



26th November 2014

Dear Physical Activity Stakeholder

Just over six months ago the inaugural *Active Healthy Kids Australia 2014 Report Card on Physical Activity for Children and Young People* was released on both the national and international stage. I do hope that since its launch you have seen, heard or talked about the Report Card, which when released generated 900 media stories and reached 11 million Australians at an Advertising Space Rate equivalent of \$1.1 million.

During the past six months Active Healthy Kids Australia has been proactive in promoting the Report Card and its findings to various Australian groups. These groups include teachers and principals, academics, vested industry partners, government officials and the general public. The findings from the 2014 Report Card have been communicated through:

- **Conference and seminar presentations**

Dr Grant Tomkinson (Chief Lead Investigator) was invited to deliver a Sansom Institute for Health Research Public Lecture on 9 September, which summarised key findings from the 2014 Report Card and included international comparisons. The seminar attracted a broad audience and can be viewed online through UniSA's YouTube channel:

http://youtu.be/AyqkKf_3sME. He was also an invited member of the panel discussion "Leading or lagging? Global insights for 'improving the grade'" in the plenary session "The world view—Reporting on childhood physical activity across five continents" at the Global Summit on the Physical Activity of Children, Toronto, Canada, May 2014. This panel discussion can be viewed online at:

<http://www.youtube.com/watch?v=5dW21Nn6KHs>.

Dr Natasha Schranz also presented the Report Card findings at the 2014 Be Active Conference in Canberra, 15–18 October. The book of conference abstracts can be downloaded from <http://sma.org.au/conferences-events/conference/program/>.

- **Magazine and online articles**

Professor Tim Olds was invited to write an online article for The Conversation titled "Australia vying to be world champion of inactivity". His article received considerable interest and is currently the second most downloaded article from The Conversation website and was shared via Twitter and Facebook over 200 and 400 times respectively. The article can be viewed at <https://theconversation.com/australia-vying-to-be-world-champion-of-inactivity-27396>.

Dr Natasha Schranz was invited by the South Australian Primary Principals Association to write a feature article for their magazine. The article highlighted specific findings from the Report Card relevant to schools, teachers and principals and highlighted the role



**ACTIVE HEALTHY KIDS
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schools can play when attempting to increase the activity levels of young Australians. The article was published in the Term 3 (Number 1) edition of the magazine.

- **Peer reviewed journal publications**

Two articles have been published in international physical activity journals (both can be downloaded from the Active Healthy Kids Australia website <http://www.activehealthykidsaustralia.com.au>), with another submitted and a further two in preparation.

Beyond the 2014 Report Card, Active Healthy Kids Australia have set in motion a 4-year plan to release reports over the period 2015–8. A condensed version of the Report Card will be released in 2015 and 2017 that focuses on a linked set of indicators and provides an up-to-date national snapshot. In 2016 and 2018, full Australian Report Cards are scheduled for release, which will coincide with the release of the second and third Global Matrix reports produced by the Active Healthy Kids Global Alliance, including grades from (at present) 39 other countries across nine key indicators. The 2016 and 2018 Report Cards will therefore provide ongoing international benchmarks with which to compare whether Australia is leading or lagging relative to the rest of the world.

To assist Active Healthy Kids Australia in reaching as many Australians as possible, I would like to send out printed copies of the 2014 short-form Report Card to those who are interested in disseminating the physical activity message through their networks. In addition, both the short- and long-form Report Cards can be downloaded from the Active Healthy Kids Australia website: <http://www.activehealthykidsaustralia.com.au>. Should you be interested, I would also like to keep you informed through email updates (approximately 3-4 per year) on Active Healthy Kids Australia's activities, publications, events and future Report Cards.

The University of South Australia has provided funding for myself as a post-doctoral fellow to co-ordinate activities around the Active Healthy Kids Australia Report Card. If you have any queries, would like to know more about the Report Card and Active Healthy Kids Australia, would like to receive hard copy short-form Report Cards or would like to receive email updates, please contact myself either via email natasha.schranz@mymail.unisa.edu.au or via phone (08) 8302 1285/0403 658 592.

Kind regards

Dr Natasha Schranz

Active Healthy Kids Australia Research Fellow

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