



December Campaign Update

Community Healthy Eating and Physical Activity Grants

There was a great response to round two of the Community Healthy Eating and Physical Activity Grants, which closed on November 17. Twenty organisations were successful in receiving funding. A list of funded projects will be available on the Swap It WA website (www.swapitwa.com.au/grants.html) in the new year. Feedback for organisations that were not successful can be obtained from **Lisa Wheatley** (contact details below) between 9 and 25 January. A **third and final round will open in mid-2012** and over \$100,000 is available in this round.

The majority of projects funded in round one are now coming to an end. Preliminary results have been very positive and several projects will be featured as case studies on the Swap It, Don't Stop It WA website in the coming months (and in future campaign updates).

Next Media Burst

The third Swap It, Don't Stop It media burst will take place in March to coincide with autumn. Further details about this burst will be provided in the next update.

12 week planner – now available online

In October, the Health Minister launched the online 12-week planner. The planner is a great tool to help people to plan and track their nutrition choices and physical activity. The online planner has been based on the popular hard copy 12-week planner and iPhone application.

Yumi Stynes from 'The Circle' and former Olympian Nicole Livingston are currently completing a 12-week challenge to incorporate some swaps into their everyday life. For more details, visit <http://swapit.gov.au/planner/introduction>

Healthy Food Fast Cookbooks

The Heart Foundation has a limited number of Healthy Food Fast cookbooks for organisations running nutrition projects/events. If you would like an order form, please email swapitwa@heartfoundation.org.au The Heart Foundation recommends using these books as prizes.



Please note, the recipes in the Healthy Food Fast cookbook are also available online at www.gofor2and5.com.au

Non-English Speaking Background (NESB) Program Update

Multilingual 'Swap It, Don't Stop It' Song

Multicultural Services Centre of WA Inc. has received permission from the Australian Government to release the recently recorded multilingual song, called 'Swap It, Don't

Stop It' to the community. The song was composed and recorded in three languages (English, Burmese and Karen) by local CaLD musicians and community members and was launched on 10 December at the Karen Community Event. The key health messages of the Swap It campaign have been incorporated in the song. Initially, the song will be played on the Burmese community radio program (6 EBA radio station). The English version will be available to be used by WA radio stations.

Community Activities

The NESB team, together with Eric, have attended a number of multicultural events to promote the campaign messages to a wide range of CaLD communities in Perth. Recently, the team visited the City of Gosnells Multicultural Food Fair and the Dewali events at Mirrabooka and Murdoch University. At the same time, community information sessions are also being delivered to the CaLD communities across the Western Australia. To invite our NESB team to your CaLD community events or to request a CaLD information session, please contact **Myat** on 9375 2224 or myat@mscwa.com.au

Cultural Competency workshops:

Multicultural Services Centre of WA Inc. has completed a cultural competency workshop for the health professionals working at Foodbank WA. The aim of the workshop was to enhance the skills of the professionals in delivering culturally appropriate health messages to CaLD communities. For more information about the cultural competency training/workshops, please contact **Shobhana** on 9328 2699 or email Shobhana@mscwa.com.au

Metro Tomorrow Program Update

Since our last update, Aboriginal Health Workers from the North and South Metropolitan Public Health Units have completed 13 focus group sessions with the Aboriginal community to explore the best approach to take for delivering campaign messages. The groups represented a mix of age and genders in the community. In-depth interviews, paired interviews and mini focus groups were also conducted with service providers who are involved in providing health promotion or health services to the Aboriginal community.

In the first instance, results will be presented to the community members participating in the focus group sessions. Once this is completed information and key findings will be made available to others in the new year. From these results, the development of a Healthy Lifestyle Campaign for the Aboriginal community will be progressed.

Trial of Exercise Programs & FoodCents Training

Recently, the program finished trialling two six-week exercise programs for the community. One was Zumba classes for both workers and community members held at Derbarl Yerrigan Health Service, and the other was Yoga classes held in Midland.

The Metro Tomorrow People project also arranged for the Cancer Council WA to deliver a FoodCents training session to the Aboriginal Health Workers in the South Metropolitan Area Health Service.

New Healthy Weight Campaign for WA

To help address the problem of overweight and obesity in WA, the Heart Foundation (WA) – in collaboration with the Cancer Council (WA) – has been awarded funding from the Department of Health WA to develop, implement and evaluate a new *Healthy Lifestyle Promotion Program*. The Healthy Lifestyle Promotion team will launch the new program with mass media advertising in the first half of 2012. To help people

understand and support them in making and maintaining lifestyle changes, there will be a wealth of supporting information, resources, tools, and initiatives.

The introduction of this new campaign will add value to and complement the national *Swap It, Don't Stop It* campaign. In addition, many of the resources and information from the previous campaigns - Draw the Line, Go for 2 & 5® and Find Thirty every day® - will be rolled into the new campaign. For more information, please contact **Melanie Fineberg**, Campaign Director on 9382 5919 or email melanie.fineberg@heartfoundation.org.au

Eric – Out and About

Eric has been very busy over the last few months. If you would like to invite him to your event, download the **booking request form** from www.swapitwa.com.au/resources.html

Sensory Garden Opening at Multicultural Services Centre Of WA Inc.



Eric attended the sensory garden opening ceremony at the MSCWA Inc. A new sensory garden brings positive mindsets to CaLD families by encouraging them to make fresh and healthy choices from local produce.

City of Gosnells – Multicultural Food Fair (11 November)



This annual event, which showcases the diversity of the community and draws together, thousands of people from diverse ethnic backgrounds, provided an opportunity for Eric and the MSCWA team to promote the Swap It message.

Previous Update

To read previous campaign updates, please visit <http://www.swapitwa.com.au/updates.html>

Merry Christmas



Swapper Christmas Tree (with swap it bauble messages)

*Have a lovely
Christmas break and
thank you for your
support in 2011.*

The Swap It WA team

- photo provided by the
Southern Wheatbelt Primary
Health Service

More Information

General Information

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