

# **Come & Try**

## **Increasing Physical Activity in Older Adults**

*Come & Try, a Queensland Health Initiative, was piloted during April-May 2006 and recommendations from the evaluation of the pilot form the basis of this Come & Try implementation package. Templates have been included to minimise the labour involved designing and developing promotional materials and resources. The Come & Try program and supporting materials can be easily adapted and modified to suit your community.*

### **About the Come & Try program**

The Come & Try program promotes physical activity as an important strategy for healthy ageing. The program encourages older adults to participate in a variety of physical activities, which are promoted as age-appropriate, affordable and enjoyable. The program also raises awareness within the community about the physical activity options that are available. It is hoped that at the end of the Come & Try period, participants will be motivated to continue to partake in some form of physical activity and support their local sport and recreation providers.

### **Duration of the program**

A six-week Come & Try period is recommended - this allows participants sufficient time to try a number of activities and hopefully establish a routine. Within this timeframe the participating service providers delegate a time and a cost (ideally a reduced cost) for their activity, which will be freely promoted through various strategies associated with the Come & Try program. The number of Come & Try activities does depend on existing activities available within the community, however, new activities can be introduced for the Come & Try period (they may be a success and continue after the Come & Try period has finished!).

### **Registration for program activities**

Participants of the Come & Try program can try one or as many activities as they desire. There are two recommended ways for participants to register. Firstly, participants can register for an activity and then 'pay-as-you-go' or secondly, participants pay in advance (e.g. for a six-week block) when registering for an activity.

## Steps in developing the program

The following steps outline how to run the Come & Try program in your community. The steps can be done in this order or a few steps can be done concurrently. **Appendix A** outlines these steps in more detail and each community will have different strategies, timeframes and resources.

### Steps:

1. Make a list of current sporting and recreational activities that are already happening in your community.
2. Discuss the Come & Try concept with local sport and recreation service providers to determine if they would support and participate in the program.
3. If there is adequate interest, organise an information session for sport and recreation service providers.
4. Increase awareness about the Come & Try program in your community through advertising and promotion.
  - develop a Come & Try activity brochure and distribute it
  - write a media release and distribute it
5. Organise and promote a Come & Try program launch.
6. Measure the success of the Come & Try program - gather feedback from service providers and participants.
7. Organise a closing event to celebrate the success of the Come & Try program.

**Appendix B** lists the templates that can be used for the promotion and evaluation of the Come & Try program. The list has been colour coded and matches the footnote colour (bottom left-hand corner of each page) included on all template examples.

If you would like more information or have any enquiries about the Come & Try program, please contact:

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