



October Campaign Update

Community Healthy Eating and Physical Activity Grants – Round Two

Round two of the Community Healthy Eating and Physical Activity Grants are now open. The aim of this grant program is to provide incentive and support for community groups/organisations to implement interventions aimed at improving adults' physical activity levels, healthy eating behaviours and/or weight. In order to be successful, organisations must promote the *Swap It, Don't Stop It* campaign and integrate the campaign messages into their projects.

Eligible organisations can apply for grant **amounts up to \$5000 (excluding GST)** and **projects must be implemented between 17 January and 30 July 2012.**

Two grant information sessions have been scheduled to assist applicants:

Metropolitan workshop

Date: Monday 17 October

Time: 10am – 12 noon

Location: Grace Vaughan House theatre, 227 Stubbs Tce, Shenton Park

RSVP by calling the Heart Foundation on 9382 5908 or email swapitwa@heartfoundation.org.au

Videoconference

Date: Tuesday 18 October

Time: 10:00 – 11:30am

Please ensure you contact your regional telehealth coordinator **and** the Heart Foundation to secure a venue booking. A list of telehealth coordinators can be found on the grant page of the *Swap It* website.

Visit www.swapitwa.com.au/grants.html to download the Guidelines and Application Form

Applications close Thursday 17 November, 2011.

Sub-licence Information

The Heart Foundation has recently received permission from the Australian Government to sub-licence the *Swap It, Don't Stop It* logo, images of Eric, television commercials, radio advertising and the use of the '*Swap It, Don't Stop It*' tag line to WA organisations.

What does this mean for you.....?

You can apply to the Heart Foundation to:

- use the *Swap It* logo and images of Eric on any nutrition and/or physical activity promotional posters, resources etc.
- brand an event/activity as a '*Swap It, Don't Stop It*' or '*Swap It*' event/activity
- play the *Swap It* radio advertising on your local radio station
- use the *Swap It* television commercials at presentations etc.

Visit resource page on the *Swap It* WA website (www.swapitwa.com.au/resources.html) to download the logo and image request form, or for more information, contact Lisa Wheatley (details below).

Swap It & State Healthy Weight Campaigns

The Heart Foundation has recently put together some information about how the *Swap It, Don't Stop It* campaign links with the state healthy weight campaigns (*Find Thirty*[®], *Draw the Line and Go for 2&5*[®]) and details on the current status of these healthy weight campaigns. To view this information, please visit <http://www.swapitwa.com.au/wacampaigns.html>

CaLD resources now available

The Heart Foundation has a limited supply of resources in languages other than English. To obtain these resources please visit the resource page on the *Swap It WA* website (www.swapitwa.com.au/resource.html) to download an order form.

The **12 week planner** is currently accessible in:

- Arabic
- Chinese
- Korean
- Spanish
- Turkish
- Vietnamese

The **'How to lose your belly without losing out' brochure** is currently accessible in:

- Arabic
- Chinese
- Greek
- Italian
- Korean
- Macedonian
- Spanish
- Turkish

Metro Tomorrow Program Update

During the last few months, selected Aboriginal Health Workers have been trained to run formative groups sessions across the metropolitan area with the Aboriginal community. This approach was undertaken as feedback suggested that sessions were best delivered by Aboriginal people with which the community would engage. The group sessions were implemented to;

- establish attitudes towards eating healthy and physical activity, as well as the groups knowledge of risk factors linked to chronic disease;
- explore reactions to previous campaigns and new concepts;
- explore mediums that will be most useful in delivering health promotion campaigns to the community.

The sessions have attempted to capture a number of groups in the community including:

- young singles (have no children)
- young families
- seniors
- older families
- pregnant women/planning to be come pregnant

Face-to-face in depth interviews with a range of key service providers who work with Aboriginal people in the metropolitan area has also been completed. The information will be finalised and will inform future resource development and activities to be implemented in the community.

Non-English Speaking Background (NESB) Program Update

September was a busy month for the NESB team as a series of community healthy living workshops, events and expo were held across Perth metropolitan regions.

Healthy Living Workshops

The NESB team conducted five healthy living workshops for CaLD families residing in the City of Stirling, as well as for staff and clients of Nollamara Day Centre. People from Afghani, Somali, Sudanese, Burmese, Vietnamese, Italian, Greek and Spanish

backgrounds attended the workshops. Two workshops were also conducted at Banksia Grove Community Centre where Central African mothers learnt about healthy swap ideas for their traditional meal, as well as simple physical activities that families can do together. This group also received healthy cooking tips from Lisa Wheatley, who joined our team at the second information session.

Community Events and Expos

The third week of September was an exciting week for the Sudanese community as Eric visited them at the “Great Nile Community Concert” in Koondoola. They were informed about the key messages of the *Swap It; Don’t Stop It* campaign and were provided with free resources, BMI checks and waist measurements. Key campaign messages were also promoted at ‘Multicultural Career Expo’ in Burswood where professionals working with CaLD communities in WA got the opportunity to access the free resources of the campaign.

Network meetings

The program was also promoted at an interagency cook network meeting through the Women’s Health and Family Services.

Healthy Living Bulleting

NESB program updates, upcoming events and grant information workshops for Round 2 can be seen in **Healthy Living Bulletin** (spring edition) at our website <http://www.mscwa.com.au/our-programs/maitri-health-mental-service/commnity-health-services>

For more information please contact, Shobhana Chakrabarti, Manager- Multicultural Health Services, MSCWA Inc. on 93752224/94448283 or email Shobhana@mscwa.com.au

Eric in Action



Eric at Port Hedland’s Paw’s Walk event



Eric getting active at the launch event for the Harvey Swap It, Don't Stop It 'Have a Go' Challenge

If you'd like to have Eric at your next event, visit www.swapitwa.com.au/resources.html and download the booking request form.

More Information

General Information

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Non-English Speaking Background Information

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



'This National Partnership Agreement on Preventive Health initiative was funded by the Australian Government'