



Find thirty
It's not a big exercise.
findthirty.com.au

How you can assist your patients to 'Find thirty'

Go for a walk with family or friends

Walk your dog

Walk to the shop instead of driving

Walk to a friend's house

Do some active gardening

Go for a swim

Have a game of tennis

Ride or walk to work

Walk with a colleague at lunchtime

Join a walking club

Learn to dance

Remember these activities can be done in shorter sessions of at least 10 minutes.

For further suggestions advise your patients to visit www.findthirty.com.au or obtain a Department of Health's 'Find thirty. It's not a big exercise.' pamphlet.

Campaign Summary

Most people are already fully aware of the benefits of regular physical activity. However, many still mistakenly believe that physical activity must be vigorous to be worthwhile.

The first phase of the Department of Health campaign aims to reposition physical activity in people's minds and show how easy it is to incorporate 30 minutes of physical activity every day. The campaign will target male and female adults aged 25 to 54 years who are inactive or insufficiently active.

- The 'Find thirty. It's not a big exercise.' message will feature in three television advertisements which will be screened statewide from late March 2002.
- Signage on taxi tops, billboards and bus shelters will promote the message further.
- The www.findthirty.com.au website will provide additional information.
- Other strategies to promote the message include information resources for the general public, public relations activities, production of promotional merchandise carrying the campaign message, and information for health professionals.

For further information contact:

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References.

1. Bull, F., Milligan, R., Rosenberg, M. and MacGowan, H. (2000) Physical Activity Levels of Western Australian Adults 1999. Published by the Health Department of Western Australia and Sport and Recreation Way2Go, Western Australian Government, Perth: Western Australia.
2. Mathers, C., Vos, T., Stevenson, C. (1999). The Burden of disease and injury in Australia: Australian Institute of Health and Welfare: AIHW cat. No. PHE 17, Canberra.
3. US Surgeon General's Report: Physical Activity and Health: A report of the Surgeon General. U.S Department of Health and Human Services; Centers for Disease Control and Prevention. Atlanta, Georgia, 1996.
4. Bull F and Jamrozik K. (1998). Advice on exercise from a family physician can help sedentary patients. American Journal of Preventive Medicine; 15 (2): 85-94



**Be a good
exercise
instructor.
Prescribe
thirty
minutes.**

4 out of 10 Western Australians are insufficiently active for good health.¹

Physical inactivity is the second most important modifiable risk factor after smoking.²



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Epidemiological evidence shows that regular moderate-intensity physical activity can provide similar health benefits as vigorous activity.

This shift is reflected in the recent National Physical Activity Guidelines for Australians. These guidelines have been adopted by the Department of Health as part of the new Physical Activity Campaign.



The National Physical Activity Guidelines refer to the minimum levels of physical activity required for good health and should be combined with healthy eating:

- 1. Think of movement as an opportunity, not an inconvenience.**
- 2. Be active every day in as many ways as you can.**
- 3. Put together at least 30 minutes of moderate-intensity physical activity on most, preferably all, days.**
- 4. If you can, also enjoy some regular, vigorous exercise for extra health and fitness.**

Why Prescribe Physical Activity?³

Mortality	physical activity is associated with lower mortality rates for both older and younger adults.
CVD	physical activity decreases the risk of Coronary Heart Disease by 50%.
Hypertension	physical activity prevents or delays the development of high blood pressure in people with hypertension.
Stroke	a reduction in the risk is related to the beneficial effect on hypertension and blood clotting.
Cancer	physical activity reduces risk of colon cancer by 50%.
Diabetes	physical activity improves insulin sensitivity, digestion and concentration and can reduce risk of NIDDM by 30-50%.
Osteoarthritis	physical activity assists in maintaining normal muscle strength, joint structure and joint function. May be beneficial to people with arthritis.
Osteoporosis	physical activity can reduce bone loss and risk of osteoporosis.
Falling and Fractures	muscle strength (resistance) exercise reduces the risk of falling.
Weight Maintenance	physical activity aids weight loss and may favourably affect body fat distribution.
Cholesterol	physical activity improves body fats.
Mental Health	physical activity reduces anxiety, depression and stress.

Adapted from the General Practice Physical Activity project at the Heart Foundation (NSW)

Why you are so important

Research shows that brief advice on physical activity during a routine consultation with a GP can positively influence a person's physical activity levels.⁴

How you can assist your clients/patients with a suitable physical activity program.

1. Ask

Assess the patient's current levels of physical activity by asking whether they attain the current recommended levels of at least 30 minutes of moderate level physical activity on most days of the week.

2. Advise

Advise patients:

- to participate in 30 minutes of moderate intensity physical activity on most days of the week – preferably daily.
- the 30 minutes can be accumulated in shorter sessions of at least 10 minutes if they are just starting out, or finding it hard to 'find the time'.
- much benefit can be gained by being active everyday in as many ways as possible and by making physical activity part of their daily routine.
- to enjoy some regular, vigorous exercise for greater health and fitness benefits (if they are able).

3. Assist

Assist the patient to set realistic goals to work towards increasing (or maintaining) their current physical activity levels. This may involve assisting them to address real (and perceived) barriers and encouraging and recommending activities that are enjoyable and can be incorporated into their daily routine.

Distribute the Department of Health's 'Find thirty. It's not a big exercise.' pamphlet.

4. Arrange Follow-up

In follow-up consultations review the patient's physical activity levels praising any improvements. Provide feedback about improvements in blood pressure, weight and other factors related to physical activity. Ongoing support and encouragement by health professionals will assist in maintaining increased physical activity levels. Record any follow-up advice in the patient's notes.

Record any advice given in the patient's notes for follow-up review.