



## March 2013 Campaign Update

### National Update

In the last campaign update, we confirmed that the Australian Government is no longer funding the *Swap It, Don't Stop It* social marketing campaign. Following on from this, last month the Australian National Preventive Health Agency (ANPHA) launched *Shape Up Australia*.

Like *Swap It, Don't Stop It*, *Shape Up Australia* aims to help Australians reduce their waist measurements and improve their overall health and wellbeing. Some elements include:



- Shape Up Australia consumer website ([www.shapeup.gov.au](http://www.shapeup.gov.au)), building on the information and tools from the previous Measure Up and Swap It, Don't Stop It campaigns;
- New Eat for Health cookbook; and
- Public relations to promote the brand.

From 31 March, the *Swap It, Don't Stop It* website and Facebook page will be redirected to the new *Shape Up Australia* program.

ANPHA will offer other organisations the opportunity to use the *Shape Up Australia* brand to support consumers in making healthy lifestyle choices. The intention of the *Shape Up Australia* brand is to unite obesity prevention actions nationally and guide consumers towards credible, evidence-based obesity prevention and healthy lifestyle information, services and programs. It is not intended to replace existing stakeholder brands or taglines, but to be used alongside existing stakeholder brands and taglines. The brand will initially be used to promote Australian Government activities with opportunities for co-branding opening in the coming months. To read the *Shape Up Australia* campaign brief, please visit [www.shapeup.gov.au/downloads/campaign-fact-sheet.pdf](http://www.shapeup.gov.au/downloads/campaign-fact-sheet.pdf). For more information, please contact ANPHA ([anpha@anpha.gov.au](mailto:anpha@anpha.gov.au))

Staff at the Heart Foundation, Multicultural Service Centre of WA and North and South Metropolitan Public Health Units will continue to support existing local initiatives promoting the campaign until 30 June, 2013. This means that **resources and merchandise are still available through the Heart Foundation and existing community programs promoting the Swap It, Don't Stop It message will continue** until this date.

We would like to thank everyone we have worked with over the past two years. In future updates, we will provide you with information about other healthy weight campaigns and programs that you may like to work with in the future.

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

#### **Culture and Fitness program**

As part of the *Culture and Fitness* program at MSCWA, free fitness classes will begin on Tuesday 26 March at the Morley Recreation Centre

These classes are available for ladies from diverse cultural backgrounds (all ages welcome). Participants can also attend MSCWA's 'fit and swap' information workshops. For more information, please call **Myat** or **Lucy** on 9375 2224.

## Multicultural Health Fest

*Eric and Karen Bamboo Dance group*



The first-ever Multicultural Healthfest was held on Friday 15 March at The Rise in Maylands. The aim of the event was to promote healthy lifestyle behaviors to the CALD community.

Dr Tarun Weeramanthri (Department of Health WA) officially opened the HealthFest with a speech focusing on health within multicultural communities. He was followed by Sonia Turkington (City of Bayswater) who welcomed guests to the event.

The Multicultural Healthy Lifestyle cookbook was launched by David Malone (Healthway) and the Multicultural Master Chef Award was presented to Leonard Kho, winner of the Multicultural Cooking Competition (held in December 2012). MSCWA's Ramdas Sankaran also welcomed guests and discussed key health issues among CALD groups.



*David Malone presenting Leonard Kho his award*



The Zumba fitness class

Hundreds of community visitors enjoyed the wide range of healthy lifestyle stalls, free food sampling and cultural entertainment, which included bamboo dancing from Karen groups, belly dancing and Brazilian dancing.

## Ngulluk Koolbaang Program Update

Ngulluk Koolbaang would like to welcome Tiffany Ugle and Asta Flugge to the program. They will be sharing the role of Senior Aboriginal Project Officer which involves overseeing the Community Cook Ups in the north metropolitan area.

### Training Day Event

As part of the Community Cook Ups, a training day was held for people selected to be Ngulluk Koolbaang Community Links Helpers. The Ngulluk Koolbaang Local Aboriginal Links Training Day was held at Perth City Farm on 7 February with a total of 19 participants.



*Community Cook Up session*

A mixture of men and women from across the metropolitan area attended. This training was supported by the Australian Red Cross who delivered a session on nutrition and Professor Michael Rosenberg who explained the process of photo voice reporting.

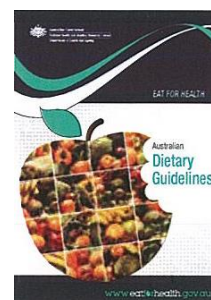
### Community Cook ups

The Community Cook Ups have now completed in the south metropolitan area. The Cook Ups ran for a total of six weeks and were offered to Aboriginal community members in Belmont, Cockburn, Kwinana and Mandurah. The north metropolitan area are still underway, running in the local areas of Bassendean, Stirling, Swan and Wanneroo.

## Australian Dietary Guidelines and Infant Feeding Guidelines

Last month, the National Health and Medical Research Council (NHMRC) released the revised Australian Dietary Guidelines and Infant Feeding Guidelines.

For more information, visit [www.eatforhealth.gov.au/](http://www.eatforhealth.gov.au/) or to view the one-page product catalogue, visit [www.phaa.net.au/documents/130318DGs\\_IFGHW\\_AGTHE\\_order%20ofom.pdf](http://www.phaa.net.au/documents/130318DGs_IFGHW_AGTHE_order%20ofom.pdf).



## National Preventive Health Awards (Healthy Workplace Awards Category)

Healthy workplaces of all sizes, in all industries, sectors and regions of Australia are invited to nominate for the 2013 National Preventive Health Awards. If your workplace has a health and well-being program in place and an Australian Business Number, then you are eligible to enter the National Preventive Health Awards - Healthy Workplace Awards Category.

The Healthy Workplace Awards has three sub-categories:

- Team Excellence in Workplace Well-Being Small Workplace (1-19 workers)
- Team Excellence in Workplace Well-Being Medium Workplace (20-199 workers)
- Team Excellence in Workplace Well-Being Large Workplace (200+ workers)

Winners are eligible for prize money worth up to \$15,000.

Nominations can be submitted at [www.anpha.gov.au](http://www.anpha.gov.au) and entry is free. Judging is based on leadership and commitment to the program, engagement of workers, targeting and evaluation.

**Nominations close Monday 15 April 2013.** The Awards are administered by the Australian National Preventive Health Agency. For more information contact ANPHA or visit: [www.anpha.gov.au](http://www.anpha.gov.au).

## Another Successful Grant Project



*Sally and healthy pizza. yum!*

Kondinin Community Resource Centre recently completed their 'Swap It Don't Stop It' comes to Kondinin' project, aimed at encouraging their community members to lead healthier lifestyles.

New walking groups were established and five healthy cooking and nutrition education sessions were held at the centres new outdoor kitchen. Label reading, shopping tours were held at the local store.

*Fella's barbecuing vegies*



By popular demand, additional funding was provided to the Kondinin CRC to run 'Swap dude food for healthy BBQ food' sessions for men. The sessions promoted swapping takeaway, packaged and pub type meals for healthier options including fish kebabs and BBQ vegies. Displays at the sessions showed the sugar content of popular drinks and the kilojoules in alcoholic beverages (and the amount of exercise needed to burn these kilojoules off!).

Involvement and feedback from the community about the project has been very positive.

For more information about the Community Healthy Eating and Physical Activity Grant program, please call Ruth Aspinall on 9382 5911 or email [Ruth.Aspinall@heartfoundation.org.au](mailto:Ruth.Aspinall@heartfoundation.org.au)

## Double the Fun at Your Next Event

Having a nutrition or physical activity event? Looking to add some excitement to the day? Why not invite Eric the Swap It, Don't Stop It mascot along?

Over the past two years, Eric has attended over 60 community events, from Denmark to Fitzroy Crossing and everywhere in between. He has been seen riding bikes, busting a move on the dance floor, attempting pilates, running in races and strutting his stuff for the camera.



Eric is great at attracting a crowd, entertaining everyone in sight and providing fantastic photo opportunities.

### He's free to loan so book him today!

If you would like Eric and/or the Swap It, Don't Stop It banner for your upcoming event, please complete the booking form (available at [www.swapitwa.com.au/resources.html](http://www.swapitwa.com.au/resources.html)) or email Maddy – [madeleine.kelly@heartfoundation.org.au](mailto:madeleine.kelly@heartfoundation.org.au)



## More Information

### General 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'*