



October 2012, Campaign Update

National Campaign Update

New Resources

New resources have been developed by the Australian Government.

- **Blokes guide to swapping:** perfect for male adults who enjoy 'dude' food, barbecues and/or are everyday workers. The guide provides a list of facts, recipes and simple swaps specifically tailored for male adults.
- **Paper tape-measures:** These tape measures are colour-coded to show healthy, at-risk and high-risk ranges in waist circumference for both men and women.

To order, please download and complete the resource order form from the Swap It WA website (www.swapitwa.com.au/resources.html).



Swap It Recipe Cards

Looking for some recipe ideas? Recipe cards are available to download at the National Swap It, Don't Stop It website - <http://swapit.gov.au/resources/downloads>

Evaluation Results

The Wave 6 Evaluation of the 'Swap It, Don't Stop It Social Marketing Campaign' was recently released. It presents findings from research-based evaluation of the **2011 autumn and spring bursts** of the *Swap It, Don't Stop It* campaign. **Key findings include:**

- Prompted recognition of the *Swap It* campaign was strong, with the proportion of Australians aged 25-65 exposed to the campaign following the spring burst reaching 65%.
- The campaign's television advertising continued to be the main driver of overall recognition, with recognition of the television ads reaching 61% in Wave 6 (up 13 points on Wave 5).
- Approximately two fifths of those who had been exposed to the campaign mentioned the swaps framework, while a similar proportion mentioned 'there are many ways to change your life'.
- Two-fifths (38%) of the primary audience (and 30% of the secondary) who were aware of *Swap It* had taken some action as a result of having seen the campaign in Wave 6.

To view the full report, please visit

<http://www.anpha.gov.au/internet/anpha/publishing.nsf/Content/campaigns>

New Body Mass Index (BMI) Wheel

A new Swap It, Don't Stop It BMI wheel will be available in October. The Heart Foundation encourages health professionals to use the wheel in combination with a waist circumference measure.

To pre-order the BMI wheel (and for tape measure orders), please visit www.swapitwa.com.au/resources.html



Community Grants

Congratulations to the 33 organisations that were successful in the final round of the **Community Healthy Eating and Physical Activity Grants** scheme. To read about the projects funded (or previously funded projects) visit the Swap It WA website. For more information about any of the funded projects, please contact the Heart Foundation's Grant's Officer, Ruth Aspinall on 9382 5911 or ruth.aspinall@heartfoundation.org.au

Grants are now available for projects targeting Aboriginal people in the Perth Metropolitan area as part of the **Ngulluk Koolbaang** project (see below for more information about **Ngulluk Koolbaang**). Projects must be implemented between October 2012 and 30 May 2013. For more information visit the Swap It WA website (www.swapitwa.com.au/grants.html) or contact Kay Walley (details on page 4).

The City of Belmont and Swap It, Don't Stop It



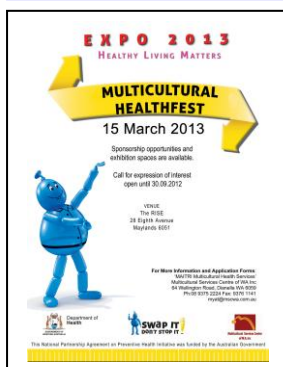
The City of Belmont was successful in receiving phase three funding as part of the Healthy Communities Initiative which aims to support Local Government Areas in delivering effective community based physical activity and healthy eating programs, as well as developing a range of policies to support healthy lifestyle behaviours.

The City of Belmont's project, titled *CountUSin* launched in early May 2012, with a family fun day at the Belmont Oasis Leisure Centre. There were many healthy activities on offer, with the healthy cooking demonstration in particular being a huge success. The Canning Division of General Practice used the *Swap It* messages to promote healthy food swaps when preparing their dishes. Eric was also there to welcome guests and participate in games with the children.

The first round of *CountUSin* has seen the team use the *Swap It, Don't Stop It* campaign messages to support the participants in making healthy lifestyle choices. The *Swap It* resources have offered practical reinforcement to support the information provided to participants in the *Beat It* seminars, such as the Food Label Readers (Wallet Cards). The *Healthy Food Fast* cookbooks, *Swap It* dog leads, aprons, tea towels and shopping bags were used as incentive prizes for those participants who have shown a true commitment to their health and were very well received. The *Swap It* resources and merchandise have complimented *CountUSin* extremely well and provided support to reinforce the healthy lifestyle choices our participants are making.



2013 Multicultural Health Festival



The Multicultural HealthFest 2013 is one of the initiatives of the *Swap It Don't Stop It* campaign in WA. It will be held on March 15, 2013 at The Rise, Maylands and will be an opportunity for organisations and the CALD communities to come together, network and promote their healthy lifestyle activities at one place.

MSCWA is currently looking for sponsors and agencies to host stalls (no charge for not-for-profit organisations). For more information, please call Myat (see final page for contact details).

WASCA Conference

The West Australian School Canteen Association (WASCA) Conference was held on 20 July, focusing on the issues canteen managers face whilst trying to maintain both a healthy and profitable canteen in WA schools. A display of the sugar in common drinks was show-cased at the event to aid canteen staff in implementing the **Healthy Food and Drink Policy**, and to show parents and teachers the importance of healthy choices.



Non-English Speaking Background (NESB) Program Update

Train The Trainer program - The Cross Cultural Healthy Lifestyle Project

A train the trainer program will be run by MSCWA in late September this year at the Morley Recreation Centre. This program is the preliminary step of the Cross Cultural Healthy Lifestyle project, before it is rolled out to the wider community. The project is funded by Healthway and project partners include the Heart Foundation, Foodbank and the *Swap It, Don't Stop It* campaign. The project aims to decrease the prevalence of chronic diseases in CALD communities.

The Project was launched on 11 July at the MSCWA main office. Healthway's Health Promotion Branch Director Jo Clarkson, opened the proceedings with a discussion on health within multicultural communities. The launch was attended by over 30 health professionals and interest in the project has been very high. The project is currently recruiting bilingual workers to take part in the training program. For more information please contact the Maitri Office, MSCWA on 9375 2224.

Healthy Living Matters – e newsletter (Winter 2012)

This edition includes information about the latest NESB team activities, details about the upcoming healthy lifestyle events, programs available for the CALD communities and case studies. To download a copy, please visit <http://www.mscwa.com.au/MeasureUp.html>.

CALD Community Events

The NESB team takes every opportunity to participate in community events and one of the more popular events they have recently attended was the Cyril Jackson Health Festival in June. Our team (and Eric the mascot) promoted the *Swap It, Don't Stop It* campaign messages and provided waistline checks. The health festival attracted 40 service providers and many students from various cultural and ethnic backgrounds. Those who visited the *Swap It* stall were all interested in learning more about the campaign and enjoyed meeting Eric. To invite the NESB Swap It team to your community event, please contact Myat.

New CALD Resources

New CALD resources (Dietary Habits and Swap Tips, and How Healthy Are You quiz) are now available online at the Swap It WA website (www.swapitwa.com.au/resources.html) and the MSCWA website (www.mscwa.com.au). The quiz is available in six languages.

Ngulluk Koolbaang Program Update (previously Metro Tomorrow Program)

Ngulluk Koolbaang (Us Mob - Moving Forward) was launched on the 16th of August in the beautiful surroundings of City Farm (East Perth). **Ngulluk Koolbaang** is the name given by the community to this program. “Ngulluk” (us mob) reflecting ownership and cultural security and “Koolbaang” (moving forward) expressing community intention to challenge their current critical health conditions towards achievement of improved and better health and social outcomes.

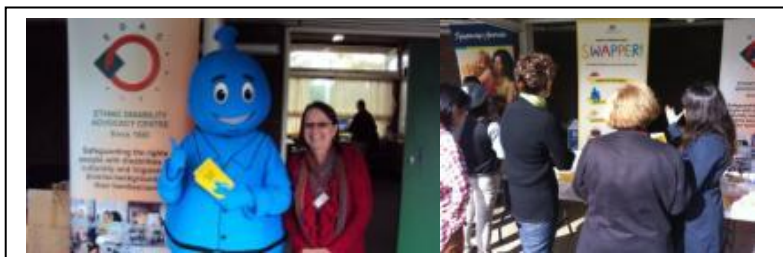


The purpose of the **Ngulluk Koolbaang** program is to engage Aboriginal people (in the Perth Metropolitan area) in developing resources, tools and activities that promote their participation in healthy eating and physically activity. To do this, project staff have used a number of avenues to obtain the communities opinions and ideas including surveys and focus groups.

As part of this project, **Ngulluk Koolbaang** will facilitate at least five cook ups across the Perth Metropolitan area and also produce a Deadly Tucker cookbook.

To read more about this project, please visit www.swapitwa.com.au/updates.html

Eric – Out and About



Participants at the *Swap It, Don't Stop It* stall

A health festival was held at Cyril Jackson Senior Campus in June with both **MSCWA** and Eric in attendance. Service providers and students from various cultural and ethnic backgrounds attended the event. Swap It, Don't Stop It resources were provided on the day, along with waistline checks and healthy messages.

RAC Joondalup held an activity event for all staff to end their monthly focus on the ‘Swap It, Don't Stop It’ campaign. All staff were encouraged to nominate swaps for their newsletter and prizes were given out on the day.



Eric relaxing with fruit and water

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

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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'