



## November 2012, Campaign Update

### National Update

The Federal Government has recently advised the WA Department of Health that it will no longer be able to fund the national *Swap It, Don't Stop It* social marketing campaign. Unfortunately, this means there will be **no further *Swap It, Don't Stop It* national advertising** (including TV and outdoor advertising) **and PR activities** in 2012-13 or later. Some national activities will be continued in 2013, including the national website, iPhone app and facebook page.

In recognition of the value of the national campaign and local support activities, **the WA Department of Health will continue to fund WA local support programs that promote the 'Swap It' message until mid 2013**, as originally planned. *Swap It, Don't Stop It* campaign materials will still be available for use and you will be able to work with the Heart Foundation to brand any activities as a 'Swap It' activity and use the *Swap It, Don't Stop It* logo.

Thank you for supporting the *Swap It, Don't Stop It* campaign and promoting the message in the local community. Both the WA Department of Health and the Australian National Preventive Health Agency continue to support the messages and intent of the national campaign, and your involvement continues to be essential for this important initiative.

Please do not hesitate to contact one of the Project Officers listed on page 5 if you have any questions.

### New Health Professional Resource

The Heart Foundation has developed a new flip chart resource which highlights the fat content of different foods (using teaspoons) and suggests healthier food swaps. This tool can be used in a variety of settings, for example one-on-one consultations and group education settings.

The flip charts will be available in mid December. To pre-order please contact Maddy Kelly on 9382 5939 or email [Madeleine.kelly@heartfoundation.org.au](mailto:Madeleine.kelly@heartfoundation.org.au)



### New Merchandise



Free *Swap It, Don't Stop It* merchandise packs are available for organisations who are holding physical activity and/or nutrition events/activities targeting adults.

New merchandise includes: sweat bands, sports towels, salad servers, measuring cups, peelers/graters and cookbooks.

Order forms can be downloaded from the resource page of the *Swap It* WA website ([www.swapitwa.com.au/resources.html](http://www.swapitwa.com.au/resources.html)).

## Mascot Race – Chris Mainwaring Legends Match for Telethon

On Sunday October 6, Eric competed in the Mascot race at the Chris Mainwaring Legends Match for Telethon. He did a fabulous job and came third. Of course, every mascot is a champion because every mascot is responsible for \$1000 each being donated to one of Perth's most enduring and favourite charities, Telethon.



Eric before the big race



Lining up with the competition.

To watch the big race, visit [http://www.mix.com.au/shows/thebigcouch/blog/video-the-2012-grand-mascot-race/20121008-hdn6.html#oid=Y0dTlONjrSkIz6K7wXlb\\_SvIGLKsIS7c](http://www.mix.com.au/shows/thebigcouch/blog/video-the-2012-grand-mascot-race/20121008-hdn6.html#oid=Y0dTlONjrSkIz6K7wXlb_SvIGLKsIS7c)

If you would like Eric at your community event, please complete the mascot request form on the Swap It WA website ([www.swapitwa.com.au/resources.html](http://www.swapitwa.com.au/resources.html))

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

### Multicultural HealthFest 2013

A total of 32 organisations have registered their expression of interest for the Multicultural HealthFest. All registered organisations will receive a HealthFest information package including confirmation letter, guidelines and stall information. Program details for the HealthFest will be available in mid February.

For more information, please call Myat (contact details on page 5)



### New resources for CALD communities

MSCWA has developed the following healthy lifestyle resources for CALD communities:

- 'How Healthy Are You' Interactive Quiz DVD: Available in three languages- Burmese, English and Swahili.
- Healthy Lifestyle Train the Trainer Package: Two supplementary resources (a DVD and manual), have been developed as part of the train the trainer Cross Cultural Healthy Lifestyle project. The resources have been designed to be a tool to assist bilingual health workers to facilitate healthy living community workshops and include the key messages from the *Swap It, Don't Stop It* campaign. The manual and DVD contain four sections (healthy lifestyle and chronic disease, physical activity, nutrition and mental health). Copies are also available to CALD community members who are interest in learning more about healthy lifestyles.
- Multilingual factsheets: Translated factsheets (Karen and Kirundi ) will be available on the Swap It WA website soon.

For copies of the resources listed above, please contact Myat (contact details on page 5).

## Multicultural Healthy Cooking Competition

The Multicultural Services Centre of WA (MSCWA) is seeking expressions of interest from individuals or groups who would like to take part in a multicultural cooking competition. The competition will be held on 15 December 2012 from 11:00- 13:00 at *Tastebudds* cooking studio, 305 Lord Street, Highgate. Participants need to nominate a traditional recipe from their culture, and modify or adapt it to be healthier (by using healthy ingredients or a healthier cooking method). All recipes from the competition will be published in the Multicultural Healthy Recipe book. Cash prizes will be offered to the best entrants.

For further information, please contact Lucy Butcher on [lucy@mscwa.com.au](mailto:lucy@mscwa.com.au) or Ph. 9375 2224.

## City of Gosnells' Multicultural Events

The NESB team attended the City of Gosnells *Health and Wellbeing Day* for CALD women on 25 September and the *Multicultural Foodfair* on 9 November. Both events were successful with large numbers of CALD people attending.

To invite the NESB Swap It team to your community event, please call 9375 2224.



Eric at the City of Gosnells' Multicultural Foodfair

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

**Ngulluk Koolbaang's** healthy eating and physical activity community grants have been announced with 11 organisations selected to run programs that aim to increase the Aboriginal community's knowledge and participation in healthy eating and physical activity.

For details about the funded projects, please visit [www.swapitwa.com.au/grants.html](http://www.swapitwa.com.au/grants.html)

### Watch out: **Ngulluk Koolbaang** Cook-ups are coming to your area!

Expressions of interest are now open for Aboriginal community members and organisations interested in holding cook-ups in their local areas with and for local Aboriginal people.

So far, community groups in the following areas have expressed an interest: Armadale, Belmont, Cockburn, Mandurah, Kwinana/ Rockingham, Melville, City of Perth, Stirling, Wanneroo and Swan.

To implement the **Ngulluk Koolbaang** cook-ups we will hire local community link people to help us recruit participants and facilitate the cook ups. Training and support are available.

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

Kaylee: [kaylee.anderson@health.wa.gov.au](mailto:kaylee.anderson@health.wa.gov.au); ph 9301 9212;

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.

## Swap It, Don't Stop It and the Well Being Warren Blackwood Project

The Shire of Manjimup's Well Being Warren Blackwood Project has used the *Swap It, Don't Stop It* campaign to help promote our message of being active and eating well. Eric has attended several of our launches and exercise events to help us give out *Swap It* fact sheets and pamphlets. One of our most popular events was a community dog walk in Bridgetown where we gave away *Swap It* dog leads.



We are currently running a 7 Town Wellness Challenge where seven towns in our area are competing for the title of Healthiest Town in Warren Blackwood (over 12 months). Participants are given a Wellness Passport where they collect stamps for completing healthy activities - one of these activities is to complete the *Swap It* 12-week Planner. Every three months, participants attend a weigh in to track their weight loss – we give away *Swap It* resources as encouragement prizes to those who have lost weight.

**For more information on the Shire of Manjimup's program, please phone Simmone Van Buerle on (08) 9771 7777.**

## Community Healthy Eating and Physical Activity Grants

Round three programs are well under way with grant recipients using the *Swap It, Don't Stop It* resources extensively to promote the campaign message.

**Sport Medicine Australia (SMA)** received a grant to hold a Health and Recreation Expo in October for residents in Karratha and surrounding towns. The expo consisted of two 'easy food swaps for a healthier lifestyle' seminars, cooking workshops on 'how to swap take-away for home cooked meals', a 'how to swap sitting for moving safely' injury prevention workshop, and 'simple exercises you can do at home' classes.

Nutrition education targeted 'swapping fried chips for home baked chips and swapping sugary drinks for water'. The simple swap posters reinforced the take home message of easy swaps to reduce fat and sugar intake.

An interactive display showcasing *Swap It, Don't Stop It* resources was popular and the competition where participants submitted their best '*Swap It* ideas' to win a *Swap It, Don't Stop It* prize packs created much excitement on the day.



One expo participant said "the expo has really helped me understand swapping, giving me lots of practical support and ideas to make healthier choices".

**For more information about any of the projects funded, please contact Ruth Aspinall on 9382 5911.**

## More Information

### General Information

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



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