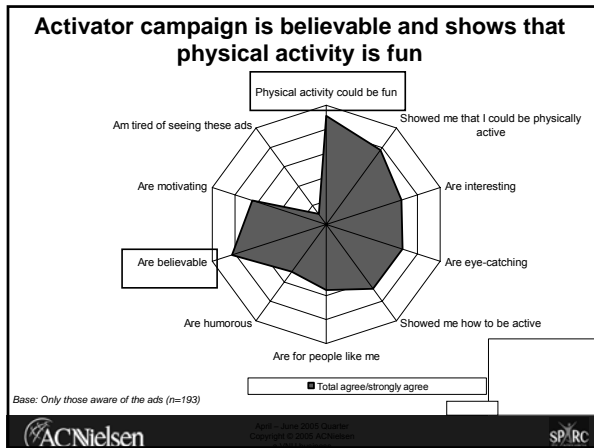
- ◆ how and why

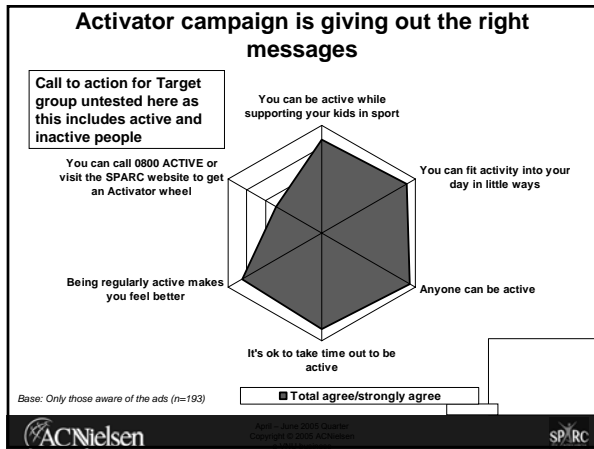
2006 Push Play Nation

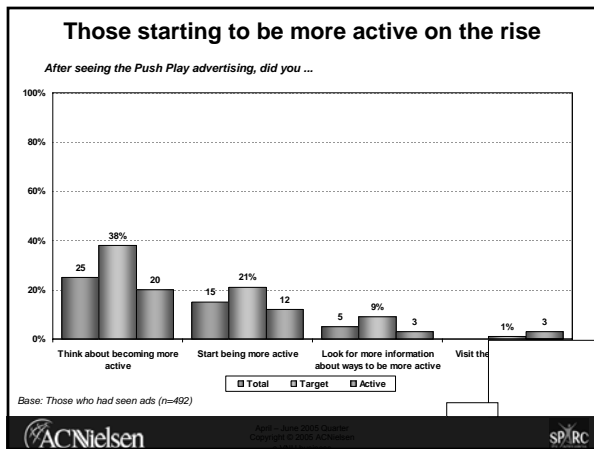
- ◆ Prolonged activity

Activator Tool









Push Play Nation

- ◆ Connection with community partners
 - Involve 17 Regional Sports Trusts & 74 Territorial Councils in the process
 - Challenge Mayors
 - Create community interest with regional challenge

Develop a tool



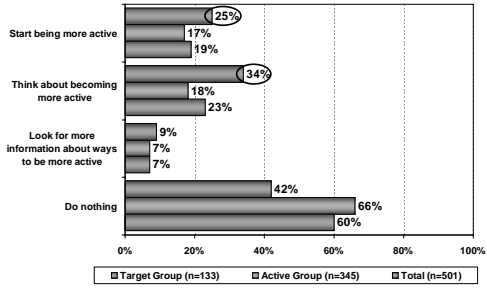
Engage celebrity support

Real, credible, respected celebrities:

- ◆ Tawera Nikau – family most important, disability
- ◆ Mike Chunn – busy, shares his private life
- ◆ Maggie Barry – grounded
- ◆ Petra Bagust – personable, mother
- ◆ Robbie Magasiva – one of the guys.

Six in ten people from the Target Group started being more active or thought about becoming more active after seeing Push Play advertising

After seeing the Push Play advertising, did you ...



Base: Respondents who recall seeing Push Play advertising (n=501)

Where we were to where we are

2002

Awareness

- 72% campaign
- 69% 30 Min a day

Activity

- 46% Target
- 45% Active
- 9% Sedentary

2005

Awareness

- 79% campaign
- 75% 30 min a day

Activity

- 27% Target
- 68% Active
- 5% Sedentary

2006

Awareness

- 84% campaign
- 91% 30 min a day

Activity

- 20% Target
- 75% Active
- 5% Sedentary
