

BE MORE aACTIVE



MORANBAH



Be More Active – Moranbah (BMA-M)

An innovative local partnership linking community health promotion strategies with the mining workplace to ‘step’ towards better health outcomes



**Queensland
Government**
Queensland Health



BHP Billiton Mitsubishi Alliance

BE MORE aACTIVE



MORANBAH



What is Be More Active – Moranbah (BMA-M)?

- 3 year partnership between Moranbah based BHP Billiton Mitsubishi Alliance (BMA) mines and Queensland Health to increase physical activity levels in BMA employees and the Moranbah community as a whole



What is Be More Active – Moranbah (BMA-M)?

- Partnership approach to increase collaboration between the participating mines and Qld Health to assist with projects and linking services



What is Be More Active – Moranbah (BMA-M)?

- **Funded through:**
 - BMA Community Partnerships Program
 - BMA Peak Downs Mine HSEC Dept
 - BMA Broadmeadow Mine HSEC Dept
 - BMA Goonyella Riverside Mine HSEC Dept
 - Qld Health Mackay Health Service District
 - Qld Health Tropical Population Health Unit



Why promote physical activity?

- Physical inactivity is second only to tobacco as a risk factor for disease and premature death in Australian men and it is the leading contributor in women
- 13,000 deaths each year to contributed to physical inactivity. That is 36 deaths per day, 1.5 per hour.

(AIHW, 1999)



Social benefits

- encourages family/community connectedness
- improves social skills/networks
- reduces isolation, loneliness
- enhances self-esteem, confidence

Physical and mental benefits

- improves quality of life
- reduces risk of chronic diseases
- manages weight
- improves sleep
- develops motor skills
- improves concentration, enhances memory & learning

physical
activity
participation

Environmental benefits

- reduces traffic congestion
- reduces air pollution
- reduces greenhouse emissions
- reduces noise pollution
- creates safer places with people out and about

Economic benefits

- creates employment
- draws tourism
- becomes a means of transport
- supports local business
- reduces absenteeism
- reduces crime
- produces health savings

Why promote physical activity in the workforce?

- Reduced work-related injury
- Reduced accident costs
- Reduced absenteeism
- Improved employee morale and job satisfaction
- Improved perception of the company



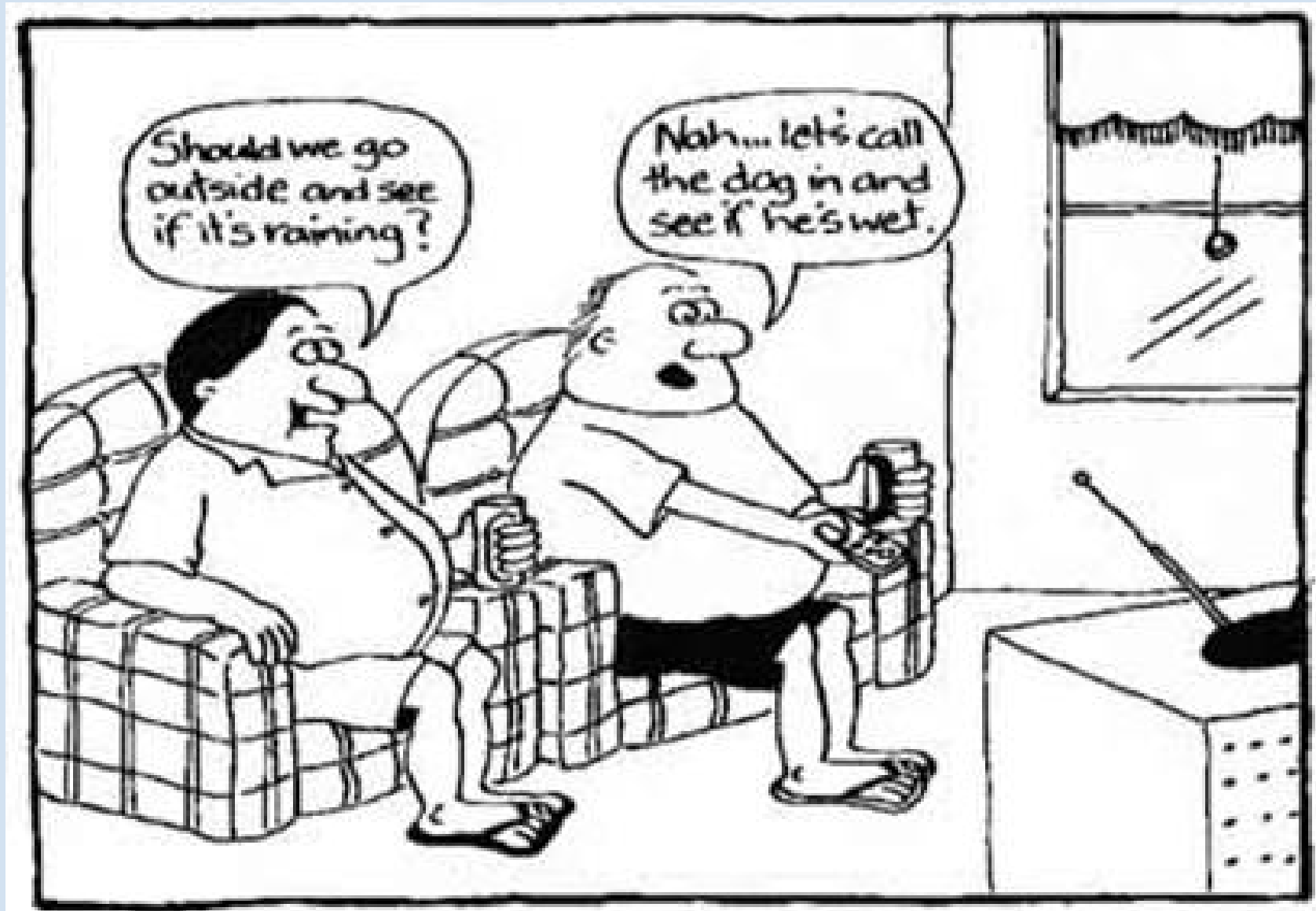
Why promote physical activity in the workforce?

- Improved ability to cope with work-related stress
- Improved health and well being
- Reduced health costs and shorter hospital stays in injured employees

(Chu et al., 2000; Veitch et al., 1999;
Richmond et al., 1998; Bishop, 1990)



Recent physical activity trends



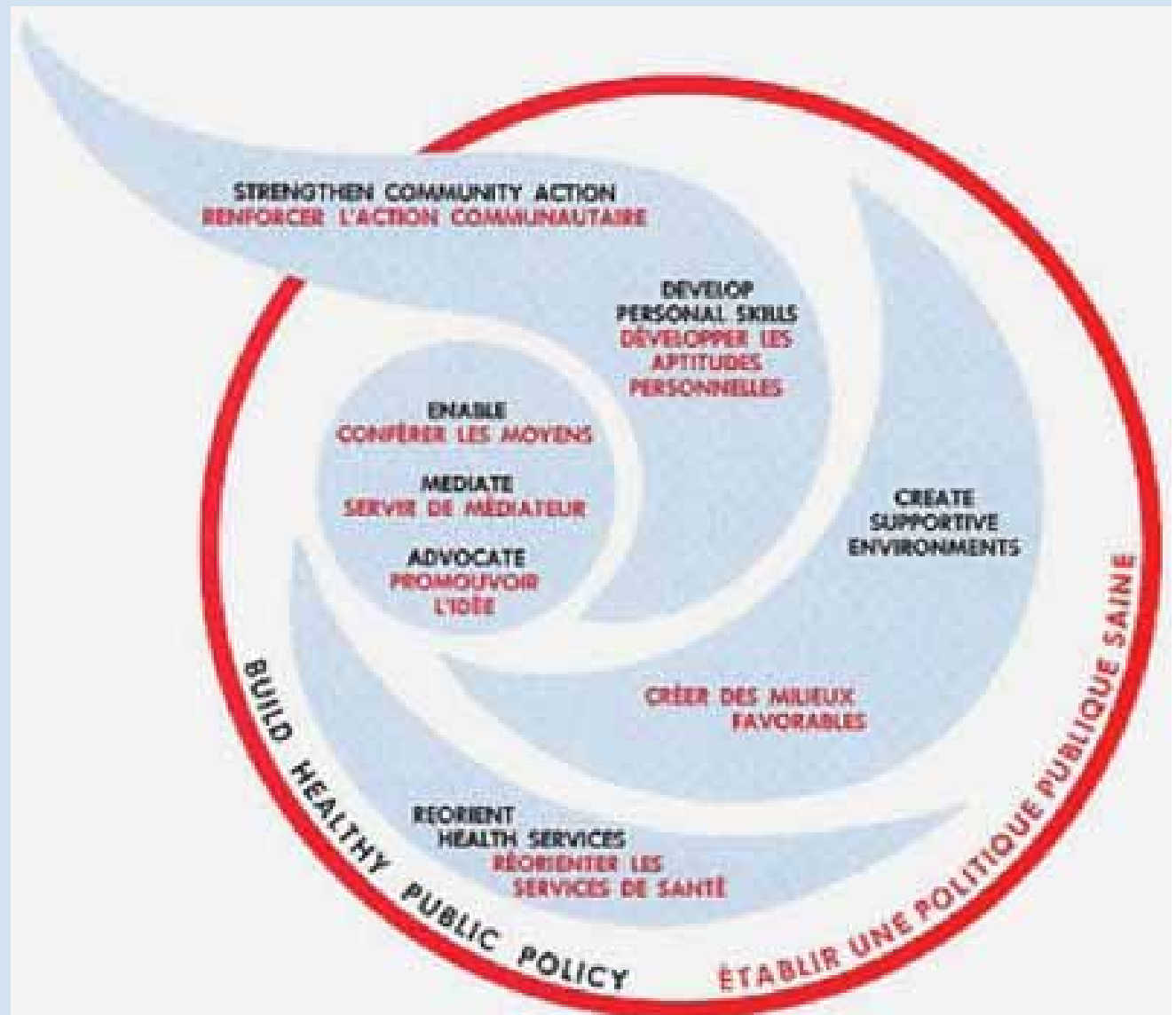
Best Practice PA Promotion

- Current literature suggests that strategies must be comprehensive and:
 - Community-wide
 - Multi-faceted and across multiple sectors
 - Promote consistent messages
 - Advocate for policy and environmental change
 - Include monitoring and evaluation



Best Practice PA Promotion cont...

Must address
The Ottawa Charter's
key areas
for action



How is BMA-M doing this?

Using an 'upstream' approach based on recent research into factors contributing to physical inactivity

WHY upstream?

To reap the best benefits and get the 'biggest bang for our buck' we need to get more people, more active, more often.



Upstream BMA-M strategy focus

Downstream

Individual focus that aims to reduce avoidable complications of established disease

Upstream

Population focus that aims to create conditions which foster the wellbeing of the whole population



Tertiary Prevention

e.g.

Complication or relapse prevention

Patient education

rehabilitation

Secondary Prevention

e.g.

Early detection

Harm minimisation

Screening

Primary Prevention

e.g.

Prevention of chronic disease risk factors

Immunisation

Health education

Healthy Supportive Environments

e.g.

Social policies

Legislation

Environmental/organisational change



BE MORE ACTIVE



Media Strategy

Workplace strategies

Workplace PA policy development

Environmental change strategies

10,000 Steps Workplace Challenges

Assistance with BMA Health Risk Appraisal

10,000 Steps Moranbah

Pedometer Loan Scheme

Environmental change strategies

GP and Allied Health strategy

10,000 Steps Community and Workplace Challenges

Social Support strategies

Health Promoting Schools strategy

Community Capacity Grants Scheme



Project Goals

- The two goals of the project:
 - *In the community setting* – to increase the proportion of the Moranbah community who are achieving sufficient PA by 5% by October 2008
 - *In the workplace setting* – to increase the proportion of BRM, GYRS and PDM employees who are achieving sufficient PA by 10% by October 2008.



How do we hope to achieve this?

- By linking the community and workplace strategies to achieve the 13 objectives which should in turn help to achieve the long term goals

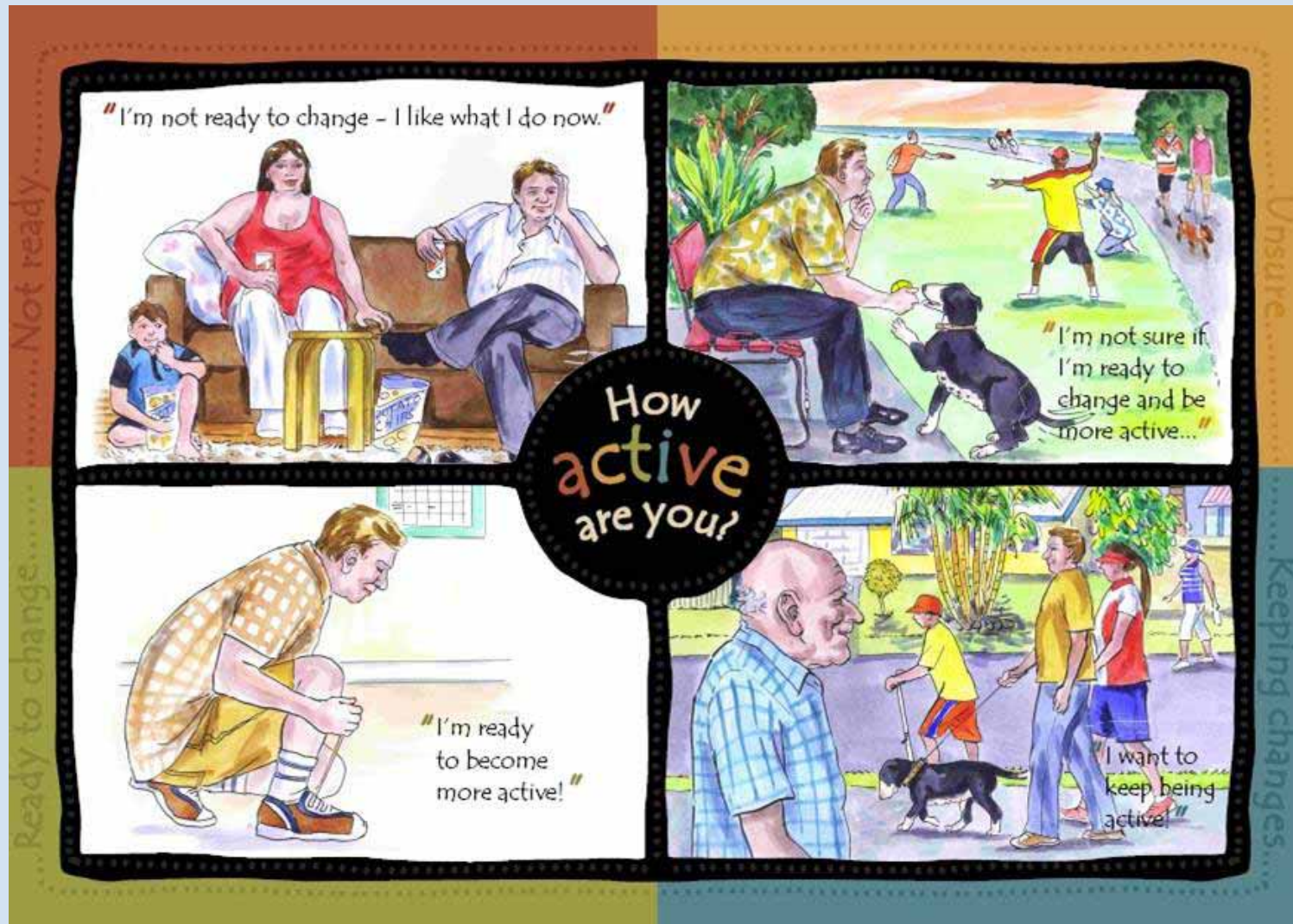


Strategies implemented so far

- GP and allied health strategy – PABI
- Social support strategies – Strollers, JWI
- Moranbah Interagency Action Group
- Peak Downs Health & Wellbeing Committee
- 10,000 Steps Moranbah



Strategies implemented so far



Strategies implemented so far



Strategies implemented so far

- **Moranbah Interagency Action Group**
 - Aiming to increase membership and participation in sporting and recreational groups



Strategies implemented so far



- Library Pedometer Loan Scheme
- Environmental Change Strategy
- 10,000 Steps Workplace and Community Challenge
- Media Strategy



Strategies implemented so far



Strategies implemented so far



A purple poster with a white border. At the top, it says '10,000 STEPS' in large, stylized letters, with 'Moranbah' written below it. An orange arrow points to the right with the text '1055 METRES / 1260 STEPS ONE WAY OR 2010 METRES / 2412 STEPS FOR RETURN TRIP'. Below this, it says 'PHYSICAL ACTIVITY EVERY STEP COUNTS' in bold white letters. There are three icons: a hat, a water tap, and a water bottle. Below the icons, it says 'REMEMBER TO WALK SAFE'. At the bottom, it says 'FOR MORE ORGANISED WALKING GROUPS CONTACT MORANBAH & DISTRICT SUPPORT SERVICES ON 4941 5164'. It is sponsored by Queensland Government, Central Queensland University, BE MORE ACTIVE, Belyando, and BMA.

Project Evaluation

- Rigorous project evaluation measuring percentage change between baseline (Oct 05) and project completion (Oct 08)
 - Includes:
 - Community CATI surveys
 - Employee surveys
 - Ongoing process evaluation



Acknowledgements:

BMA-M Reference Group Members

BMA Peak Downs Mine – Claire Buchanan

BMA Goonyella Riverside Mine – Annette Cavanagh

BMA Broadmeadow Mine – Bobbie Walker

Qld Health Tropical Population Health Unit – Colleen Gunning

Qld Health Mackay Health Service District – Maura Keogh

Qld Health Mackay Health Service District – Jill Duncan



Thank you

