



August Campaign Update

Swap It Advertising and Resources

Advertising for the first media wave finished on June 30. Another burst of advertising is planned to commence in Spring to coincide with when people are more likely to be physically active and a wide range of seasonal fruit and vegetables are available.

iPhone App

A free and handy new iPhone app has been developed to help people to make healthier food and lifestyle choices without giving up all the things they love. There are over 14,500 users of the iPhone app, with over 43,500 swaps being made using the app. Some positive anecdotal feedback on the app has been received, with many people finding it to be a useful resource.

Facebook

The Facebook page continues to see a steady increase of fans. There are more than 10,000 people 'liking' the page. The page has grown into a supportive environment where fans engage with the swap messages as well as support each other on their swap It journey.

Soon to be released resources

The interactive 12 week planner will be available in Spring to coincide with the Spring advertising burst.

Community Healthy Eating and Physical Activity Grants

There was a great response to the Community Healthy Eating and Physical Activity Grants with over 80 applications received. All applicants have now been notified of their success and a list of funded projects will be displayed on the grants page of the Swap It WA website (www.swapitwa.com.au) within the week. Details about round two of the grants will appear on the Swap It WA website in coming months. Projects for round two will need to be completed in the first half of 2012.

Eric – New Edition to the Heart Foundation Team

The Heart Foundation has a new Swap It team member – Eric the mascot! Eric would love you to invite him to your next community event/activity so he can spread the Swap It, Don't Stop It message.

Visit the resource page on the Swap It WA website for more information about hiring Eric for your next event!



Swap It Presentations for Professionals in the Health, Physical Activity and/or Nutrition Field

Are you working in the health, physical activity and/or nutrition field and want to know more about the Swap It, Don't Stop It campaign? The Heart Foundation is now conducting Swap It presentations (face-to-face for metro professionals or via teleconference for regional professionals). The presentations provide an overview of why the campaign was developed, details about media and promotion, information on free Swap It resources, details about the three WA programs and ideas on how you can support the campaign. This presentation runs for 10-15 minutes. Other Swap It presentations are available on request. For more information please contact Lisa Wheatley (details below).

Non-English Speaking Background (NESB) Program Update

Since the last update the team have been very busy, conducting workshops in CaLD communities, participating in community events and meeting with staff from a range of community service and health agencies. The key messages of the campaign have been promoted to recently arrived Afghani and Burmese-Karen refugees. These groups have, to some degree, not yet been adversely influenced by mass media promotion of fast foods and computer games, purchase of motor vehicles, etc. The majority still use public transport or walk to appointments, etc. It's the ideal time to encourage the maintenance of healthy lifestyle behaviours.

We took the opportunity at interagency meetings to promote the program and discuss ways mainstream service providers can engage with CaLD communities. We encouraged staff to apply for the small grants on offer as we see this as an ideal opportunity to work with CaLD communities at local level.

As the program also has a brief to work with communities in the regions, the team visited Bunbury on two occasions. The first time was to conduct a workshop with a multicultural women's group. Participants were all young mums. It was the first time some of them were exposed to opportunities for engaging in physical activities, e.g. joining local walking groups, etc. on the second occasion, we met with local service providers and community leaders to promote the program, including the grants program and discuss opportunities to develop partnerships at local level.

Whenever possible, we have participated in local festivals, expos, etc. In May we had a stand at the Cyril Jackson Senior College Health Festival. Over 100 blood pressure, BMIs and waist measurements were conducted by the team. Promotion work undertaken at the Multicultural Aged Care Expo in June has resulted in a number of workshops booked for staff working in community service agencies.

Below is a link to our website for further information about our program and to read the latest edition of our 'Healthy Living Matters' newsletter.

<http://www.mscwa.com.au/our-programs/maitri-health-mental-service/community-health-services>

More Information

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