



Dates to Remember

- Registration date – Sunday, 9th September 2007
- Steps Commence – Monday, 10th September 2007
- Steps Completed – Sunday, 4th November 2007
- Presentation Date – Sunday, 11th November 2007

The Background

The Parisian Challenge is a health promotion physical activity project aimed at motivating GP’s, staff, families, the community and other groups working within the primary health care sector to ensure they adopt healthy exercise practices. The primary aim of the program is to promote regular physical activity as a means of achieving a healthy and balanced lifestyle.

The Objectives

- To increase the number of people of all ages benefiting physically and mentally from regular physical activity
- To challenge the declining culture of a regular exercise program
- To promote social connectedness through team participation
- To present a high quality, innovative, outcome driven cost neutral project

The Structure

- Registration fee of \$10 per person
- Teams will consist of 10 members
- All team members to wear a pedometer on a daily basis over the 8 week period
- Participants to log steps onto a website each week
- Weekly/fortnightly prizes awarded for the leading team and most improved

Participant Target Groups

- | | | |
|-------------------------|----------------------|---------------------------|
| • General Practitioners | • Allied Health Care | • Corporate Organizations |
| • General Practices | • Local Government | • Hospitals |
| • Primary Health | • State Government | |
| | • Schools | |

Organiser: Adelaide Central & Eastern (ACE) Division of General Practice

For further details contact:

Maria French (Health Promotion & Early Intervention Program Manager)

Ph: 8271 5455 or email: maria.french@acedivision.com.au

