

**Standing leg Curls**

**Abdominal curls**



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# **Resistance Training is Medicine: Effects of Strength Training on Health.**

[Curr Sports Med Rep.](#) 2012 Jul;11(4):209-16.

**Resistance Training is Medicine: Effects of  
Strength Training on Health.**

[Westcott WL.](#)



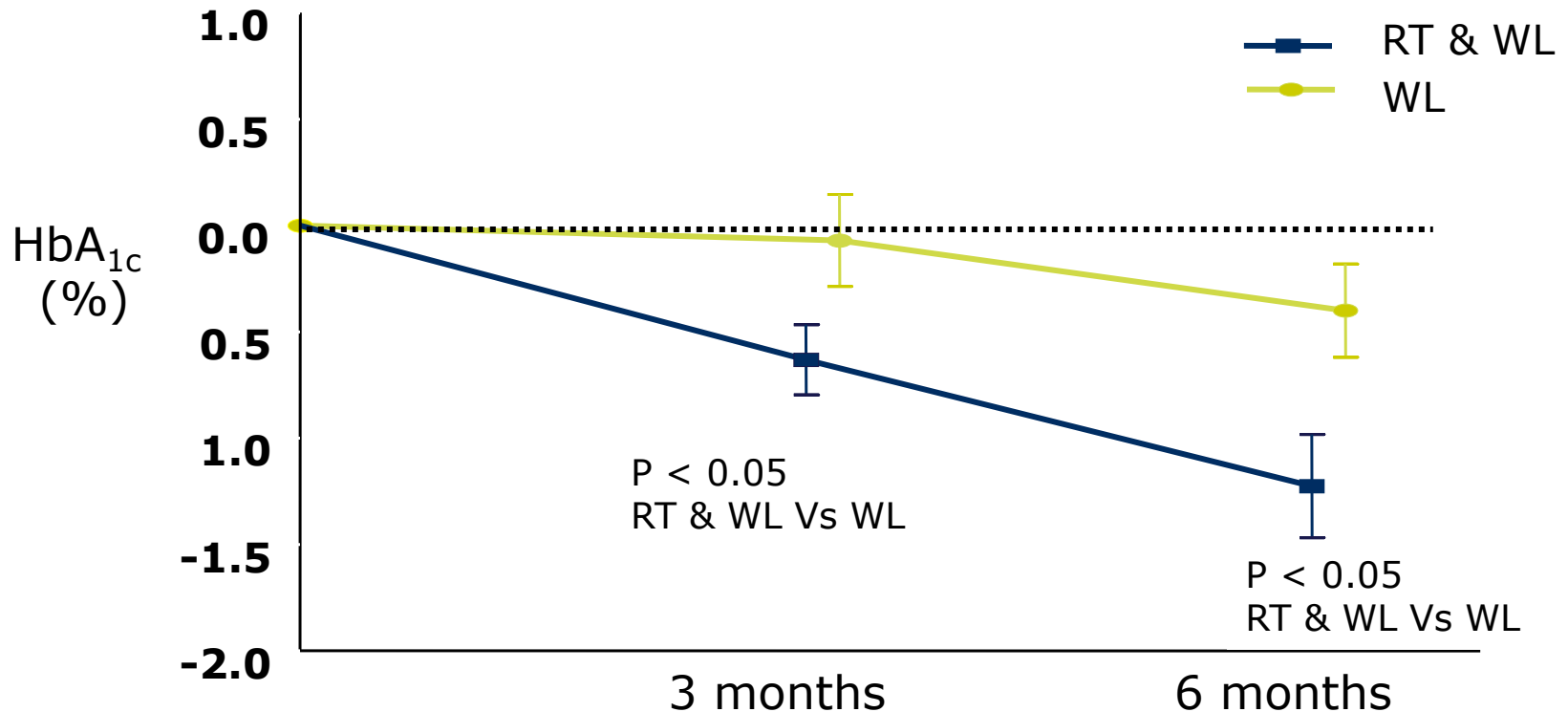
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# Reported benefits

- **Increased mobility**
- **Decreased fat mass**
- **Improved systolic blood pressure**
- **Increased muscle glycogen/muscle density**
- **Reduction in abdominal visceral/subcutaneous adipose tissue**
- **Prevention of losses in BMD during weight loss**
- **Increased Basal Metabolic Rate**
- **Cognitive benefits**
- **Increased self esteem**
- **Ease Discomfort arthritis, fibromyalgia**



# Clinical evidence



**Source:** Dunstan DW, Daly RM, Owen N, Jolley D, de Courten M, Shaw JE, Zimmet PZ (2002) *Diabetes Care* 25:1729-1736



# Why Lift for Life?

- Robust evidence base
- Generate new referral pathways
- Recognised branding
- Pre packaged structured program
- Supporting resources
- Systematic data collection and reporting
- Functional assessments related to ADLs
- Potential links to HCI funding
- Professional development of staff
- **Change agent**
- Impact population health



# Relevant Trends

- **Strength training**
- **Programs for older adults**
- **Functional fitness**
- **Reaching new markets**
- **Behaviour change Wellness Health Coaching**
- **Medical referrals**
- **Embedded Generosity**

# On the ground

<http://youtu.be/zGfObZw8w5Q>





Lift for Life Score Card  
September 2012

Measure	Month Total	Variance on Month Prior	Cumulative Total	Phase One Targets	Phase Two Targets	Phase Three Targets	Program Targets
<b>Training</b>							
Training Workshops	1	0	31				
HCI LGA Training Workshops	1	0	26	9	23	32	64
Non-HCI LGA Training Workshops	0	0	5	N/A	N/A	N/A	N/A
LGAs Trained	5	-2	122				
Exercise Professionals Accredited	11	3	347	N/A	N/A	N/A	N/A
HCI Professionals Accredited	4	-4	268	36	92	128	256
EOI Training Positions	0	0	5				
<b>Providers</b>							
New Providers Licenced	6	-2	114				
Providers in a HCI LGA	6	-2	88	9	26	29	64
Licence Renewals	0	-1	6				
HCI Providers Submitting Data	13	-13					
Non-HCI Providers Submitting Data	0	0					
Total Licenced Providers	N/A	N/A	139				
<b>Participants</b>							
Total Lift for Life Participants	85	-84	919				
Pre-Gold Active Participants		104	474				
Post-Gold Active Participants		4	16				
Pre-Gold Inactive Participants		-32	407				
Post-Gold Inactive Participants		-9	22				
Total Participants in HCI LGAs	85	-83	829				1740
Number of HCI LGAs with Participants	0	0	32	9	26	29	64
Not in the Paid Workforce	52		425				
At risk of Chronic Disease - Female	57		485				
At risk of Chronic Disease - Male	19		223				
<b>Marketing</b>							
Briefing Sessions	12	-13	411				
People Briefed	50	1	1755				
Twitter Followers	12	-33	601				
Facebook Likes	5	1	88				
Expression of Interest Requests	6	0	227				
Unique Website Visitors	904	-52	18530				





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# Key activities

- **Training workforce capacity building**
- **Raising standards**
- **Systematic data collection**
- **Linking with and partnering with service providers and other stakeholders**
- **Enhancing inclusiveness**
- **Disseminating business models and case studies**
- **Education on social determinants and population health**
- **Mental health training and awareness raising**
- **Mentor models for remote areas**
- **Support to organisations already doing the work through Start up Grants process**



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# Enablers

- **Linkages with service providers that work with disadvantaged people**
- **Quality training**
- **Evidence based/ structured/data collection**
- **Localised support**
- **Provision of resources/marketing support**
- **Engaging with stakeholders at all levels**
- **Building workforce capacity**
- **NPGs working together**
- **Case studies, business models testimonials**

- **Activities in different environments and times of the day**
- **Allow for personal challenge and participant choice**
- **Accessible, affordable and modifiable**
- **Ongoing assessments of participants needs**
- **Cooperative learning task analysis and companionship training**
- **Appropriate use of volunteers**



# Barriers

- **Time; Individual attention required for each client due to complexity of presenting health issues**
- **No crèche available for participants**
- **Extensive planning required to implement the program**
- **Limited human resource capacity**
- **Difficult to recoup sufficient income to make the program sustainable for this target group**
- **Location difficult to access**
- **Timing of sessions clashing with other programs and impacting on service to other members**
- **Lack of equipment**
- **Too busy to get program off the ground**
- **Waiting for facility to be constructed**

# Broad Strategies

- Engage with the target group in the design development and delivery of the service
- Collect data on performance and client outcomes, learn from that data and change behaviour accordingly
- Preventive approaches that improve social connectedness
- Recognise the capacities and resourcefulness of people
- Anticipate and respond flexibly
- Must be a whole of business approach
- Support older people to be independent remain in their homes for as long as possible
- Diversity within communities must inform responses



# Strategies

- **Reduced rent for personal trainers**
- **Champion card low cost option for people with disability**
- **Free or reduced membership to clients with exercise / sports science qualifications**
- **Outreach programs**
- **Mobile activity vans**
- **Information technology social media**  
[https://twitter.com/Lift\\_for\\_Life](https://twitter.com/Lift_for_Life)



- **Mentoring hiring of people from different backgrounds**
- **Pathways to integration**
- **Prescriber provider models**
- **Intergenerational programs/mentoring by older persons**
- **Collect outcomes data functional outcomes and health related quality of life**

# Indicators of Inclusiveness

- **Mission and philosophy reflect inclusive approach**
- **Staff training emphasises innovation and techniques for inclusiveness**
- **Document impact**
- **Partial and modified participation**
- **Age appropriate**
- **Functional**





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# **Creates**

- **Belonging to mainstream**
- **Self esteem, self efficacy skill and feeling valued**
- **Education attainment**
- **Effective parenting and role modelling**
- **Interpersonal social skills and emotional resources**
- **Increased Physical activity and all the benefits**
- **Facilitates other life improvements**



# Promotional tips

**Public information  
sessions**

**Community health**

**Primary Health**

**Men's Sheds**

**Aged care**

**Local media**

**Support groups**

**LMPs**

**Outreach service**

**Central referral**

**Work with HCC**

**Report back**

**Integrate Ax and data  
collection**

**Using APSS**

**Aus D risk tool**

**GP Desk top  
templates**

# Peripheral activities

- **Headspace**
- **CDM strategy/partners**
- **Indigenous Traineeships**
- **Cancer Study**
- **Goodna Family Centred Employment Program**
- **Fit for Good Collaborative agreement**
- **Sane Australia**
- **NSW Healthy Workers Initiative**



# Reflections and learning's

- **Time**
- **Quality of professionals**
- **LGA experience and fitness industry experience**
- **Early engagement with primary health and other stakeholders**
- **Intensity of support extremely variable**
- **Strategies don't necessarily transfer**
- **Assessments and data collection can be problematic**
- **Low cost accessible quality programs with high level of supervision essential**
- **Senior support vital**
- **Community cohesion can be an outcome**
- **Central referral point key element**
- **Reaching target group**
- **Strong need for affordable/community exercise options**



# Summary

- **The hard fact of disparity is not in the public or broader industries consciousness yet**
- **The industry in collaboration with the health sector has the capacity to reduce inequalities through effective and responsive programming**
- **The industry has a role to play in communication, reporting and fostering inclusion through non-traditional and diverse partnerships and collaboration**



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# Useful Links



**LIFTFORLIFE**<sup>™</sup>  
exercise made easy

Lift for Life <http://www.liftforlife.com.au/>

Exercise your life needs it <http://startexercising.com.au/>

Fitness Australia <http://www.fitness.org.au/>

Baker IDI <http://www.bakeridi.edu.au/>

COAG Healthy Communities

[http://www.health.gov.au/internet/healthyactive/publishing.nsf/  
Content/healthy-communities](http://www.health.gov.au/internet/healthyactive/publishing.nsf/Content/healthy-communities)

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