

## **Media Release**

For Immediate Release

16 February 2009

### **South West towns look to increase physical activity through the appointment of an “Active Rural Communities” Project Officer.**

The Active Rural Communities Project Officer is funded by the “Australian Government Department of Health and Ageing” and is based on an inter-organisational partnership between the WA Country Health Service - SW Population Health Unit and Investing In Our Youth Inc.

The Project Officer, Dale Nielsen will use a community development approach to promote physical and social environments that encourage physical activity.

The target group is children, youth, young adults and their parents/carers. The philosophy of the project is to build the skills and motivation of local community members to identify and address barriers to being sufficiently physically active for health.

Community members will be identified through existing networks and community consultation, and be supported to address local issues that impact on the target group’s ability to be sufficiently physically active.

Ms Nielsen will provide a resource to coordinate learning opportunities; network members with relevant agencies, programs and other members neighbouring communities; and to support community projects to address local barriers to physical activity.

Ms Nielsen is looking forward to meeting with Health, Local Government Authorities, Non Government Organisations, Department of Education and Training, Department of Sport and Recreation, Office of Children and Youth and people interested in developing programs which aim to increase physical activity in the identified target group in the South West.

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