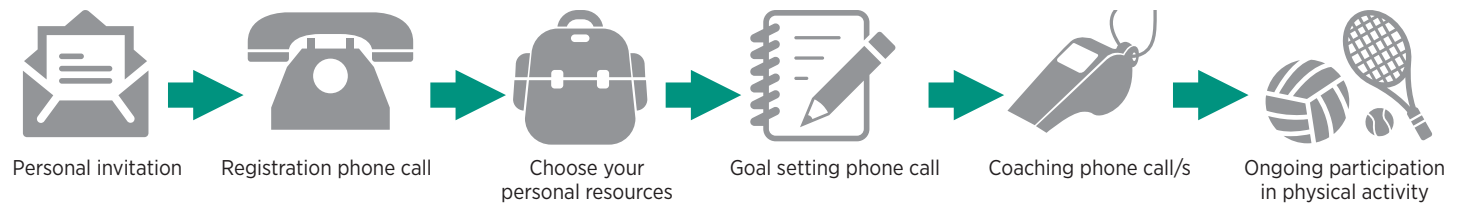




What is ActiveSmart?

ActiveSmart is a behaviour change project that provides personalised information and support to households that **encourages people to enjoy a more active lifestyle within their local community**

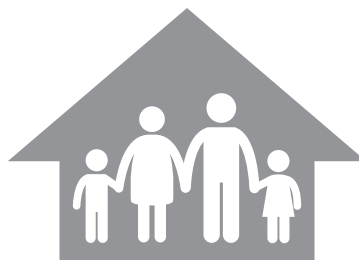
How is it delivered?



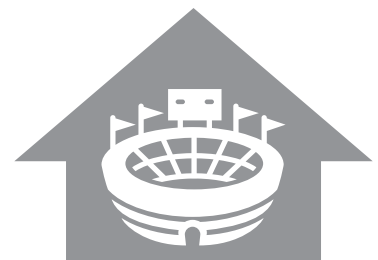
ActiveSmart aims to?



Increase physical activity



Increase community connectedness



Increase infrastructure and facilities

ActiveSmart Geraldton

ActiveSmart was delivered to households in the City of Geraldton in two phases:

Phase 1

February 2011 - December 2011

10,000
households invited to participate

4,089
households recruited into the program

Phase 1 Results

15
minute increase in physical activity per person, per day.

19%
of participants moved from insufficient to sufficient levels of physical activity.

Phase 2 Top up

February 2013 - June 2013

2,000

households invited to participate

922

households recruited into the program

Phase 2 Results



minute increase in physical activity per person, per day.

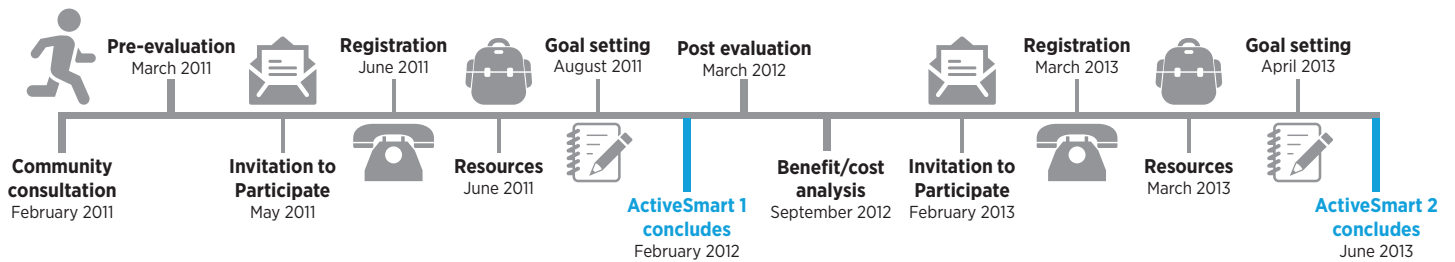


of participants moved from insufficient to sufficient levels of physical activity.

Top up: A small service offered to phase 1 participants 12 months after the original project. Participants received additional resources and phone coaching to reinforce their changed behaviours

ActiveSmart Geraldton phase 1 and 2

Key stages



Combined Results



minute increase in physical activity per person, per day.



of participants moved from insufficient to sufficient levels of physical activity.



=



\$25 (over 10 years) Health \$ saved