

# ACTIVE CITIES FOR AN ACTIVE FUTURE

A new national campaign has been launched to get as many people participating in physical activity as possible in the country's biggest urban cities. Sport Ireland's 'Active Cities' project is calling on everyone across Dublin, Cork, Limerick, Galway and Waterford to create more opportunities for participation in sport and physical activity through collaboration, partnership and planning.



33% of the population living across Dublin, Cork, Limerick, Galway and Waterford, physical inactivity is negatively impacting the health, economy, environment and community of these cities.

opportunities so that all citizens can lead healthier lifestyles in the context of sport and physical activity. The vision of Active Cities is to engage, increase and maintain the number of citizens regardless of age or ability participating in sport and physical activity in their city.

The Active Cities project is based on the World Health Organisation's Global Action Plan on Physical Activity (GAPPA) Framework, which focuses on increasing physical activity amongst those who are least active in society.

It is not just the responsibility of people working in sport and physical activity to address this. Active Cities is about all stakeholders, who directly and indirectly impact on physical activity, collectively driving change through collaboration, partnership, and planning.

Whilst the project is being facilitated through the eight Local Sports Partnerships (LSP) working across the five cities, so many other stakeholders have a pivotal role to play in the success of Active Cities and in prioritising physical activity for ALL.

When it comes to being physically active in Ireland, **only 42% of adults** and **only 13% of children** met the recommended national guidelines as per the 2021 Irish Sports Monitor. With over

To date €3.4m has been invested to engage with communities across the five cities, targeting those who are economically, socially or educationally disadvantaged or those who have a disability.

Each LSP is appointing a Local Active Cities Officer and under the guidance of the National Active Cities Officer, they will take a collaborative and partnership approach to developing the project in their area, which is reflected in the project's

Active Cities is about creating



Sport Ireland's Active Cities project is based on the World Health Organisation's GAPPA framework, which is focused on getting those who are least active, active.

## ACTIVE SYSTEMS

Increased input from physical activity stakeholders into plans and policies.

Greater collaboration and cohesion across departments and organisations.

Greater access to and use of data on physical activity and sedentary behaviour.

## ACTIVE ENVIRONMENTS

Improved access to spaces and facilities for ALL.

Policy and design guidelines strengthened so new and existing infrastructure is physical activity friendly.

## ACTIVE SOCIETIES

Improved and more targeted campaigns.

More effective marketing and branding.

More accessible mass participation events.

## ACTIVE PEOPLE

Improved provision of and opportunities for, physical activity in natural environments, workplaces, schools and communities.

Increased choice and opportunities for people of all ages and abilities.



four guiding pillars – Active Systems, Active Environments, Active Societies and Active People.

**ACTIVE CITIES OFFICERS**

Working within their wider sports partnership teams, each Active Cities Officer will look to identify gaps in current provision and barriers to participation, seeking to increase the level of choice and opportunity for individuals to be active.

They will look to enhance the marketing and promotion of opportunities, and a central focus of their work will be to work in partnership and collaborate with relevant organisations who directly or indirectly impact on physical activity levels in their area. Within Dublin, all four Active Cities Officers across each of the four local authority areas will collectively deliver the project under the Active Cities Dublin brand.

There are many organisations trying to get people active for

different reasons – some to improve health, more to reduce sedentary behaviour, while others are focused on reducing congestion and air pollution. Ultimately, we all want to get people more active and there is a clear need for a multi-sectoral approach to ensure greater impact of effort and resources, and to increase the likelihood of sustainability - that people get involved, get active, but then sustain their participation.

The Active Cities project is looking to build on existing relationships, create new partnerships, and broaden the conversation around physical activity so that each city can take a more holistic approach to both tackling the issue and reducing the impact of physical inactivity.

*For more information or to get involved in your area, visit [www.sportireland.ie/activecities](http://www.sportireland.ie/activecities) and on social media, you can follow updates using #ActiveCities.*

