



February 2012, Campaign Update

Next Media Wave & Campaign Evaluation

The autumn 2012 burst of advertising will run from 25 March until mid-June. Advertising will include TV, magazine, digital, shopping centres and online. There will also be specific NESB and Indigenous advertising.

Results from the first two media waves are currently being compiled. Results will be made available to the public at the end of March.

Swap It, Don't Stop It Song

As mentioned in the last update, a multilingual song '*Swap It, Don't Stop It*' was recorded in three versions (English, Burmese and Karen) and approved by Department of Health and Ageing for release. The song was officially launched at '*Healthy Families-Happy Families*' community event on 10 December 2011 at Queenspark Recreation Centre. The English version is now playing on the homepage of the Swap It WA website. If you would like to download the song (and lyrics), please visit the resources page of the Swap It WA website or the MSCWA website www.mscwa.com.au

The English and Burmese versions regularly feature on the 95.3FM Burmese radio program (fortnightly Sundays between 3:30 - 4:30 pm).

Swap It, Don't Stop It Template Posters

The Heart Foundation has developed eight template posters for organisations to use to promote their physical activity and/or nutrition activities and events. Each poster features an Eric image and the *Swap It, Don't Stop It* logo, and there is plenty of space for you to insert details about your activity/event and add your organisation's logo. The template posters can be downloaded from the resource page of the *Swap It* WA website (www.swapitwa.com.au/resources.html).

If there are any other resources you would like the Heart Foundation to develop to assist you in promoting the campaign, please contact Lisa Wheatley (contact details below).

Community Healthy Eating & Physical Activity Grants

Round Two Projects

20 organisations received funding in round two of the Community Healthy Eating and Physical Activity Grants. A list of funded projects can be found on the Grants page of the *Swap It* WA website (www.swapitwa.com.au/grants.html).

Third and Final Round

Over \$110,000 is available in the third and final round of the grants program. This round will open in April, and projects will need to be implemented between September and December. Further information about this round will be provided in future campaign updates.

CASE STUDY – The Community Development Foundation (CDF)

The CDF's Eat Better, Play Harder, Live Longer program (or Eat.Play.Live) is a school-based program designed to promote parents as advocates of a healthy lifestyle to both their families and the wider community. The program builds upon an existing parent engagement program already successfully running in 48 schools across Western Australia. The CDF's School Passport System rewards parents for their active involvement in their child's education through Passport Points. The program is rapidly expanding with 17 more schools starting Term 1, 2012 and schools in both Alice Springs and South Australia starting Term 2, 2012.

The grant funding has been used to help set up the program including designing and printing of the program booklets; running the taster courses (including fitness circuit classes and Tai Chi and running a series of cooking classes); promotional items such as flyers and schedules for parents; program launch costs; and for the evaluation of the program. The CDF has incorporated the *Swap It, Don't Stop It* messages into both the program's physical activity and cooking sessions and the campaign logo has been used on the cover of the participant booklets and on the flyer promoting the program's launch (which Eric the mascot will also be attending). Some of the *Swap It, Don't Stop It* merchandise has been included in the starter packs given to participants on joining the program and other merchandise has been used as rewards for participation.

To read more about the Eat Better, Play Harder, Live Longer program, please visit http://www.swapitwa.com.au/Heart%20Foundation%20Feb%20Swap%20It%20Update%20Article%20_2_.docx.pdf or contact Jen Day on 9355 3155

Promoting the *Swap It* message at Centenary Park

Last year, the City of Belmont and South Metropolitan Public Health Unit (SMPHU) stencilled healthy lifestyle messages around Centenary Park, Belmont. The *Swap It, Don't Stop It* logo and key messages were promoted on the footpath alongside other health messages. Distance markers were also stencilled onto the path to help path users' measure how far they have travelled.

For more information about this project or to request use of the stencils, please contact Jamie-Lee Cavill from SMPHU on 9251 4105.



Other *Swap It, Don't Stop It* stencil messages available - Swap the Car for the Bike, Swap Watching for Playing, Swap Sitting for Moving, Sit Less, Move More

The Heart Foundation is keen to hear from organisations that would like to brand their physical activity and/or nutrition activities with the *Swap It, Don't Stop It* campaign. Several organisations have already requested use of the logo on healthy living information booklets and handouts. Please contact Lisa Wheatley (contact details below) for more information.

Swap It Merchandise Available for Community Activities and Events

A limited number of *Swap It, Don't Stop It* merchandise packs are available for community organisations who are holding physical activity and/or nutrition events/activities. Available merchandise includes – balloons, pens, key rings, lip balm, shopping bags, aprons, tea towels, dog leads and frisbees. The amount and types of merchandise organisations receive is dependent on availability, type of activity/event and anticipated numbers.

Preference will be given to organisations that promote the *Swap It, Don't Stop It* campaign and key message. This can easily be done by using a template poster to promote your event/activity, talking about the campaign to participants, or having a *Swap It* information display. Order forms can be downloaded from the resource page of the *Swap It* WA website (www.swapitwa.com.au/resources.html).

Non-English Speaking Background (NESB) Program Update

Healthy Living Matters E-newsletters

The NESB team released the summer edition of the 'Healthy Living Matters e-newsletter in January. The latest edition includes information about the teams' activities and upcoming events and also features a traditional recipe (with healthy swap tips). E-newsletters and e-bulletins can be downloaded at www.mscwa.com.au.

Multicultural Healthfest

Multicultural Services Centre of WA Inc. (MSCWA) is currently organising a multicultural Healthy Living Expo - **Multicultural Healthfest** to be held in March 2013. The Healthfest will highlight the importance of the healthy lifestyle behaviors in preventing lifestyle related chronic diseases. It will showcase different CALD communities/organisations that took part in the local programs of national Measure Up campaign during 2010-2013. Further details about the expo will be provided in the next updates.

Cultural Competency Trainings and Community Activities

Two cross cultural training programs will be delivered to Heart Foundation staff in March. For information about the cultural competency training/workshops available to health organisations (free of charge), please contact **Shobhana** on 9328 2699 or email Shobhana@mscwa.com.au.

MSCWA has also been delivering community healthy lifestyle workshops to different cultural groups. To invite the NESB team to your CaLD community events or to request a presentation, please contact **Myat** on 9375 2224 or myat@mscwa.com.au.

Metro Tomorrow Program Update

Firstly, the Metro Tomorrow People Project as part of the *Swap It* Campaign would like to welcome Greg Ugle aboard. Greg has been contracted for six months to assist with the project and will be a valuable asset to the project, bringing fresh and invigorating ideas with him.

In February, several physical activity programs for the Perth metro Aboriginal community commenced. These activities will continue until June 2012 and include:

East Perth Derbarl Health Service

- Tuesdays from 5pm to 6pm: Zumba classes for Aboriginal workers and community members

Fiona Harris Hall, Kwinana

- Wednesdays from 6.30pm to 7.30pm: Zumba classes and Circuit Training for Aboriginal community

Midland Health Service (Hellena St)

- Thursdays from 11.00am to 12.00pm: Zumba classes

Banksia Grove Community Centre, Wanneroo

- Thursday from 1 to 2pm : Zumba classes.

Champion Centre, Armadale

Thursday nights general exercise classes for Aboriginal community 6:30pm -7:30pm

**Are you interested in a similar program in your own area? Easy!
Contact Kay on 9406 7744 or Greg on 9406 7709.**

Eric – Out and About

On 10 December 2011, Eric attended the *'Healthy Families, Happy Families'* Community Event of the Karen-Burmese communities, at the Queenspark Recreation Centre, Perth WA.



Eric and Karen singer-Lah Pweh Soo

More Information

General Information

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Government of **Western Australia**
Department of **Health**

