



April 2012, Campaign Update

Swap It, Don't Stop It National Update

New media burst

The autumn 2012 burst of media activity started in March and will utilise a mix of existing and new creative. The television commercials in particular will re-establish engagement with the swap framework and focus on the 'what' and 'why'. The existing creative will run through until mid April, with new creative materials running on mainstream television, print, online and outdoor from mid April until mid June 2012.

Facebook activity

There will be continued engagement through social media with Facebook activity. This has been a popular way of engaging with the audience and ways to build and maintain this engagement are currently being looked at.

Mother's Day classic event

The *Swap It, Don't Stop It* campaign is a silver sponsor of the Mother's Day Classic on 13 May 2012. The event features a 4 or 8km fun run and walk with all proceeds from the day donated to the National Breast Cancer Foundation. Eric the mascot will be attending the event at Langley Park from 7am to 11am. For more information, visit www.mothersdayclassic.com.au.

New Resources Available

Event resources

Want to promote the *Swap It, Don't Stop It* campaign alongside your community physical activity or nutrition event/activity? The following resources are now available to assist organisations in doing this:

- [Template event posters](#) (insert your event details into the templates containing the Swap It logo and images of Eric – 8 templates to choose from)
- [Media release template](#) – this document provides you with information about the campaign, key nutrition and physical activity statistics and a template media release which jointly promotes your event and the campaign.
- [Template certificates](#) – these certificates give participants a constant reminder of the activity they attended and the *Swap It, Don't Stop It* campaign.

Simple swap posters

The simple swap posters are a new resource developed after feedback from stakeholders. The posters show simple, everyday food swaps that people can make (along with the fat or sugar content per swap). Five posters are currently available online, with more to come soon. The messages include:

- Swap a [small packet of potato crisps](#) for [plain popcorn](#)
- Swap a [large cup of hot chips](#) for a [small cup of home-made baked wedges](#)
- Swap a [fast food burger](#) for [lean meat home-made burger with salad](#)
- Swap [full cream milk](#) for [skim milk](#)
- Swap a [375mL soft drink](#) for [375mL bottle of water](#)

Reading food labels

A new wallet sized card has been developed to make reading food labels easier. The card provides tips on fat, sugar and salt content per 100g plus some per serve tips. This resource will be available from next week and can be pre-ordered from the resource order form **now**.

Nutrition and physical activity resource list

The Heart Foundation has put together a document listing useful nutrition and physical activity websites and tools for professionals and consumers. To view the new resource, visit the resource page of the Swap It WA website (www.swapitwa.com.au/resources.html).

Newsletter articles

Looking for healthy living articles for your community newsletter? The Heart Foundation currently has five articles for organisations to use. Articles can be downloaded from the Swap It WA website (link above).

Fact Sheets

Four new fact sheets are now available and can be ordered through the resource page of the Swap It WA website (link above).

- [Campaign fact sheet](#) – current information on the campaign and its key messages
- [Family fact sheet](#) – simple swaps to get the whole family involved.
- [Easy Swaps fact sheet](#) – relevant swap ideas that can be incorporated into every day.
- [Budget fact sheet](#) – swap ideas that will reduce cost as well as look after your health.

Ideas for other resources?

The Heart Foundation would love to hear from stakeholders about other resources we could develop to assist you in promoting the *Swap It, Don't Stop It* campaign. Please contact Lisa Wheatley (contact details below) with your suggestions.

Community Healthy Eating & Physical Activity Grants – NOW OPEN

The third and final round of the Community Healthy Eating and Physical Activity Grants are now open! Government and not-for-profit organisations can apply for up to \$5000 (excl. GST) to implement projects aimed at improving the physical activity levels, healthy eating behaviours and/or weight of West Australian adults.

Two information sessions have been scheduled to assist organisation in completing a successful application.

Face to face session

Date: Tuesday 8 May

Time: 10am – 12 noon

Location: Grace Vaughn Theatre
227 Stubbs Terrace, Shenton Park

RSVP: (08) 9388 3383

Videoconference

Date: Thursday 10 May

Time: 10am – 12 noon

Other: You will be provided with information on how to participate after you have registered.

RSVP: (08) 9388 3383

Over 70% of organisations who received funding in the first two rounds attended a grant information session or contacted the Heart Foundation regarding their application.

The guidelines and application form is now available from the Swap It WA website (www.swapitwa.com.au/grants.html).

Applications close 5pm, 31 May 2012.

Looking for ideas on projects?

Case studies from several projects funded in round one are now available on the Swap It WA website. Each case study provides information about the activities that were implemented and contact details for the project coordinator. More case studies will be available in the coming weeks.

Having trouble completing the application form?

Copies of successful applications are now available on the Swap It WA website (link below). If you would like further assistance, please attend a grant information session or contact Lisa Wheatley (contact details below).

Please visit www.swapitwa.com.au/grants to access the relevant documents.

Swap It, Don't Stop It Merchandise

Swap It, Don't Stop It merchandise packs are still available for community organisations holding physical activity and/or nutrition events and activities. Merchandise packs are free of charge and order forms can be downloaded from www.swapitwa.com.au/resources.

Organisations requesting a merchandise pack are strongly encouraged to also use the *Swap It, Don't Stop It* event resources (see above) to further promote the campaign.



Non-English Speaking Background (NESB) Program Update

The Shire of Katanning's Harmony Festival

The NESB team, along with Eric the Mascot attended the Harmony Day Festival at the Shire of Katanning on 11 March. People from various cultural diversities participated in the event which was held at the Shire's Leisure Centre. A MSCWA stall was set up on the day to provide access to *Swap It, Don't Stop It* campaign messages and resources.

Cross Cultural Awareness Workshops

The NESB team conducted two cross cultural awareness workshops in March – Heart Foundation (Subiaco) and at the International Women's Day Conference (Bunbury).

Cultural competency and cross cultural awareness workshops are provided to professionals working with WA CaLD communities on an ongoing basis. For more information on the training available, please contact Shobhana Chakrabarti on (08) 9375 2224 or Shobhana@mscwa.com.au.

Healthy Living Workshops

Currently the NESB team, ASeTTs and North Metro Public Health Unit's health promotion team are co-facilitating a series of healthy lifestyle information sessions. The sessions are aimed at CaLD students attending the Adult Migrant English Program (AMEP) at Central TAFE and are delivered in collaboration with a wide range of healthy lifestyle programs across WA. For more information about these workshops, please contact Myat on (08) 9375 2224 or myat@mscwa.com.au.

Healthy Living Bulletin (Autumn 2012)

The Autumn edition of our *Healthy Living Bulletin* is now available online. This edition includes the latest NESB activities, upcoming events and healthy lifestyle programs available for CaLD communities. To access previous editions of the newsletter, please visit <http://www.mscwa.com.au/MeasureUp.html>.

Eric – Out and About

On Friday 23 March the **'Harmony Day Event'** was held in Mirrabooka to celebrate cultural diversity. The day included activities and entertainment, sausage sizzles, multicultural food, information stalls and of course, Eric the mascot.



Eric making friends at the event



Eric joining in the sporting activities

On Sunday 1 April Eric attended the **'Autumn River Festival'** at Swan River within the City of Belmont. Community stalls, entertainment and activities were all provided on the day.



Eric, Celery Celerina and a local member



Eric playing with the local children

The final evening for Gosnells Women's Health Service 'Healthy Heartbeats Challenge' was on Tuesday 3 April. The night concluded the successful grant program and provided awards to participants, with Eric also attending on the night.



A group of attendees on the night



Dancing with a participant

More Information

General Information

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Non-English Speaking Background Information

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Government of **Western Australia**
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Multicultural Services Centre
of WA, Inc



Heart
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