



## January 2013 Campaign Update

### Swap It Resources Available Until June 2013

As reported in the November campaign update, the Federal Government will no longer be funding the national *Swap It, Don't Stop It* social marketing campaign. Although this means there will be no further national advertising and PR activities, **resources and merchandise can still be accessed through the Heart Foundation until 30 June 2013**. The iPhone app, facebook and national website will also continue this year.

To view or order resources, visit [www.swapitwa.com.au/resources.html](http://www.swapitwa.com.au/resources.html)

### Static Displays – Encouraging People to get Swapping!

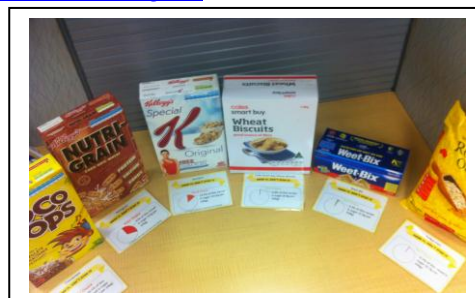
#### Looking for display ideas to engage your audience?

The Heart Foundation's sugar in drinks and sugar in cereal displays have been well received at recent community events. The displays are available to loan, or if you would like to create your own, we have a short step-by-step guide for each.

For more details, please contact Maddy Kelly on 9382 5939 or [madeleine.kelly@heartfoundation.org.au](mailto:madeleine.kelly@heartfoundation.org.au)



**Sugar in drinks display**



**Sugar in cereal display**

### Non-English Speaking Background (NESB) Program Update

#### Multicultural Healthy Cooking Competition

On 15 December, the Healthy Lifestyle Multicultural cooking competition took place at the TasteBudds studio in Highgate. Six different groups representing 10 nationalities competed for the title of 'Multicultural Master Chef'. The judges assessed the dishes based on taste, cultural inspiration, choice of ingredients and nutritional content.

All entrants produced fantastic dishes. The winner was Leonard with his roasted tomato curry chicken. All recipes from the cooking competition will be published in the Multicultural Cookbook which will be released at the Multicultural HealthFest. To watch the video footage of the cooking competition (which aired on the WestTV), visit [http://www.youtube.com/watch?v=Uno\\_9NxfLag&feature=youtu.be](http://www.youtube.com/watch?v=Uno_9NxfLag&feature=youtu.be)



**Participants and Judges at the Multicultural Cooking Competition**

## Multilingual Swap It Factsheets

The following factsheets are available online ([www.swapitwa.com.au](http://www.swapitwa.com.au)) in Karen and Kirundi languages.

- Campaign factsheet
- Budget factsheet
- Easy Swap factsheet
- Family factsheet



## Multicultural HealthFest 2013



The 33 organisations who have registered for the Multicultural Health Fest will be receiving a confirmation letter in early February.

The event will be an opportunity for organisations and the CALD communities to come together, network and promote their healthy lifestyle activities at one place.

Program details will be available after mid-February 2013.

## CALD Focus Group Sessions

Multicultural Services Centre WA (MSCWA) is seeking expressions of interest from culturally and linguistically diverse people to participate in focus sessions regarding the NESB *Swap It, Don't Stop It* program. The primary aim of the focus group session is to determine how well the national campaigns (*Measure Up* and *Swap It, Don't Stop It*) meet the needs of CALD communities in WA.

For more information or to register your interest, please contact Myat (contact details below)

## Ngulluk Koolbaang (Us Mob – Moving Forward) Program Update

### Community Cook Ups & Taste of Exercise - Starting Now

The Community Cook Ups & Taste of exercise program is ready to roll out in the following suburbs: **Belmont**- Rivervale Community Centre, **Cockburn**- Ottey Family and Community Centre, Kwinana/ **Rockingham** – Fiona Harris Pavilion, **Mandurah** – Nidjalla Waangan Mia (Mandurah Aboriginal Health & Wellbeing Centre) – Mandurah in South and in Swan (**Midland, and Cullacabardee**), Stirling (**Mirrabooka**), Wanneroo (**Clarkson**), and City of Perth (**City Farm**) in the north.

### Ngulluk Koolbaang - Cook ups

Can help you to:

- Learn all the tricks to eat right;
- Get active with your family
  - Cultural walks
  - Fitness class tasters including tai chi, pilates, zumba and home exercise.
- Get your favourite family recipe published in the cookbook DEADLY TUCKER 2!
- Get the whole family healthy



**Interested?** To register to attend the cook ups, or for more information, visit [www.swapitwa.com.au/links.html](http://www.swapitwa.com.au/links.html).

## Ngulluk Koolbaang - Job opportunities

Expressions of interest are now open. Aboriginal community members will be trained and hired as local community links to help us recruit and facilitate this 6 to 10 weeks program.

**Training: Thursday 7 February, from 9pm to 3pm**

If you would like to organise a cook-up in your local area or are interested in being the community link please contact us:

Kay: [kay.walley@health.wa.gov.au](mailto:kay.walley@health.wa.gov.au); ph 9301 9211 or

Vilma: [vilma.palacios@health.wa.gov.au](mailto:vilma.palacios@health.wa.gov.au); ph 9301 9219.

Megan: [megan.milligan@health.wa.gov.au](mailto:megan.milligan@health.wa.gov.au); ph 9431 0252

## Dowerin Takes the Swap It Message to the Main Street!

The Shire of Dowerin, with support from the Avon and Central Wheatbelt Primary Health and local caterer Sonya Ralph, delivered 'Swap It up for Dowerin' with their Community Healthy Eating and Physical Activity Grant funding. The program consisted of 'Swap It Master Classes' nutrition education, cooking demonstrations and taste testing. 'Swap driving for walking' stickers were also developed to encourage the community to be more active.

The Dowerin community was consulted about which simple swap nutrition ideas were relevant to them. Four different types of fridge magnets were developed and distributed locally promoting these messages, including 'Swap polony and sauce for healthy sandwich fillings e.g. grated cheese, carrot and celery with light cream cheese'.

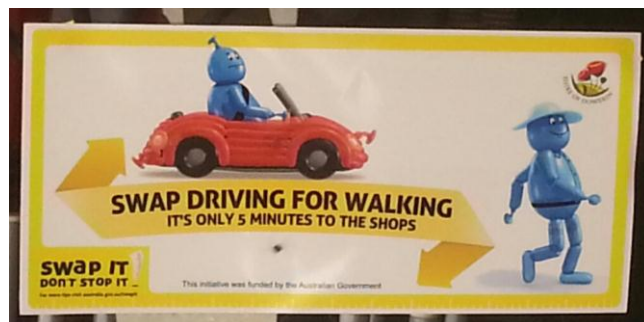
The program ended with a fun 'Move your Balloon' event which included a healthy barbecue and *Swap It, Don't Stop It* activities e.g. measuring Eric, the Swap It, Don't Stop It mascot's waist circumference to see how much belly he had lost with all his recent nutrition and physical activity swaps.

On the final day of the program, community members walked through the town placing 'Swap driving for walking' stickers in shop fronts and on rubbish bins on the main street. Businesses who were more than happy to participate in conveying the message included the post office, bakery, community resource centre, accountancy firm, JK Williams and Co, NAB, butcher, roadhouse, school, pool and the Shire. So many stickers along the street will be effective in getting Dowerin to be more active. Well done Dowerin!

**Please note, 'Swap It' resources must have licensing approval.** If you are interested in developing a resource for your community or event or would like more information about any of the projects funded, please contact Ruth Aspinall on 9382 5911.



Placing stickers along the main street of Dowerin



'Swap Driving for Walking' stickers

## Community Healthy Eating and Physical Activity Grants

Most round three programs wrapped up in December 2012 and a few are due to finish in the coming weeks.

### Key Achievements

Since June 2011, 71 organisations have received a total of over \$300,000 to spread the *Swap It, Don't Stop It* message through cycling workshops, community gardens, cooking sessions, fitness classes, community event days and more!

Over half (64%) of projects have been implemented in rural, regional or remote areas and a high proportion have engaged with CaLD, Aboriginal or low SES groups.

Preliminary results have shown that attending a grant program resulted in increased positive participant perceptions of their health, the importance of eating healthy and of achieving physical activity recommendations. High levels of awareness, comprehension and 100% acceptance of the campaign message were observed. Through informal conversations with grant coordinators, other benefits such as participants' improved mental health and new partnerships with agencies have been identified. Final results will be made available in April/May.

### New Case Studies

Eight new case studies (round two projects) have been added to the Swap It WA website. Read all about them here [www.swapitwa.com.au/grants.html](http://www.swapitwa.com.au/grants.html).

## Swap It Flip Chart – A Handy Resource For Health Professionals

The *Swap It, Don't Stop It* flip charts have been used by many organisations with some very positive feedback:

*"I used the resource yesterday with a client. We were talking about how different cooking methods could change the fat content of a meal. Having a visual aid really helped him to understand what I was saying - he was very surprised at how many spoons of fat he could save by swapping the way he cooked."*



### Dietician from the Kimberley

WALKING CALCULATOR		
*How long would you need for to walk to burn these foods off?		
1 sausage roll (170g)		= 94 minutes
1 parcel of sausage, with meat and cheese (200g)		= 61 minutes
1 slice of cheese cake (70g)		= 61 minutes
1 medium chocolate chip muffin (70g)		= 62 minutes
1 bar of milk chocolate (50g)		= 66 minutes
1 packet jelly cake (170g)		= 118 minutes
1 serve of nachos with beef/cheese/our cream (270g)		= 120 minutes
1 serve of butter chicken (200g)		= 95 minutes
2 pieces of fried chicken (150g)		= 92 minutes
2 medium muggles (70g)		= 57 minutes
2 beef muggles (140g)		= 75 minutes
1 croissant with ham and cheese (100g)		= 102 minutes
1 serve of sweet and sour pork with rice (150g)		= 71 minutes
1 serve of ice cream (200g)		= 120 minutes
2 scoops of ice cream (100g)		= 58 minutes

*"We've been using this tool (walking calculator) around the office with great success. When someone has said they feel like a sausage roll, we all say back 'well do you want to walk for 94 minutes? I don't think I've seen a sausage roll in the office since. We all have lots of fun deciding if the treats are "worth" the walking requirement!"*

**Simonne Van Buerle, Shire of Manjimup**

To order a Swap It Flip Chart, please visit [www.swapitwa.com.au/resources.html](http://www.swapitwa.com.au/resources.html).

## Simple swaps for a healthier workplace with TravelSmart

The TravelSmart Workplace program invites you to join us and the growing number of employers in WA who have committed to make a change.

We would like to work with your organisation to find practical ways for staff to leave their cars at home. TravelSmart encourages people to swap driving for cycling, walking, using public transport, car pooling, or working from home some of the time.



Encouraging staff to travel to and from work using active and sustainable choices leads to healthier, more productive employees. The TravelSmart team supports participating organisations to develop an effective TravelSmart initiative in their workplace that engages employees in active and sustainable travel. The TravelSmart team offers guidance and support throughout the process.



To find out more to visit <http://www.transport.wa.gov.au/activetransport/24638.asp> or contact Amy Thom on 6467 5125 or [amy.thom@dec.wa.gov.au](mailto:amy.thom@dec.wa.gov.au). It's free to join.

*'A joint Australian, State and Territory Government Initiative under the National Partnership Agreement on Preventive Health'*

## Eric – Out & About

The “Rippa Fest – International Day of People with a Disability” was recently held with both **Advocacy South West** and Eric in attendance. The main focus of the day was to support the inclusion of those with a disability. This was done through performances and information displays, open to the general public in Bunbury.

*Eric with two friends from Advocacy South West*



## More Information

### General Information

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### Non-English Speaking Background Information

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



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