

REPs Award Recipient 2019

Sport Canterbury - Live Stronger for Longer

Our award recipient is the lead agency for the Canterbury DHB for the highly effective initiative **Live Stronger for Longer** which has seen some outstanding results. The programme was developed using the Ministry of Health's evidence based best practice criteria and research.

Established in 2017 as a collaboration between the ACC, Ministry of Health, DHB's, and GPs, the **Live Stronger for Longer** programme supports independence and injury prevention for seniors and kaumatua. Improving strength and balance as we know is one of the most effective ways to reduce the risk of falls and fractures.

The programme is dynamic encompassing both physical activity, and also importantly education so seniors understand the importance of physical activity for a quality of life.

The award recipient has successfully activated exercise professionals and volunteers to deliver programmes to achieve significant wins. They have shown that a successful programme is the result of not just the top led initiative, but the strong commitment of the organisations and people that work one on one with the end users.

The local leadership includes:

- Developing and delivering education to the 40 programme providers
- Creating a framework that looks after the safety of participants through robust pre-screening, and comprehensive training
- 100 plus instructors participating so providing significant delivery options
- 178 classes weekly so plenty of opportunities to participate
- 7,000 seniors have attended classes showing the great successes
- Encouraging participation from our ethnic communities including Maori, Pasifika, Indian, and Muslim.
- Reaching out to seniors in rural areas and those who are isolated to participate

The 2019 NZ Register of Exercise Professionals award recipient is Sport Canterbury for the Live Stronger for Longer programme.