Why behaviour change?

Behaviour change is a vehicle to teach the ‘how’, not just the ‘what’.

To change behaviour, we must influence the actions and environments that surround us every day. Using behaviour change methodology allows us to take an inquisitive approach to program delivery, and trial new methodologies that consider human decision making.

Investment in behaviour change initiatives are an essential component to tackling physical inactivity in WA.

A partnership approach

State Government + local governments + local business + community

What we aim to achieve

- Increased daily physical activity levels
- Increased participation in local sport and recreation programs
- Activated community places
- Build a more connected community
- Use existing infrastructure better

Place based delivery

- Local business support
- Scalable delivery
- Mapping current facilities and programs
- Social media network
- Local government partnership
- Individual support
- Localised walking and trail maps
- Referral to community programs
- Attendance and support provided at community events
As the program progressed, I became more confident with encouraging other friends and neighbours to get active with me. I successfully started a walking group with my friends. I thought that the program was a great idea and really appreciated the personalised letters and calls. My mum and I did ActiveSmart together, it was a great way to reconnect with our community. Together we reached our goal of walking three times a week, and even started going to yoga. I certainly started feeling healthier, and even lost some weight. The program was great – it really motivated me to be more active. I used to rely on my car to get around my property, but after ActiveSmart I have made some small changes and will now walk when I can. These small changes have certainly made a difference to my health.

People in the community talk about being active a little more now. I’ve also started noticing active opportunities that I wouldn’t normally, like I saw a canoe on a man’s car the other day and thought maybe I should give that a go!

An Australian Institute of Health and Wellbeing 2017 report reinforces the impact of these changes, noting “an extra 15 minutes of brisk walking, 5 days each week, could reduce disease burden due to physical inactivity by an estimated 13%”.