



June 2012, Campaign Update

National Campaign Update

Media

In the last campaign update, we reported that new creative materials would be launched in autumn 2012. Due to changes within the Commonwealth, the new creative materials were not shown in autumn, however will be featured in the 2012 spring burst (commencing in September).

New Resources

The Australian Government has developed new campaign resources. These resources can be viewed and ordered on the national website – www.swapit.gov.au/resources. The resources include:

- Blokes guide to swapping: a list of facts, recipes and simple swaps specifically tailored for male adults.
- Postcards for health professionals promoting the available online resources; and
- New tape measures in aluminium casing. These are available from the *Swap It* national website. For larger quantities please email the *Swap It* team at swapitwa@heartfoundation.org.au.

Swap It polo shirts available for health professionals

Are you a health professional working in the nutrition and/or physical activity area?

Are you promoting the Swap It, Don't Stop It campaign and associated messages to people in your community?

If **YES**, then contact the *Swap It* team at the Heart Foundation (swapitwa@heartfoundation.org.au) for a polo shirt order form.

The polo shirts will be provided free of charge to health professionals who are currently promoting the *Swap It, Don't Stop It* campaign and associated messages.

Great Feedback on Swap It Resources!

The *Swap It, Don't Stop It* resources have been used by many organisations with great results. One such organisation is Gosnells Womens Health Service, who ran a combined physical activity and nutrition program for one month beginning in February, 2012. The program focused on providing participants with the tools to create an overall healthier lifestyle.

Pam Bailey was a participant in the 'Healthy Heartbeats' challenge and has written about her success thus far:

One morning in August 2010 I stood on the scales and was horrified to find that I was 100.4kgs. This was a turning point for me. My husband & I hired a personal trainer & embarked on a healthy eating plan. Sadly just six weeks later my husband had a massive heart attack which he did not survive.

A few months later my daughter decided that we should finish what he had started and 'Healthy Heartbeats' - for the love of Mick, was born. A group of family and friends embarked on a 4 week challenge to become healthier and reduce our risk of heart disease.

It was around this time that I discovered the Swap It, Don't Stop it program. The principles are so simple that anybody can change their lifestyle and improve their health by simply swapping unhealthy habits for healthy ones. You don't have to make big changes, just keep chipping away.

There are some great resources that helped me along the way. I used the 12 week planner which helped me set goals for my eating and exercise plans. I used the online version but there is a hard copy available too. The iPhone app was also great as I could set reminders on my iPhone which reminded me to drink more water and go to gym classes/water aerobics instead of watching TV.

In February 2012 we repeated the Healthy Heartbeats challenge, opening it up to the general public with funding from the Swap It program. Everyone that was involved made positive changes to their lifestyles and improved their fitness levels but we also had fun together. I have personally lost 20kgs since starting my journey in August 2010 and I feel so much healthier & fitter.



Pam Bailey with her 12 week planner

The 12 week planners and many other Swap It resources can be found online at www.swapitwa.com.au/resources.html. For more information on the Gosnells program please phone Clare Kenward on (08) 9490 2258.

Community Healthy Eating & Physical Activity Grants

Sixty applications were received in the third and final round of the Community Healthy Eating and Physical Activity Grants, which closed on May 31. Organisations will be notified of their success in mid July.

New Grants Officer Position at Heart Foundation WA

The Heart Foundation WA's Swap It, Don't Stop It Team are looking for a new member to join their team. The Grants Officer position will be a three month appointment for three days a week commencing in August 2012 (until January 2013). The successful applicant's key role will be supporting and visiting grant recipients from round three of the Community Healthy Eating and Physical Activity Grants Scheme. If you're interested in the position or would like more information, please contact the Swap It team at swapitwa@heartfoundation.org.au.

Non-English Speaking Background (NESB) Program Update

New CALD Resources

- *Dietary Habits and Swap Tips:*
New CALD resources from the national Swap It team will be available on the Swap It WA website very soon. The resources include dietary habits for individual CALD communities and **swap** tips for each group.
- *'How Healthy Are You' Quiz:*
This resource is available in Burmese, Karen, Kiudin, Somali and Swahili. NESB team has translated the 'How Healthy Are You' Quiz from the Measure Up campaign. The quiz will be available soon on the MSCWA website (www.mscwa.com.au). For more information on the new resources please contact Myat at MSCWA on 9375 2224.

Cross Cultural Healthy Lifestyle Project

This new project, funded by Healthway will see the implementation of an innovative, culturally tailored healthy lifestyle program for CALD communities in WA. The *Swap It* messages and resources will be promoted in the program's activities. The project will begin in July 2012 and will finish in March 2013. For more information, please contact the Maitri Multicultural Health Services team at MSCWA on 9375 2224.

Metro Tomorrow Program Update

The Metro Tomorrow People project has recently been re-named by the community. **Ngulluk** ("us mob") was adopted by the Mirrabooka community with **Koolbaang** ("moving forward") being added by other communities shortly after.

"**Ngulluk Koolbaang**" summarises the wisdom of a holistic approach (social, emotional, physical, spiritual, and environmental) to health and the road needed to forge a fulfilling future for each individual in the Aboriginal community.

The **Ngulluk Koolbaang** project is also proud to have an artwork to enhance it, a collective work from over 40 Aboriginal students of the SENSIP program at Balga Senior High School. The **Ngulluk Koolbaang** artwork clearly reflects their vision of healthy eating, being physically active and social and emotional wellbeing whilst moving into the future. The artwork will soon be released at the launch of the **Ngulluk Koolbaang** project. Watch this space!

For more information about the Ngulluk Koolbaang project, please see below for contact details.

Live Lighter campaign

LiveLighter is a new public health program taking Western Australians on a confronting journey inside their own bodies to highlight the consequences of unhealthy choices. Everyone needs to realise that achieving and maintaining a healthy weight should be a high priority right now – and not something which can be put off "until tomorrow".

Learn about toxic fat, then use interactive tools to assess your health risk. Follow it up by making the most of resources, delicious recipes and expert tips. All of that and more can be found at www.livelighter.com.au

How does this new campaign link to the Swap It, Don't Stop It campaign?

The Heart Foundation has recently developed a resource for health professionals that explains the link between the two campaigns, and how they relate to state nutrition and physical activity programs. The health professional resource can be found:

- online at www.swapitwa.com.au/wacampaigns.html or;
- in hard copy form by emailing swapitwa@heartfoundation.com.au

Online Survey Winners

Thank you to everyone who completed the Swap It, Don't Stop It survey in May. Five \$50 Coles/Myer gift vouchers were up for grabs and the following people won:

- Clare Hughes – Royal Flying Doctors Service
- Sally Growden – Kondinin Community Resource Centre
- Natalie Garnsworthy – City of Mandurah
- Richard Wells – Burringurrah Police; and
- Rebecca South – Darkan WA Wheatbelt

Eric – Out and About

Eric attended two events in Mullewa over the week of May 24. The events run by WACHS – Midwest included football training with a healthy barbeque to follow and an information stall with healthy food and fitness equipment on game day.



Eric and a 'swapper'



Celery, Heart, Eric and the gang

On May 30, Eric attended the **Healthy Communities Launch – 'Life at the Core'** at the City of Rockingham shopping centre. The day involved many healthy mascots and aimed to increase community knowledge of the program and increase participant numbers.



A group of 'Heartmovers' with Eric

The City of Mandurah launched their Healthy Communities Initiative 'Healthy Active Mandurah' on June 20. Eric attended the program which delivered the National Heart Foundation program – Heartmoves!

If you would like Eric at your community event, please complete the mascot request form on the Swap It WA website (www.swapitwa.com.au/resources.html)

More Information

General Information

Lisa Wheatley
Senior Project Officer – Healthy Weight
Heart Foundation
Ph: 9382 5935
lisa.wheatley@heartfoundation.org.au

Aboriginal Information

Kay Walley
Senior Project Officer
North Metro Public Health Unit
Ph: 9406 7744
Kay.walley@health.wa.gov.au

Non-English Speaking Background Information

Myat N Soe
Program Officer - Multicultural Health Services
Multicultural Services Centre of WA
Ph: 9375 2224
myat@mscwa.com.au



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

