

WA COUNTRY HEALTH SERVICE MIDWEST

Yalgoo Healthy Store Project

Project Date:

February 2012

Project Location:

Yalgoo

Target Group:

Local residents aged 25-50 years

Background

This project was based in Yalgoo, a small Aboriginal community 220km east of Geraldton. The Community Dietitian employed by WA Country Health Service – Midwest worked with the Yalgoo local store and community members to develop a healthy store project. The store project was designed to help locals shop and eat healthily.

Objectives

Increase community awareness of healthy eating to reduce the risk of chronic disease.

Increase knowledge and practical skills of healthy eating to reduce chronic disease risk.

Increase the proportion of adults in Yalgoo who purchase healthier food options from the local store, consistent with the Australian Guide to Healthy Eating.

What happened?

- Yalgoo Primary School students created 'shelf talkers' and posters that were used in the store to identify healthier options.
- Other in-store initiatives including recipe cards and cooking demonstrations were also available.
- A special launch event was coordinated by the WACHS – Midwest Dietitian and held in February 2012 to introduce the shelf talkers to the community.
- The launch was held in conjunction with a Health and Community Services Expo that showcased the services available to the local community.
- The day's activities also included a free healthy community lunch, prepared by the local women who work for the Community Development and Education Program (CDEP).
- The expo and launch were advertised in local papers, the local newsletter and the Dietitian promoted the events on local radio.

Results

- General awareness of healthy eating has been raised, with people taking notice of the signs and posters in the store.
- General awareness of health and the services available to the community have been raised by the health expo.
- Practical skills and knowledge of healthy eating has been improved. Four different healthy salads, fruit platters and fruit salads were prepared by the local CDEP women, putting the skills learnt into practice.



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- Numerous community members who attended the expo commented on how great the food was and saw the simplicity of creating healthier food choices.
- Students have taken ownership of the healthy store project because they created the shelf talkers and posters, encouraging parents to follow the information given.
- Positive feedback has been received from community members on both the shelf talkers and the health expo.

Where to from here?

The Community Dietitian can now use the healthy store project as a base for future health promotion work in Yalgoo. It is also hoped that the shelf talkers and healthy store project can be implemented in other community stores in the Murchison region.

Organisation contact

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Tips for others

- Contact the Menzies School of Health Research (www.menzies.edu.au) for their resource package for nutrition promotion in remote stores which proved extremely helpful. The Remote Indigenous Stores and Takeaways (RIST) project resources are also useful.
- Ensure the community develops ownership of the project and is involved in the planning, design and implementation process by holding community meetings, focus groups and speaking to as many local people as possible.



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