



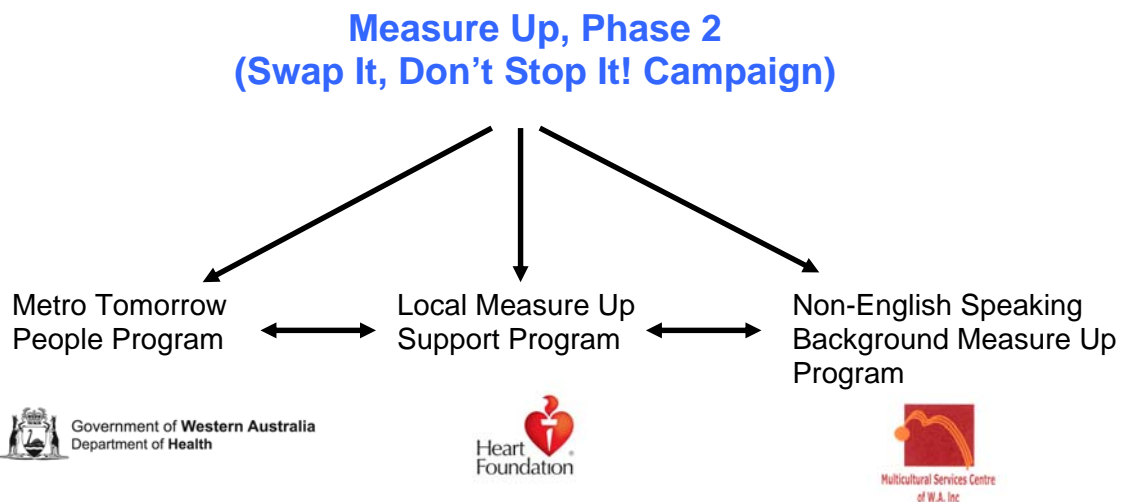
## May Campaign Update

Swap It, Don't Stop It! was launched on Sunday 13 March. This new national campaign forms phase two of the Measure Up campaign which began in 2008 and highlights the link between increased waist measurement and the risk of chronic disease.

Eric, an animated balloon character is the face of the new campaign. Over the years, Eric's belly has ballooned and he is now making some small changes to his lifestyle to improve his health, and he is encouraging Australian's to join him too.

### WA Organisations involved in Measure Up Phase Two

Three Measure Up programs have been funded through to June 30, 2013. These programs are being implemented by the Heart Foundation, Multicultural Services Centre of WA and the Aboriginal Metropolitan community in partnership with the North & South Public Health Units. Further details about each of these programs can be found below.



### Non-English Speaking Background Measure Up Program

This program aims to increase the reach of the national Swap It, Don't Stop It! campaign to people from non-English speaking backgrounds (NESB).

The program has a three pronged approach. It will primarily engage with and target mainstream health professionals, staff employed by community based agencies and local governments to work with migrant and refugee communities to deliver the key campaign messages. This will include cultural competency training and support for staff conducting health programs in targeted communities.

Secondly, key messages from the campaign will be delivered via local ethnic radio programmes and through distribution of multilingual audio –visual resources.

The third component of the program is to engage with targeted NESB communities with a high prevalence of Type 2 Diabetes and Cardiovascular disease to undertake community activities that encourage healthy lifestyle behaviours.

## Metro Tomorrow People Program

This program will provide a population focus and targeted interventions to contribute to closing the gap in Indigenous health outcomes, specifically to prevent chronic disease amongst Aboriginal people (18 years and over) in the Perth metropolitan area (through the promotion of physical activity and good nutrition).

The program aims to enhance the reach and impact of the Swap It, Don't Stop It! national Campaign by developing local and culturally appropriate approaches to engage and influence Aboriginal people living in the Perth metropolitan area.

In a partnership with community, the program will identify and implement culturally appropriate strategies to improve engagement, understanding and participation of Aboriginal people in healthy lifestyle behaviours (physical activity and good nutrition). Underpinning all the strategies to be implemented will be an extensive community consultation process through interaction between the District Aboriginal Health Action Groups (DAHAG's) in the south and the Aboriginal Health Planning Forums (AHPF's) in the north and providers of services to the Aboriginal community.

The project staff will work with the community and service providers to deliver community based education (educational tools, resources, promotional/mass communication materials) and health promotion activities to enhance the reach of the Swap It, Don't Stop It! Campaign and improve engagement in healthy lifestyle behaviours.

## Local Measure Up Support Program

The Local Measure Up Support Program aims to increase the impact of the national Measure Up campaign in WA by:

- Enhancing dissemination of information about the Swap It, Don't Stop It! campaign, available resources and key messages to health professionals and relevant agencies
- Providing advice/information to agencies and professionals wanting to run local support activities related to the Measure Up campaign.
- Strengthening the linkages, consistency and integration of the Swap It, Don't Stop It! and state funded campaigns and programs to ensure maximum impact and synergy of both the national and state investment
- Increasing the number of local community activities to support the national campaign by engaging community and local health professionals and providing funding through small grants
- Developing and disseminating a new resource for professionals promoting key messages and available programs and resources.

The primary target group is adults aged 25 to 50, particularly those with children. This includes those living in metropolitan and regional areas; those living in low socio-economic circumstances; people from non-English speaking backgrounds; and Aboriginal people living outside the Perth Metropolitan area (as the Metro Tomorrow People program covers Aboriginal people in the Perth metro area).

The secondary target group is health professionals and organisations working with populations and individuals at risk of chronic disease.

## Ordering Resources

Current resources available in WA include the following:

- Swap It, Don't Stop It! A3 Campaign Poster
- Swap It, Don't Stop It! A2 Campaign Poster
- Swap It, Don't Stop It! Brochure
- Swap It, Don't Stop It! Information Kit - containing 3x fact sheets (campaign, family and budget), a poster and brochure
- Swap It, Don't Stop It! 12-week planner booklet (also available as an online interactive planner)

To order Swap It, Don't Stop It! resources, complete the resource order form and return it to the Heart Foundation or order online through the Department of Health ([www.dohpackcentre.com.au/DOH](http://www.dohpackcentre.com.au/DOH)). Other campaign resources can be ordered or downloaded [here](#).

## Small Grants Scheme

The Heart Foundation is currently establishing a small grants scheme. The aim of the scheme is to providing support to organisations to implement local or culturally appropriate initiatives aimed at improving adults' physical activity levels, healthy eating behaviors and or weight. The grants scheme will be released in June 2011 and four funding rounds will be held until July 2013. More information will be released in the coming weeks.

## Formative Research for Phase Two

For information regarding the development of Phase Two of the Measure Up campaign, click [here](#) to view to formative research report.

## More information

### General Information

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