



June 2013 Campaign Update

The national *Swap It, Don't Stop It* campaign funded through the National Partnership Agreement on Preventive Health ran from March 2011 to March 2013. Each state and territory was provided with funding to deliver activities at the local level which would reinforce and extend the campaign. In WA, the Department of Health received this funding and subcontracted activities to the Heart Foundation, Multicultural Service Centre of WA (MSCWA) and the North and South Metropolitan Public Health Units. Between March 2011 and June 2013, these organisations have been implementing these activities. This update provides final information about their projects and details of each organisations key achievements.

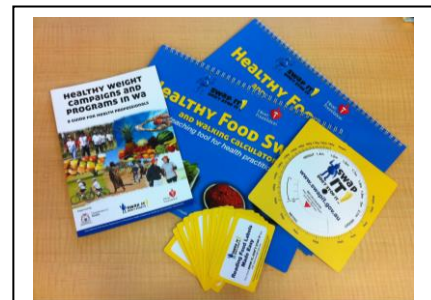
Heart Foundation Program Update

The key areas of the Heart Foundation's contract were:

- campaign information dissemination;
- small grants scheme for local activities;
- resources and support for local activities.

Since March 2011 the Heart Foundation has:

- **disseminated information about the campaign** to stakeholders through campaign updates, newsletter articles, presentations and other methods (such as stalls at seminars and events);
- developed the **Swap It WA website** which has provided information about WA support activities and national resources;
- **disseminated numerous national resources** and **developed several WA resources** including a food label reader, simple swap posters and a healthy swaps flip chart;
- **disseminated merchandise** for more than 200 orders
- coordinated **66 appearances for Eric the mascot** (about 50% in regional areas);
- developed **two health professional resources** providing information about other state healthy weight campaigns and programs;
- worked with **numerous organisations to assist them in promoting and integrating the campaign** and associated resources;
- managed the **sub-licensing of Swap It, Don't Stop It images**, which has seen numerous organisations use the logo and images for cookbooks, calendars, t-shirts, flyers, footpath stencilling and much more;
- established a **community grant program** (see final results below);
- developed a **grant report** outlining the development of the grant program. The aim of this report is to help inform the development of future grant programs (copies can be requested from the Heart Foundation).



Resources developed by the Heart Foundation



Kondinin Blokes BBQ project



Eric at Port Headlands Paw's Walk event

Community Healthy Eating and Physical Activity Grants

Seventy five community organisations received funding to implement healthy weight projects and spread the *Swap It, Don't Stop It* message. Projects included one off activities and events such as cooking classes, nutrition education sessions, outdoor fitness sessions, water aerobics and bike maintenance classes. **Over 50% of projects were implemented in regional areas and a high number targeted low SES, Aboriginal and CALD communities.**

Key results

New **skills and knowledge** reported by **participants** included:

- healthier ways to cook/eat;
- reducing portion sizes;
- fat/sugar content in take away foods;
- how to read food labels;
- importance of/how to exercise;
- that exercise is fun/ can make you feel good.

Behaviour changes reported by **participants** involved in a **series program** included:

- reducing portion size/fast food consumption;
- swapping to healthier snacks;
- healthier cooking methods;
- new/increased exercise.

A high number of **grant coordinators** reported that:

- **healthy eating/physical activity had become a priority** within their organisation;
- they had **developed new partnerships** with other organisations; and
- they **continued promoting the *Swap It, Don't Stop It* campaign** and associated messages after their grant projects had ended.

For more information, watch our You Tube video – <http://youtu.be/htjJeZaUpiU> or visit www.swapitwa.com.au/grants.html

Other Information

Swap It WA website

The *Swap It* WA website (www.swapitwa.com.au) has now become a static website and will remain live until late 2013/early 2014.

Merchandise & Resources

Merchandise and hardy copy resources are no longer available. Electronic copies of all resources are available on the *Swap It* WA website.

Staff at the Heart Foundation will be available until 27 June, 2013. Please note the *Swap It* email (swapitwa@heartfoundation.org.au) will not be monitored from 27 June, 2013.

Non-English Speaking Background (NESB) Program Update

Like the other West Australian *Swap It* programs funded by the Department of Health, the NESB program will be finishing at the end of June 2013. The program's evaluation report will be available online (www.mscwa.com) upon completion.

As part of the evaluation process, surveys were conducted with various stakeholders during April and May 2013. The following respondents won gifts to the value of \$50, Anna Harrison, Danielle Eaton, Julia Valentin, Lauren Brand and Rachel Pearce.

We thank each and every person who supported and participated in NESB healthy lifestyle activities over the past three years and wish all multicultural communities in WA a healthy future.

Summary of the NESB team activities in the past 2 years

- **Disseminated regular campaign updates** to average 1173 professionals and workers working with the CALD communities.
- **Provided 27 training and capacity building sessions** to 840 health professionals and bilingual workers in which more than 70% of the participants were from 27 language groups.
- **Provided support to 21 grant applicants and 13 funded projects**, including 11 CALD specific funded projects.
- **Delivered 71 healthy living workshops** with 1325 CALD participants from different CALD backgrounds (49.3% Asian and South East Asian, 11.9% African, 8.8% Middle Eastern, 6.6 % European, 0.5 % Latin American, 22.9%- mixed).
- **Involved in 25 CALD specific events** reaching out thousands of people across WA.
- Successfully organized a **Multicultural HealthFest 2013** with 32 healthy lifestyle stalls of 35 agencies, attended by approximately 500 people from various ethnic backgrounds.
- **New innovative and culturally tailored healthy lifestyle projects were established** under the umbrella of the NESB MU program including the *Healthy Families, Happy Families project* (Karen-Burmese community), *3 healthy lifestyle train the trainer projects* of the central African communities (Congolese, Rwandese and Burundi), the *Cross Cultural Healthy Lifestyle project* with an establishment of a pool of 21 trained bilingual health workers from 17 different communities, and the *Culture and Fitness project* (CALD women from 9 different communities)
- **Developed and translated multilingual resources** - interactive DVD and online versions of the *How Healthy Are You quiz* (Burmese, Karen, Kirundi, Swahili and Somali), four different factsheets of the Swap It campaign (Karen and Kirundi), the Swap It, Don't Stop it song (Karen, Burmese and English).

For further information about this project please contact Multicultural Services Centre of WA Inc on 9328 2699.

COMMUNITY WORKSHOPS



COMMUNITY EVENTS



MULTICULTURAL HEALTHFEST 2013



Dr. Tarun Weeramanthri
(Department of Health WA)



Mr. David Malone
(Healthway)



Cr. Sonia Turkington (City of Bayswater)



Eric the Mascot

Eric the mascot is still available to loan. Bookings for Eric will now be managed by the Multicultural Service Centre of WA (MSCWA). For more information, please call MSCWA.



Ngulluk Koolbaang (Us Mob – Moving Forward) Program Update

Why do we need to move forward?

As expressed by the community, to move forward is to reclaim control over our health and wellbeing and that of our families and communities. This is completed by making the steps to eating healthy, being active and maintaining a healthy weight because we know that healthy lifestyles protect us against chronic disease.

Moving forward means improving quality of life and reducing Aboriginal deaths as a result of chronic disease. From 2006-2010, 68% of Aboriginal deaths were attributed to chronic disease and from 2001-2010, mortality rates for kidney disease increased by 89%, which is 7 times more than non-Aboriginal people.



What Ngulluk Koolbaang program and the community have done?

Over the past two years the Ngulluk Koolbaang program has worked alongside the Aboriginal community and key service providers, supporting, informing and inspiring all community members.

Following the advice and wisdom of over 100 community members consulted in 2011, Ngulluk Koolbaang has:

- **worked with 40 students** from the 'Swan Nyungar Sports Education' program at Balga Senior High School to **create an artwork which gives the project an identity**, describing that "this is for you". This included community recommendation to include young people as "they mandate what we buy and eat".
- delivered **more than 40 physical activity programs to communities** across the metropolitan area.
- **trained 20 local Aboriginal people** to recruit, mentor, facilitate and evaluate cooking programs across the metropolitan area.

- **delivered more than 80 cook-up sessions to over 200 people**, which provided practical cooking skills and information on portion sizes, budgeting and nutrition in response to “show me how”.
- **produced the *More Deadly Tucker* cookbook** as the community expressed the need to develop resources that are practical, pictorial and include familiar foods with readily available ingredients. Over 60 recipes provided by the community were tested and analysed by Edith Cowan University nutritionists to ensure each recipe met the nutritional content of the new Australian Dietary Guidelines. *More Deadly Tucker* will be available in August 2013. To request order forms please email Deadly.Tucker@health.wa.gov.au or phone 9380 7758.
- shared inspirational stories: **a calendar was created** with 12 community people reflecting on how they are improving their health.
- women and men inspirational recount on their journey to healthy lifestyles, which was not always easy but “worth it”. These testimonials will be available on request (9380 7758) in July 2013.
- **took part in producing the document “Exploration of Healthy Lifestyle Messages”**, reflecting community views in relation to smoking, healthy eating and physical activity. This was developed in collaboration with Aboriginal health and health promotion teams in the North and South Metropolitan Public Health Units (NMPHU; SMPHU).

Ngulluk Koolbaang is a National Partnership Agreement on Preventive Health funded by the Australian Government and managed by NMPHU in collaboration with SMPHU. Although this program is ending on June 30, we are hopeful to continue working with our partners and the community who generously provided us with their ideas, support and resources.

For further information about this project please contact the health promotion managers at NMPHU: 9301 9219 or SMPHU: 9431 0213.



Artwork produced by students of the SNSEP program at Balga SHS. From left to right: Martina Narrier, Danika Eades (Aboriginal Liaison Officer), Tikira Alone, Izobella Garlett, Catharine Dodd, Kahsan Stack, Tahlia Garlett and Wyvern McDiarmid.

National Update

The *Swap It, Don't Stop It* website has remained as a static website. It contains a wealth of information and tips about healthy eating and physical activity and electronic copies of many of the campaign resources. The iPhone app is still available from the App store.



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

