Governments:

Many of the barriers to active communities are in sectors other than health. Planning, transport, education, local government, and sport and recreation policies all may impact on physical activity.

Examples include:

- Guaranteeing access to physical activity programs and facilities for all by applying affordable price structures;
- Regulating to ensure access for women, the aged and others with special needs;
- Regulating public transport fees, parking etc. to positively discriminate in favour of walking, cycling, public transport and other means of transportation that deliver health and/or environment benefits;
- Ensuring safety is a consideration in planning and design, e.g. well lit and maintained footpaths;
- Requiring ‘Physical activity impact assessments’ of new developments are conducted.

Australian Partnership programs in physical activity has been recommended the most sensible in achieving broad change in communities. Achieving sustainable increases in levels of community physical activity, and changes in the physical and social environment that will support physical activity choices, will require new partnerships and collaborations with sectors outside health.
Economic environment:

- Local amenities and shops that can be easily reached on foot, by bicycle or using public transport;
- A mix of land uses and flexible use of public buildings;
- Crime prevention through urban design techniques.

Communities:

Participation in club, group or neighbourhood activity can increase the sense of community identity and belonging. Clubs, groups and social networks are important sources of voluntarism in the community and provides venues for community-driven physical activity. A variety of local safe pedestrian and cyclist-friendly transport systems can provide the opportunities for people (including those who are not participants in clubs or users of sport and recreation facilities) to lead active lives. Physical activity can make an important contribution to social capital in neighbourhoods and communities.

Schools and Media:

Education programs and mass media can be an effective way to raise awareness and the profile of physical inactivity. Schools need to provide an education and publicity about the benefits of physical activity, and access to information and life skills to enable participation. Schools are significantly important in the promotion of physical activity as the students are the future generations. Children critically need to understand the knowledge and responsibility of physical activity to live a happy and prosperous life. Schools certainly need to make physical activity compulsory and interesting. This can be done by playing a variety of games, playing at different locations and new equipment.

Mass media is an effective tool for promoting health messages and campaigns. In addition, sponsorships are very effective in promoting health messages to specific groups.

- television
- local newspapers
- community service
- radio announcements
- bulletin boards
- posters
- newsletters (workplace, school)
Addressing the declining rate of Physical Activity levels of Australian Adolescents

The Physical Activity levels in Australia has declined significantly in Young Adolescents. This is a major health issue that needs to be addressed nationally and around the globe. Australian organisations such as The Lung Foundation, Diabetes Australia, Nutrition Australia, and Kidney Health need to work in collaboration. These bodies need to work in partnership in addressing this crucial health scare.

**Australian and World Organisations:**

Major organisations need to collaborate in the promotion of Physical Activity. Organisations and Foundations need to provide a supportive physical and social environment through settings where Australians live and work.

Environmental supports can increase opportunities for both structured and incidental physical activity, and may include:

**Physical environment:**

- Safe accessible pathways and cycle-ways that make the decision to walk or cycle for transport easier;
- Parks designed for intrinsic appeal, waterways, and trees for shade;
- Safe environments such as parks and recreation facilities that support increasing preferences for less structured physical activity e.g. parks for skateboarding and walking as well as for structured sport and recreation;
- Facilities at public transport interchanges and in workplaces such as bike racks, showers and lockers; play equipment, drinking fountains and shade in parks for children and space for youth;
- Lighting appropriate to pedestrians and cyclists and well-connected local streets with street furniture, shade and signage.
- Child care in recreation facilities;
- Clubs and groups established to provide social support to the individual participant;
- Safe, accessible and appealing public spaces.