



Community Programs

Sixth Progress Report

to SA Health, Health Promotion Branch

July 2008 - June 2009

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Implemented by Southern Primary Health of Southern Adelaide Health Service
and Murray Mallee Community Health Service of Country Health SA





Community Programs

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Community Programs

1. Executive Summary

The *eat well be active (ewba)* Community Programs aim to contribute to the healthy weight of children, young people (0-18 years) and their families through increasing healthy eating and physical activity. The programs recognise the importance of addressing environmental factors, working in partnership across sectors and using a community development approach when looking to produce sustainable change at the community level. *ewba* comprises two linked projects – one in Morphett Vale (southern metropolitan Adelaide, population 23,000) implemented by Southern Primary Health and one in the Rural City of Murray Bridge (Hills Mallee country region, population 18,000) implemented by Murray Mallee Community Health Service.

The initial budget and timeframe allocated by SA Health has been increased to \$2.6 million over five years to allow for an increased intervention and evaluation follow-up period and the costs of large sample size anthropometric data collection.

The *ewba* Action Plan framework was developed through significant community consultation strengthened with the best available evidence and guided by the *ewba* guiding principles. The framework (see figure) depicts the four key messages that are addressed by the portfolio of strategies across a range of settings and implementation commenced in February 2006.



Figure. ewba Action Plan framework

Implementation

The majority of the Action Plans in each community have been implemented, and significant time and resources are now dedicated to building sustainability of *ewba* strategies and action in the communities. Currently implementation will continue in both communities until the end of June 2010.

Implementation highlights for 2008/09 include;

- Over 80% of pre and primary schools have a healthy eating policy .
- 80% of child care centres and 75% of preschools in Morphett Vale have initiated or completed development of an active play policy
- Strong interest from schools in Morphett Vale and Murray Bridge to develop Physical Activity policies.

- Over 20 workforce development sessions delivered for early childhood, education and youth workers in Morphett Vale and Murray Bridge.
- Over 130 primary students and over 50 high school students engaged in *ewba* Peer leader programs.
- A further 13 water filter facilities have been installed in Murray Bridge, including eight in community facilities. Two new water facilities in Morphett Vale with three new water facilities planned in three Morphett Vale high schools.
- 16 active play kits are being developed for FDC for loan to FDC Careproviders in Murray Bridge and Morphett Vale.
- 50 new mum's packs promoting breastfeeding and active play for Aboriginal mums in Morphett Vale and Murray Bridge
- Development and dissemination of an *ewba* Newsletter to all stakeholders in December, March and June.
- Redevelopment and upgrade of the *ewba* website with new links, information for stakeholders and an *ewba* community stories page.

Evaluation

The aims of *eat well be active* are being evaluated using mixed methods. The *ewba* evaluation comprises quantitative outcome measures together with a range of qualitative methods, in order to determine the visible outcomes of the project, community impact, understand the process of community change, and describe implications for practice.

The *ewba* Baseline Data Report (part 2) is being printed. Data gathered from surveying parents, primary schools (principals, teachers, canteen managers, out-of-school-hours-care), early childhood settings (Family Day Care, Long Day Care and Pre-schools) and the youth sector (high school principals and canteen managers) will be reported. Child Youth and Women's Health Service 2006 de-identified data on breastfeeding rates and physical measures of 4-5 year old children have been analysed and reported.

The quasi-experimental cross-sectional measures of intervention and comparison communities will be collected in September – November 2009. Measures will be taken using the same tools and methods as conducted for baseline in September – November 2006.

The qualitative components of the evaluation including interviews and focus groups with key stakeholders, perceived impacts and message uptake by school-aged children ('post-box' and 'photo-posters'), reach and message uptake in the community (on-the-spot community interviews), case studies, and context analyses continue to be collected and analysed.

The PhD work on "Transferability of a mainstream community-based childhood obesity prevention program to Aboriginal people" will further strengthen the evaluation with relevance to equity, through understanding the effectiveness and meaning of a mainstream program to aboriginal people and communities.

Communication and dissemination

Professional communication about *ewba* continues with another peer-reviewed paper published this project report period and a further two papers at the submission stage. In addition a further two papers are being prepared for submission. The *ewba* team have been very busy presenting at National and State conferences and continue to receive requests to share experiences and resources both locally and nationally.

***ewba* webpages:** <http://www.health.sa.gov.au/pehs/branches/health-promotion/hp-eat-well-be-active.htm>

Implemented by Southern Primary Health of Southern Adelaide Health Service
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Community Programs

2. Project update

Previous project progress reports have included detailed information outlining the aims and objectives of the *eat well be active (ewba)* Community Programs, the International, National and State context in which this project sits and the theory and principles which are the foundation of the project. Progress Report 3 highlighted the consultation process contributing to the development of the Action Plans in both Morphett Vale and Murray Bridge.

This report aims to provide a 12 monthly update on developments within the project in the areas of project management, action implementation in each community and project evaluation and does not replicate information covered in previous reports.

2.1 Project Staffing

The 2008/2009 financial year saw a number of staffing changes within the *ewba* project.

***ewba* Morphett Vale** – Project Coordinator, Melanie Tripptree returned from 12 months maternity leave in September 2008 in a 0.6FTE capacity. Yasmina Hage resigned from her position and the remainder of the Project Coordinator position has been filled by Sonya Stanley in a job-share arrangement until end June 2010.

***ewba* Murray Bridge** – Hannah Baseley resigned from the 0.4 FTE administrative position and Margaret Overall was appointed. Ayrle Williams requested 3 months leave without pay from April 2009 and Elisabeth Biedrzycki was appointed temporarily to August 2009.

Project Coordinator – This additional 0.4FTE staffing resource, focussed on *ewba* Communication and Dissemination was shared between Sonya Stanley, Mel Tripptree and Alice Easton.

Evaluation Coordinator – In May 2009 Dr Michelle Jones resigned and Dr Tahna Pettman was appointed in July 2009.

2.2 Project Management Committee

The Governance structure of *ewba* is represented in Figure 1. Three partner agencies comprise the Project Management Committee of the *eat well be active* Community Programs;

- Health Promotion Branch, SA Health (partner and funding body)
- Southern Primary Health (SPH, previously called Noarlunga Health Services) of Southern Adelaide Health Service
- Murray Mallee Community Health Service (MMCHS) of Country Health

The committee continues to meet bi-monthly and has representation from the three partner agencies plus project staff in attendance. Some individual membership has changed during the period of this report (*asterisks below indicate new individuals as members) and the terms of reference for the committee have been updated.

Project Management Committee membership

Health Promotion Branch, Department of Health:

- Penny Thyer, Manager, Health Promotion Operations (Committee Chairperson)
- Eva Forte, Project Officer

Southern Primary Health:

- Raven North, Manager Southern Primary Health, Noarlunga
- Louisa Matwiejczyk/* Emma Donaghey, Chief Dietitian-Nutritionist

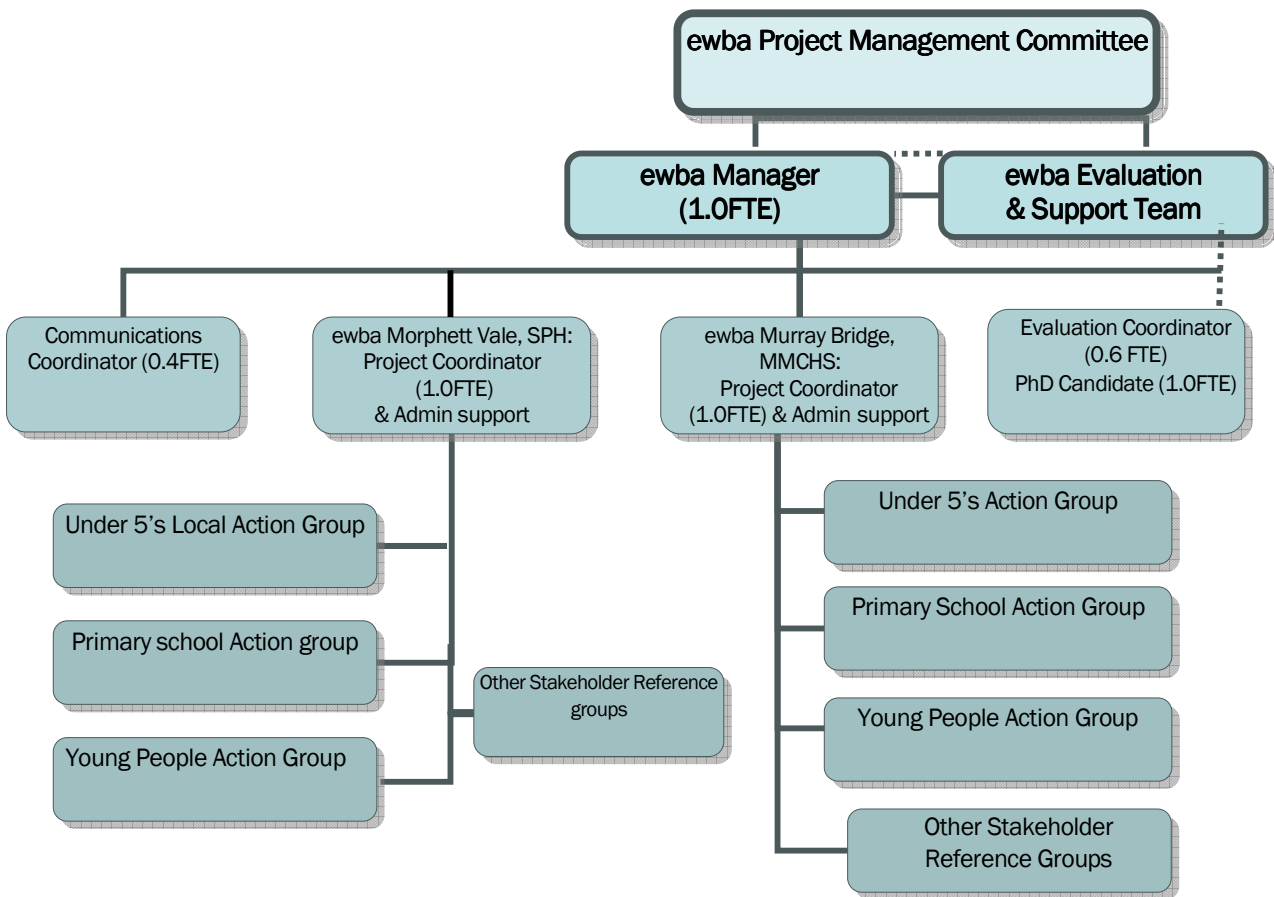
Murray Mallee Community Health Service (MMCHS):

- Molly Claire/* Meerilyn Spence, Manager
- Lesley Porter, Manager Health Equity for Life Team
- Sharon Perkins, Manager Healthy Living Team

Committee Observers:

- Nadia Mastersson/Marian McAllister, *ewba* Manager (Committee Executive Officer)
- Sonya Stanley/Yasmina Hage/Mel Tripptree, *ewba* Morphett Vale Project Coordinator
- Ayrle Williams/*Elisabeth Biedrzycki, *ewba* Murray Bridge Project Coordinator
- Dr Michelle Jones, Evaluation Coordinator
- Annabelle Wilson, *ewba* PhD Candidate
- Shona Emery, *ewba* Admin Officer (Minute Taker)

Figure 1: ewba Governance Structure



2.3 Project context

The Federal Government's Australian Better Health Initiative (ABHI) continues to fund Healthy Weight Coordinator positions across South Australia and these positions have now been permanently funded by SA Health. Of relevance to *ewba* is the 2.0FTE positions based in Southern Primary Health and the 1.0FTE position based in Port Pirie, both of which cover the *ewba* comparison sites for evaluation purposes.

In addition, at a state level, Health Promotion Branch have continued to develop an SA modification of the French community-based obesity prevention program, EPODE. It was announced in March 2009 that OPAL would be implemented across 6 sites Playford, Mount Gambier, Marion, Salisbury, Onkaparinga and Port Augusta in 2009 and 14 subsequent sites across SA over the next 5 years. The *ewba* Community Programs will provide learning and support to these programs.

2.4 Project Timeline and Budget

SA Health, Health Promotion Branch, originally allocated \$1.5 million over three years to *eat well be active* Community Programs.

In late 2007 an extension to a total of five years was given and an increased budget to \$2.5 million to extend the project's original timeframe allowing for a minimum of three years implementation and evaluation follow-up, which provided a critical opportunity to build evidence of effectiveness in community-based obesity prevention. In March 2009, Health Promotion Branch confirmed increased funding for *ewba* Project Coordinator positions in both sites to be extended to June 2010 giving a total five year timeframe and budget of \$2.6million. Table 1 shows the updated timeline of key *ewba* milestones. Currently discussions are occurring with SA Health regarding the future for support of *ewba* CP communities beyond June 2010.

This increased budget not only allows for the increased implementation timeframe, but also the significant costs of large sample size anthropometric data collection and one year PhD scholarship funding. In summary, of the five year \$2.6million *ewba* budget:

- 60% is spent on salaries (not including evaluation staff salaries)
- 21% spent on evaluation (including all evaluation salaries and PhD scholarship)
- 8% (average across all years) spent on Action Implementation
- 10% other (eg travel, IT, stationery)

Table 1. Timeline of key *ewba* milestones

Key project milestones	Timeline
<i>Project Planning:</i>	
Project set-up & administration	Nov 2004-Feb 2005
Review of literature and evidence base	Feb 2005 onwards
Community and stakeholder mapping	March-July 2005
Community consultation	Aug-Nov 2005
Action Plan development	Dec 2005-Jan 2006
<i>Project Implementation</i>	
Action Plan implementation	Feb 2006 – June 2010
Ongoing adjustments to Action Plan (according to community need & evidence base)	Feb 2006 – June 2010
<i>Evaluation</i>	
Planning, piloting & ethics approval	March-Aug 2006

Baseline data collection	Sept-Dec 2006
Continuous process data collection	Feb 2006 – Dec 2009
Post project data collection	Sept - Dec 2009
Final project report & results	June 2010

The funding from SA Health is allocated to two *ewba* cost centres, in Southern Primary Health (SAHS) and Murray Mallee Community Health Service (CHSA), with the SPH cost centre hosting overarching project expenses such as *ewba* management and evaluation.

The *ewba* budget expenditure for the 2008/2009 financial year has been;

- o \$380,350 in the SPH budget
- o \$134,721 in the MMCHS budget

Total *ewba* expenditure across both sites for the 2008/2009 financial year at 30 June 2008 was \$515,071. It should be noted that due to changes in accounting procedures in both sites to an accrual system there will no longer be provision for carrying over any unspent *ewba* funds into the 09/10 financial year.

3. Project in Operation

3.1 Summary of Action Plan Development and Coordination

The detailed *ewba* consultation and Action Plan development process was previously documented in the *ewba* Second and Third Progress Reports. The Action Plans have been depicted in several different ways but is most commonly and succinctly presented in Figure 2 below.



Figure 2: ewba Action Plan Framework

The summarised *ewba* Action Plan framework (Fig 2) provides a simple pictorial version representing the four key *ewba* messages (behaviour change targets), the portfolio of strategy types used to address these, and the key settings in which these are occurring. The detailed text-based Action Plans for Morphett Vale and Murray Bridge continue to be responsive to community need, and the current versions are presented in Appendices 1 and 2.

3.2 Settings and population target involvement

In order to impact on *ewba*'s target population in a sustainable manner, work in both communities continues to focus on the development and fostering of strategic partnerships within the many sectors that influence children, young people and their families. These relationships, commenced during the initial consultation process, provide the foundation to the intervention work being undertaken in both communities. A description of more than 80 agencies and community groups across a range of settings and sectors that have been engaged in the *ewba* project communities in 2008/09 is shown in Appendix 3.

3.3 Action Implementation

A birdseye view of *ewba* action under each of the strategy areas (shown in Figure 2) has been presented as *ewba* Menus. These describe the variety of interventions that are offered to the range of stakeholders and target groups in each community. An *ewba* menu summarising this action for each community as a whole is shown in Appendix 4. More detailed *ewba* menus related to the four specific target groups (early childhood, primary school aged children, youth & community) can be found on the *ewba* Community Programs website.

Implementation of the Action Plans in both Morphett Vale and Murray Bridge continues in a cooperative fashion, albeit with differences in content and/or delivery as required by each community. Implementation is planned and managed through regular *ewba* staff team meetings and annual planning and review sessions. This progress report builds on previous progress reports and provides current information on the action implementation in both Morphett Vale and Murray Bridge between 1 July 2008 - 30 June 2009 (see Appendix 5).

Implementation highlights for 2008/09 include;

- Almost 100% of early childhood settings, primary and high schools have been engaged, with significant cross sectoral partnerships developed with other relevant community, government and non-government agencies (including key agencies in the welfare sectors)
- Over 80% of pre and primary schools have a healthy eating policy .
- 80% of child care centres and 75% of preschools in Morphett Vale have initiated or completed development of an active play policy
- Strong interest from schools in Morphett Vale and Murray Bridge to develop Physical Activity policies.
- Over 20 workforce development sessions delivered for early childhood, education and youth workers in Morphett Vale and Murray Bridge.
- Over 130 primary students and over 50 high school students engaged in *ewba* Peer leader programs.
- A further 13 water filter facilities have been installed in Murray Bridge, eight in community facilities. Two new water facilities in Morphett Vale with three new water facilities planned in three Morphett Vale high schools.
- 16 active play kits are being developed for FDC for loan to FDC Careproviders in Murray Bridge and Morphett Vale.
- 50 new mum's packs promoting breastfeeding and active play for Aboriginal mums in Morphett Vale and Murray Bridge

The majority of the Action Plans in each community have been implemented, and much time and resources are now dedicated to building sustainability of *ewba* strategies and action in the communities. For example, time is being spent further strengthening stakeholder relationships and capacity, and key strategies such as school nutrition policies and outcomes of workforce development are receiving ongoing attention.

Local Promotion and Marketing

A new newsletter inserts package promoting *ewba*'s key messages has been distributed to all early childhood and primary school settings. This package was distributed along with guidelines for sites as to how to use all the materials they have received in the last 2 years.

Unexpected Outcomes

In addition to the myriad of outcomes for the *ewba* Morphett Vale and Murray Bridge communities, implementation of the Program continues to have unexpected outcomes more broadly for SA. For example;

- The 'Start Right Eat Right' project has incorporated some of *ewba*'s physical activity information and resources into their statewide nutrition training and accreditation of child care centres
- The ABHI Healthy Youth project has utilised *ewba*'s youth worker nutrition manual and training package to train The Second Story youth health agency staff across the state
- Murray Bridge South Primary School decided their float in the 2008 Murray Bridge Christmas pageant would have an "eat well be active" theme. All the children dressed up as sports people or a healthy food!

3.4 Broad Communication and Dissemination

The *ewba* Community Programs commenced in 2006 and since then much interest has been shown from a variety of organisations about the learning's thus far in the project. Professional communication about the project has been disseminated through a series of presentations, newsletter articles, written reports and through attendance of *ewba* staff on various committees and reference groups. Funding for a 0.4 FTE Project officer for "Communication and Media" has resulted in the redevelopment of the *ewba* website, media resources for the team and increased *ewba* media coverage as well as the development of an *ewba* Newsletter for stakeholders. A summary of *ewba* media coverage locally and statewide is described in the media section of Appendix 5. There has also been a significant amount of work done on preparing relevant *ewba* resources for dissemination with plans for these documents to be made available through the *ewba* website in early 2010. The following is a succinct list of *ewba* dissemination and communication activities (excluding project implementation) between July 2008-July 2009:

ewba webpages hosted by SA Health, Health Promotion Branch (since Jan 2008)

<http://www.health.sa.gov.au/pehs/branches/health-promotion/hp-eat-well-be-active.htm>

- These webpages were redesigned in early 2009, with an additional 'Resources' section, including links to key nutrition, physical activity and community obesity prevention project websites

Peer reviewed journal articles

- The *ewba* child nutrition questionnaire validity and reliability publication in the International Journal of Behavioral Nutrition and Physical Activity (IJBNPA). Wilson A, Magarey A, Masterson N. Reliability and relative validity of a child nutrition questionnaire to simultaneously assess dietary patterns associated with positive energy balance and food behaviours, attitudes, knowledge and environments associated with healthy eating *International Journal of Behavioral Nutrition and Physical Activity*. 2008;5(5). The article is officially rated as 'highly accessed'.
- "The challenges of quantitative evaluation of a multi-setting, multi-strategy community-based childhood obesity prevention programme: lessons learnt from the *eat well be active* Community Programs in South Australia", describing the *ewba* quantitative baseline data collection methodology, has been accepted by *Public Health Nutrition*. Authors Wilson, Magarey, Dollman, Jones and Mastersson.
- "Planning for obesity prevention – illuminating an interpretative space", describing the *ewba* consultation & Action Plan development process, has been resubmitted with revisions to *Health Promotion International*. Authors Mastersson, Verity, Magarey and Dollman.
- "Integrated evaluation for a complex public health community based childhood obesity prevention program: *eat well be active* Community Programs", describing the *ewba* evaluation framework paper, has been submitted to *Health & Social Care in the Community*. Authors Verity, Jones, Magarey, Dollman and Mastersson.
- Team members from the national Collaboration of Community Based Obesity Prevention Sites (CO-OPs) collaboration consulted with the *ewba* CP team for development of an evidence review relating to EQUITY that will be made available as a CO-OPs 'evidence summary'. The review is being compiled by the McCaughey centre.
- Triptree, M (2007). 'Working in partnership with schools: the *eat well be active* Community Programs Schools and Preschools Initiative'. Gaston, V (2007). 'Physical activity in Family Day Care Policy'. Both

were published in the Australian Health Promotion Association (SA Branch) Health Promotion Storybook 2007.

- In addition a further two papers are being drafted for submission to peer reviewed journals by the *ewba* team and EAT team members.

Publications

Gowrie Adelaide & *eat well be active* Community Programs, 2009. Talking with families about nutrition and active play. Lonsdale: AllBiz Supplies

eat well be active Community Programs Newsletter – Serving 1, December 2008, Serving 2 March 2009 and Serving 3 June 2009. All available under Publications on the *ewba* website.

National Conferences

- Public Health Nutrition Conference, Adelaide July 2008– two oral presentations, Dr Michelle Jones on “*ewba* evaluation framework” and Sonya Stanley on “*ewba* Peer Leadership”. Two posters, Annabelle Wilson on “Validation of *ewba* evaluation tools” and Nadia Mastersson on “10-point plan to community based obesity prevention”.
- Australian health and medical research congress (including ANZOS), Brisbane, Invited speaker on Community-based obesity prevention in SA, 20th of November 2008, Nadia Mastersson.

Presentations

- SAHS- SPH Leadership Group – July 08 – *ewba* update
- MMCHS Managers “Big Picture Forum” March 2009.
- Malaysian Ministry of Health NCD Branch – July 08 – *ewba* site visit with presentations from all *ewba* staff and PhD student.
- Flinders University of SA
 - Nutrition & Dietetics student lecture, Aug 2008
- SA DAA poster presentations October 2008–
 - “10-point plan to community based obesity prevention” – Nadia Mastersson
 - “*ewba* Youth Leadership Program” – Yasmina Hage
 - “Transferability of evaluation tools from a community-based, childhood obesity prevention intervention for use by practitioners” – Annabelle Wilson
- State Population Health Conference, *ewba* Youth Leadership Program-Poster Presentation, October 2008, Yasmina Hage.
- The Rural City of Murray Bridge, Council Meeting, November 2008

Sharing and supporting other agencies/groups

- EWBA State School project - *eat well be active* Community Programs and Evaluation Team provided a remunerated consultancy service to develop an evaluation framework for this statewide project, this included facilitating input from *ewba* Academics.
- Southern Primary Health Healthy Weight Coordinators and Dietitian’s (sharing key *ewba* resources and training in *ewba* programs), ongoing
- ‘Start Right Eat Right’ Project staff (sharing key *ewba* resources, expertise and learning via meetings and email discussion)
- ‘ABHI Healthy Youth’ Project Coordinator (sharing key *ewba* resources and learning)
- *eat well be active* Primary Schools’ project staff (ACHPER) (sharing key *ewba* resources, expertise and learning via meetings, telephone and email discussions)
- ‘Good for Kids, Good for Life’ (New South Wales) Early Childhood and Youth Project Coordinators (sharing key *ewba* resources, expertise and learning via telephone and email discussions)
- *ewba* CP staff attended with Michele Herriot (Director, HPB, SA Health) the first meeting of CO-OP’s in Melbourne, 30th and 31st of October 2008 on developing “Best Practice Principles in Community based Obesity Prevention”. Subsequent meeting with Knowledge broker from CO-OP’s in March 2009 for development of an equity-based question to accompany the Best Practice Guidelines.
- Presentation to all CHSA Healthy Weight Coordinators – Nov 2008

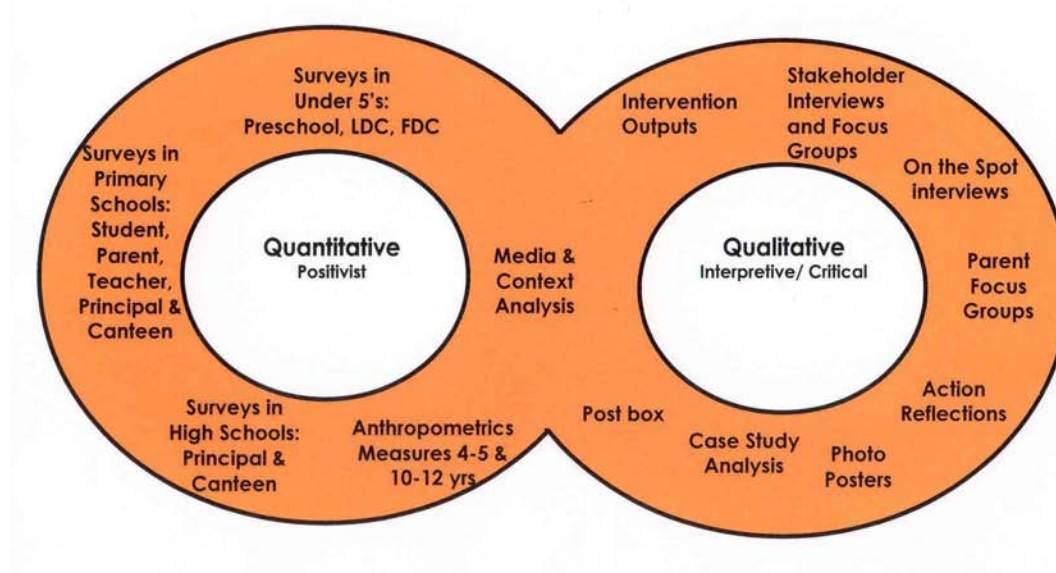
4. Project Evaluation

4.1 Evaluation Framework

The evaluation framework matches the aims of *ewba* to indicators, evaluation questions and methods (see Figure 4 for pictorial representation). The aims of *eat well be active* are being evaluated using mixed methods. The *ewba* evaluation comprises quantitative outcome measures together with a range of qualitative methods, in order to determine the visible outcomes of the project, community impact, understand the process of community change, and describe implications for practice. Additionally contextual factors will be described, given the potential effect of broader environmental influences during the intervention period.

The quantitative component is a quasi-experimental cross-sectional pre-post design, with comparison groups to account for secular trends. The qualitative components include interviews and focus groups with key stakeholders, perceived impacts and message uptake by school-aged children ('post-box' and 'photo-posters'), reach and message uptake in the community (on-the-spot community interviews), case studies, as well as context and media analyses. The PhD work will further strengthen the evaluation with relevance to equity, through understanding the effectiveness and meaning of a mainstream program in aboriginal people and communities.

Figure 4: *eat well be active* evaluation framework



▪ Reports

Part 2 of the *ewba* Baseline Data Report is being printed. Data from parents, primary schools (principals, teachers, canteen managers, out-of-school-hours-care), early childhood settings (Family Day Care, Long Day Care and Pre-schools) and the youth sector (high school principals and canteen managers) is being reported in this part of the report. Child Youth and Women's Health Service (CYWHS) 2006 de-identified data on breastfeeding initiation and duration of 1450 infants and height and weight measures of 1005 4-5 year old children in *ewba* intervention and comparison sites have been analysed and reported.

Planning for the final report is underway and each partner health service and the Health Promotion Branch will be consulted to clarify key questions to be addressed.

▪ Ethics approvals

Approval has been received for minor revisions that were made to survey tools (baseline 2006 versions) to update and ensure consistency. Application for extension (into 2010) of ethics approval for *ewba* has been submitted to and received from the DH HREC.

4.2 Quantitative Evaluation Update

The quasi-experimental cross-sectional measures of intervention and comparison communities will be collected in September – November 2009. Measures will be taken using the same tools and methods as conducted for baseline in September – November 2006. Period of measurement will be almost identical to baseline to limit the confounding influence of seasonal variation. It is hoped that a similar sample size of children will be obtained for post-intervention measures (in 2006, n=1637 children with anthropometric and survey data). A team of over 14 casual and contract staff will be assembled and trained to collect this data in schools.

4.3 Qualitative Evaluation Update

- **Interviews with key stakeholders** will take place late 2009 – list of interviewees is being finalised with the academic team and suggestions will be invited from project management committee and *ewba* team.
- **Focus groups.** Focus groups with parents, students, *ewba* local action groups and the project management committee – will take place in late 2009.
- **Photo Posters** – Primary School Students from one school (which has completed the *ewba* peer leaders intervention) in each intervention site were invited to be part of an evaluative process aimed at exploring the messages received about *ewba* and subsequent changes. A Student dietitian from Flinders University conducted this project under *ewba* supervision. The posters have since been presented to schools. A report was compiled based upon the process and feedback session conducted with schoolchildren. Additional data were collected by videotape and analysis to be done.
- **Post-box** as reported in Progress Report #5 has been completed. The second and final component on physical activity was completed in late 2008. Data analysis has been undertaken, and is in the process of being written up for peer-reviewed publication.
- **On the spot interviews in community locations**, completed in April 2008 - data analysis is underway.
- **Action reflections and intervention outputs & reflections** – Intervention workers continue to maintain their reflective journals and recorded team reflective sessions are held quarterly. In addition, intervention outputs continue to be recorded in the *ewba* ACCESS database.
- **Case Studies** (n=8) have been proposed to describe *ewba* interventions. A Medical Science student from Flinders University did some groundwork to assist *ewba* in developing a framework (series of questions) to measure/score the cases on issues including **sustainability, equity, and capacity building**. This will be refined in order to complete an analytical and organising framework for the case studies. These questions will then be used to assess a range of data to systematically evaluate the case studies. Several data sources will be used to inform the case studies: site visit and interviews with key informants of the project, policy/ procedure/ documentation/ archival analysis, *ewba* project coordinator reflections and interviews with *ewba* project coordinators. As part of the student work, the draft framework was piloted and applied to the case of water taps.
- **Context analysis and Media monitoring** will be conducted given that *ewba* is taking place in a wider public environment where there is much related activity plus media and public coverage of overweight and obesity related issues. To contextualise the *ewba* intervention and to describe the discursive constructions of childhood overweight and obesity the following methods are employed:
 - An electronic print media analysis for a one month period in each year of the project is being undertaken (June 2006–09). Data collection is ongoing.

- o A local/state/national context analysis was compiled by Dietetics student from Flinders University. The ANGELO framework was used to guide identification of environmental contextual factors. To be reviewed and updated with >June 2009 info.

4.4 Evaluation Academic Team

The Evaluation Academic Team consisting of Dr Anthea Magarey, Dr Jim Dollman, Dr Fiona Verity continues to meet quarterly to direct and lead the *ewba* evaluation process. Recent discussions have included: plans for the completion of qualitative data collection; quantitative outcomes data collection planning; research officer recruitment; validity/reliability testing of parent/teacher surveys; logistics of quantitative data management; review of *ewba* surveys for 2009; *ewba* PhD project; possible methods of analysis for qualitative components; issues for evaluation in light of extension to project activity.

Arrangements have been made for a working meeting to plan how to prioritise and synthesise data to address evaluation questions, final reports content/format, including input from DH HPB and stakeholder health services.

Have also discussed dissemination to and use of *ewba* survey tools by CO-OPs.

4.5 *ewba* PhD candidate

Annabelle Wilson's (B Nut Diet) PhD project commenced on March 11 2008 and the following is a brief report on her project entitled "Transferability of a mainstream community-based childhood obesity prevention program to Aboriginal people". Annabelle was successful in gaining an Australian Postgraduate Award with a scholarship "top up" from SA Health from January 2009.

Since March 2008 the PhD question has been refined significantly to explore in depth the in experiences of the Aboriginal communities in Morphett Vale and Murray Bridge with the *ewba* Community Programs.

In 2009, a significant amount of liaison with the Aboriginal communities in the two *ewba* sites has been performed, and a Reference Group has been established. Regular attendance at community events has allowed relationships to be built and maintained. This project has also been approved as an 'in-kind' research project by the Cooperative Research Centre for Aboriginal Health based at Flinders University.

The focus of this PhD for the following year will be maintaining established relationships with the Aboriginal communities and collecting data. This project will use data from the *ewba* baseline and follow-up evaluation questionnaires, primarily the student, teacher and parent questionnaires. Due to the small sample size of Aboriginal participants in this sample, this data will be used to provide a description of changes in attitudes, behaviour, knowledge and environments in Aboriginal and non-Aboriginal children.

Additionally, interviews will be performed with Aboriginal school children and their parents, Aboriginal workers and *ewba* workers, in late 2009 or early 2010. These interviews will document the experiences of these people with *ewba*. I would like to acknowledge the Reference Group who have been instrumental in reviewing questions for interviews and contributing ideas.



5. Appendices

- Appendix 1 *ewba* Morphett Vale Action Plan (available on *ewba* webpages)
- Appendix 2 *ewba* Murray Bridge Action Plan (available on *ewba* webpages)
- Appendix 3 *ewba* Settings and Target Populations
- Appendix 4 *ewba* Intervention “Menu” for all settings
- Appendix 5 *ewba* Action Implementation (July 2007-June 2008)

Appendix 3:

***ewba* Settings and Target Populations 07/08**

Appendix 3: *ewba* Population Targets and Settings 08/09

SETTINGS & POPULATION TARGETS	 Morphett Vale	 Murray Bridge
<p>EDUCATION SECTOR:</p> <p>PRE-SCHOOLS</p> <p>PRIMARY SCHOOLS</p> <p>OUT OF SCHOOL HOURS CARE (OSHC)</p> <p>HIGH SCHOOLS</p> <p>DEPARTMENT OF EDUCATION & CHILDREN'S SERVICES (DECS)</p>	<p>Preschools:</p> <ul style="list-style-type: none"> • 6 (of 8) preschools engaged • 4 representatives are members of the <i>ewba</i> Under 5s Action Group <p>Primary schools:</p> <ul style="list-style-type: none"> • 12 (of 12) primary schools (6 private, 6 public) engaged • Engaged Principals, teachers, School Service Officers, students & parents • 6 representatives are members of the <i>ewba</i> Primary Schools Action Group <p>OSHC: 8 (of 8) OSHC engaged</p> <p>High schools:</p> <ul style="list-style-type: none"> • 3 (of 3) high schools (2 private R-12 schools, 1 public) • Engaged Deputy and Assistant Principals, teaching staff, student leadership & canteen staff <p>DECS: Engaged DECS Healthy Food Supply Project Officers</p>	<p>Preschools:</p> <ul style="list-style-type: none"> • 4 (of 5) preschools, including 1 Indigenous Kindergarten, engaged • 5 representatives are members of the <i>ewba</i> Under 5 Action Group <p>Primary Schools:</p> <ul style="list-style-type: none"> • 9 (of 10) primary schools (1 private R-12; 6 Public, 1 special school and 2 private schools) engaged • Engaged Principals, teachers, canteen staff, parents, volunteers, Governing Council • 6 representatives are members of the <i>ewba</i> Primary Schools Action Group <p>OSHC: 3 (of 3) OSHC engaged</p> <p>High Schools:</p> <ul style="list-style-type: none"> • 2 (of 2) high schools (1 R-12 school) engaged. • Engaged Principals, teachers, student leadership & canteen staff • 2 Representatives are members of the Murraylands Youth Sector Network that <i>ewba</i> attends <p>DECS: Engaged DECS Regional Director and Manager</p>
<p>CHILD CARE</p>	<ul style="list-style-type: none"> • 4 (of 5) Child Care Centres (2 private, 2 community-based) engaged • Engaged Directors & Child Care workers • 3 representatives are members of the <i>ewba</i> Under 5s Action Group 	<ul style="list-style-type: none"> • 4 (of 5) Child Care Centres (2 private, 3 community-based), including 1 indigenous child care engaged • Engaged Directors & Child Care workers, parent group and cooks • No longer representatives from child care on <i>ewba</i> Under 5s Action Group
<p>FAMILY DAY CARE</p>	<ul style="list-style-type: none"> • 1 Field worker & 19 Care Providers engaged • 2 Field workers are members of <i>ewba</i> Under 5s Action Group 	<ul style="list-style-type: none"> • Operations Manager, 1 Field workers & 12 Care Providers engaged • 1 Field worker is a member of <i>ewba</i> Under 5s Action Group
<p>HOMES/FAMILIES</p>	<p><i>ewba</i> works primarily with stakeholders, such as early childhood providers, schools and welfare agencies, who</p>	<p><i>ewba</i> works primarily with stakeholders, such as early childhood providers, schools and welfare agencies, who</p>

	<p>interact directly with parents. This increases sustainability and reach of the programs.</p> <ul style="list-style-type: none"> Parents trained as <i>ewba</i> 'Active Foodies' continue to be supported 	<p>interact directly with parents. This increases sustainability and reach of the programs.</p>
INDIGENOUS STAKEHOLDERS	<ul style="list-style-type: none"> 1 Aboriginal Kindergarten SPH Maternal and Infant Care (AMIC) Workers from ATSI team Nunga Mums and Bubs Group (supported by ATSI AMIC Workers) 	<ul style="list-style-type: none"> Aboriginal Primary Health Care Unit (APHCU) Manager Aboriginal Primary Health Care Access Program (APHCAP) Nunga play group Child Care Workers Lower Murray Nunga Club- Women's Health Worker Minya Porla Creche - Indigenous Child Care Centre Director and Child Care Workers Murray Mallee Community Health Service Aboriginal Health Unit- Team Leader, Early Childhood Worker and outreach workers Lower Murray Nunga Club –APHCU Youth Workers and fitness instructors Aboriginal Healthy Living Coordinator (CHSA – APHCAP) Aboriginal Education officers at 2 schools
<p><u>OTHER LOCAL STAKEHOLDER AGENCIES:</u></p> <p>LOCAL GOVERNMENT</p> <p>HEALTH</p> <p>YOUTH & WELFARE</p>	<p>Local government:</p> <ul style="list-style-type: none"> Playgrounds Coordinator Community Development Worker Special Projects Coordinator <p>Health services: Noarlunga Village & Woodcroft (now SPH Morphett Vale) Community Health Services</p> <ul style="list-style-type: none"> 2 Dietitians 4 Speech Pathologists 4 Occupational Therapists 1 Early Childhood Psychologist 1 Occupational Therapist is a member of <i>ewba</i> Under 5s Action Group <p>Regional youth & welfare agencies:</p> <ul style="list-style-type: none"> <u>Mission Australia</u> <ul style="list-style-type: none"> Engaged 1 staff & Manager <u>The Second Story</u> <ul style="list-style-type: none"> Engaged and trained 1 staff member <u>Southern Junction Community Services</u> <ul style="list-style-type: none"> Engaged 2 staff with plan to train a large group of staff in nutrition by end of October 	<p>Local Government:</p> <ul style="list-style-type: none"> Aboriginal and Youth Liaison Officer Marketing & Special Projects Officer <p>Murray Mallee Community Health Service (MMCHS):</p> <ul style="list-style-type: none"> Community Health Manager 2 Dietitians Diabetes Educator Healthy Living Team Manager Women's Health Project Workers Aboriginal Health Workers Be Active Field Officer Senior Health Promotion Officer Occupational Therapists Murray Bridge Soldiers Memorial Hospital Community Midwife <p>Youth & welfare agencies: <i>ewba</i> has chosen to utilise membership of the existing Murraylands Youth Sector Network as a more efficient way of engaging this sector rather than the <i>ewba</i> Youth Action Group. Members represented on this network include:</p> <ul style="list-style-type: none"> CentaCare Housing SA Job Placement Employment and Training

<p>COMMUNITIES FOR CHILDREN <i>(Commonwealth funded early childhood project)</i></p> <p>COMMUNITY CENTRES</p>	<ul style="list-style-type: none"> • Uniting Care Wesley <ul style="list-style-type: none"> • Engaged and trained 1 staff member • Anglicare <ul style="list-style-type: none"> • Engaged and trained ??staff members • Centacare <ul style="list-style-type: none"> • Engaged and trained 3 staff members • Coolock House <ul style="list-style-type: none"> • Engaged 2 staff and trained all staff (10) • Hackham Children's Centre <ul style="list-style-type: none"> • Engaged and trained 2 staff members <p>Communities for Children:</p> <ul style="list-style-type: none"> • 1 'Playgroups on the Move' Coordinator was a member of the ewba Under 5s Action Group until her position concluded at end June, 2009 <p>Community Centres:</p> <p>3 of 4 centres (3 located outside Morphett Vale suburb) engaged, 1 significantly</p> <ul style="list-style-type: none"> • 2 early childhood workers are members of the ewba Under 5s Action Group • 1 'Playgroups on the Move' Coordinator has been engaged significantly 	<ul style="list-style-type: none"> • Centrelink • Employment Options Inc. • Families SA • Headspace • Local government • Anglican Community Care Inc. • Lutheran Community Care • Carers SA • Tafe SA • Workskil • Department of Further Education, Employment, Science & Technology • Youth Advisory Council of SA • MMCHS • Be Active Field Officers Program, ORS • DECS • Lower Murray Nunga Club (LMNC) • CAMHS <p>Communities for Children:</p> <ul style="list-style-type: none"> • 3 Project Coordinators • 1 coordinator is a member of the ewba U5 action group <p>Community Centres:</p> <p>2 (of 3) centres significantly engaged</p> <ul style="list-style-type: none"> • 3 Youth workers • 1 Centre Manager/Director
<p>FOOD SERVICES:</p> <p>SCHOOL CANTEENS</p>	<p>7 (of 7) including both formal and informal canteens, engaged across private and public schools.</p> <ul style="list-style-type: none"> • paid canteen staff • volunteers • teaching staff 	<p>10 (of 10), including both formal and informal canteens, engaged across private and public schools.</p> <ul style="list-style-type: none"> • paid canteen staff • volunteers • teaching staff
<p>RECREATION SPACES & PROVIDERS</p>	<ul style="list-style-type: none"> • Onkaparinga Council engaged on Parks Redevelopment process. 	<ul style="list-style-type: none"> • Engaged Rural City of Murray Bridge Youth and Indigenous Officer • Engaged Be Active Field Officer • Member of Recreation and Open Space Planning Committee
<p>OTHER COMMUNITY GROUPS</p>	<ul style="list-style-type: none"> • Attended Healthy Cities Onkaparinga Community Consultation and General Meeting in April, 2008. • Attended SACOSS 'Fair Food Forum' in June, 2008. 	<ul style="list-style-type: none"> • Attended Regional Community Consultation Committee forum
<p>LOCAL BUSINESSES</p>	<p>No new activity</p>	<p>No new activity</p>

Appendix 4:

***ewba* Menu of Interventions (across all settings)**



Community Programs

All Settings - summary

Workforce Development & Peer Education

Range of nutrition & physical activity training
Teacher wellbeing sessions
Mentoring for Canteens
Active Community Foodies
eat well be active Peer Student Leadership

Policy

Physical activity policy
Nutrition policy
Fruit, veg & water classroom break policy
Healthy fundraising & catering resources
Public liability insurance supporting activity

Infrastructure

Improvements to drinking water facilities
Reinvigorating outdoor learning environments
Family active play & healthy eating kits for parent loan
Canteen menu improvements
Improvements to active community spaces



Community Programs

Programs & Resources

Healthy, active curriculum resources in schools
Talking w/Families about Nutrition & Active Play
Learning Stories
Food Cent\$' food budgeting program

Promotion

Large signage (of 3 key messages)
Educational photo displays & parent handouts
Newsletter inserts
Youth-led promotions
Local media and *ewba* webpages

*Community Development**

Local Stakeholder Action Groups
Support for community groups & events
Grant writing support

Side Orders



Start Right Eat Right
Walk & Talk
Right Bite for Canteens
Active After Schools Program
Premiers Be Active Challenge
Safe Routes to School
Breastfeeding Welcome policy

*Community development is also an *approach* used across all *ewba* activities

Appendix 5:

***ewba* Action Implementation (July 2008 – June 2009)**

Appendix 5: *ewba* Interventions/Strategies (July 2008 - June 2009)

INTERVENTIONS	 Morphett Vale	 Murray Bridge
POLICY		
PRESCHOOL/SCHOOLS HEALTHY EATING POLICY/ACTION PLAN	<p>7 of 7 preschools have an up to date nutrition policy which is actively implemented.</p> <p>To date, 10 (of 12) schools have initiated a healthy eating policy although revision is underway in 5 sites.</p> <p>Support Service:</p> <ul style="list-style-type: none"> • Visits to individual school sites to support implementation of Healthy Eating Policies or Action Plans have been organised on a needs basis, often initiated by school staff. • Additional site visits have also been undertaken as a result of leadership or key staffing changes. • Consolidation Workshop: 9 sites actively participated in Consolidation workshop activities, with 6 sites represented at the ½ day workshop by 11 Teachers/ Deputy Principals. • A ‘consolidation grant’ offered as part of the workshop was provided to the 9 sites, and included: <ul style="list-style-type: none"> • Healthy Homework kits • Outdoor explorer kits • Fit to Lead equipment packs • “Active areas” • Nutritious classroom packs • Drink More water signs • Edible gardens (in pots) vouchers • Physical activity equipment • Support for Physical activity policy development (TRT) <p>More detail about the grant is provided in the respective areas following.</p>	<p>5 preschools have initiated a healthy eating policy and continued support is offered.</p> <p>To date, 7 (of 10) school sites have initiated a healthy eating policy although finalisation of planning is still pending in most cases</p> <p>Support Service:</p> <ul style="list-style-type: none"> • Visits to individual school sites to support implementation of Healthy Eating Policies or Action Plans. These visits have been organised on a needs basis, often initiated by school staff. • Additional site visits as a result of leadership or key staffing changes or limited contact with <i>ewba</i>. • Recent visits have included discussion and interest in the development or reworking of Physical Activity policies in schools.
NUTRITION ACCREDITATION FOR CHILD CARE CENTRES (‘START RIGHT EAT RIGHT’)	No further action needed at this time, as 100% of all Child Care Centres are Start Right Eat Right accredited	This area is under review as there has been a recent change in eligible CCC. Previously was 100% as 3 (of the 3 eligible) childcare centres were <i>Start Right Eat Right</i> accredited.
FAMILY DAY CARE (FDC) PHYSICAL ACTIVITY (PA)	In support of the PA policy: <ul style="list-style-type: none"> • A physical activity training session has been planned for September 2009 for 	In support of the PA policy: <ul style="list-style-type: none"> • A physical activity training session has been planned for late 2009 for FDC

POLICY AND ASSOCIATED TRAINING AND RESOURCES	<p>FDC providers</p> <ul style="list-style-type: none"> • 2 physical activity packs for FDC providers to borrow have been compiled and will be linked to this training 	<p>careproviders</p> <ul style="list-style-type: none"> • 8 equipment physical activity packs for FDC care providers to borrow have been compiled and will be linked to this training.
EARLY CHILDHOOD PHYSICAL ACTIVITY POLICY	80% of child care centres and 75% of preschools have initiated or completed development of a site Active Play policy supportive of the Draft National Physical Activity Guidelines for Children 0-5	Support to all sites to develop an Active Play Policy will be offered late 2009.
HEALTH SERVICE POLICY & PLANNING	Awaiting implementation of the state-wide 'Healthy Food in SA Health Services' Policy.	Healthy Health Site committee continued to meet to develop a 'Healthy Health Site policy' for Murray Mallee Community Health Service with contribution from <i>ewba</i> . The plan was for the policy to include work/ life balance, quit smoking and workplace physical activity to accompany the 'Healthy Food in SA Health Services' Policy. This group has recently changed its membership to concentrate on organisational changes required by the Healthy Food and Drink Choices for staff and Visitors in SA Health Facilities policy and <i>ewba</i> will contribute when relevant.
FRUIT, VEG & WATER BREAKS CRUNCH & SIP® PROGRAM	<ul style="list-style-type: none"> • 8 out of 12 primary schools have some type of fruit, veg and water break ranging from once a week 'Fruity Friday' to daily in class breaks for 'Fruit time'. • Of these, 4 schools have registered as <i>Crunch & Sip</i>® schools. • <i>Crunch and Sip</i> will be rolled out state-wide in late 2009. 	<ul style="list-style-type: none"> • 7 out of 10 primary schools have some type of fruit, veg and water break ranging from once a week 'Fruity Friday' to daily in class breaks for 'Fruit time'. • Of these, 2 schools have registered as <i>Crunch & Sip</i>® schools. • <i>Crunch and Sip</i> will be rolled out state-wide through Dental SA in late 2009 with 2 MB schools interested at this stage.
HEALTHY POLICIES FOR OTHER STAKEHOLDERS	Southern Youth Xchange has developed healthy catering guidelines for their site and are currently working on incorporating these within their new staff Orientation guide.	Continued to support Murraylands Headspace Youth Centre with developing a "Health and Wellbeing" policy to cover nutrition, catering and physical activity within the facility. Draft currently under consideration by Centre Management.
AUSTRALIAN BREASTFEEDING ASSOCIATION (ABA) 'BREASTFEEDING WELCOME HERE'	<ul style="list-style-type: none"> • 3 new child care sites have been registered. • 22 sites total registered as part of <i>ewba</i> Morphett Vale (17) and surrounding suburbs (5) supporting children, young people and families from Morphett Vale 	<ul style="list-style-type: none"> • 10 sites total registered in Murray Bridge • No further sites have been registered.
INFRASTRUCTURE		
DRINKING WATER FACILITIES	<i>ewba</i> has funded installation/improvement of drinking water facilities in education sector sites with limited facilities including:	<i>ewba</i> has funded further installation/improvement of drinking water facilities in the following stakeholder sites in

	<p>All involved sites have been encouraged to include drinking water as part of their Nutrition and Physical Activity policies to ensure consistent practice amongst staff & to guide new staff.</p> <p>Recent changes to promote this key behaviour involved the installation of durable signage with anti-graffiti coating.</p> <ul style="list-style-type: none"> • 9 durable 'Drink more water signs' to promote our key message at filtered water taps in 6 primary schools. 	<p>2009:</p> <ul style="list-style-type: none"> • Lower Murray Nunga's Club: 4 filter taps • Murraylands Headspace Youth Centre: 2 filter taps • MMCHS: 6 filter taps, including 2 Aboriginal spaces and the "Our Wellbeing Place" centre • Family Day Care – 1 filter tap. • 1 new High School water facility <p>All new sites will be encouraged to develop a drinking water policy, as part of an overall healthy eating policy, to ensure consistent practice amongst staff & to guide new staff.</p>
<p>ACTIVE SPACES (eg. parks & playgrounds)</p>	<p>The 'Morphett Vale Active Spaces (parks & playgrounds) working group, established with membership from <i>ewba</i>, the City of Onkaparinga, Mission Australia, and Communities for Children is no longer active.</p> <p>The parks upgrade will conclude with a 'Celebration Day' for students from 2 local primary schools to observe their carved clay tiles and mural with '<i>eat well, be active</i>' messages.</p>	<p>Murray Bridge Council in partnership with <i>ewba</i> and the Be Active Field Officer formed a Sport & open space planning project team with the intention of improving open space and park facilities in Murray Bridge. The team developed a tender document for a feasibility study for a multi purpose sport and recreation centre with funding from council and additional funding support from external ORS funding.</p> <p><i>ewba</i> continues to liaise with local council and Be Active regarding current planning for an Outdoor Gymnasium accessible to the whole community. The Be Active fieldofficer was successful in gaining funding from the Federal government and local service clubs for construction of the gym in August 2009.</p>
<p>ENERGISING OUTDOOR LEARNING ENVIRONMENT (PRIMARY SCHOOL) <i>ewba program that provides schools with the tools to audit their outdoor environment, identify inexpensive ways of making changes to their environment & how to increase student physical activity.</i></p>	<p>Energising Outdoor Learning Environments (Primary School):</p> <ul style="list-style-type: none"> • Orienteering site map of orienteering course on school grounds developed for 2 additional schools, for total of 8 individual schools with mapping. • 5 schools with Fit to Lead peer educators received activities resource for Playground line markings installed at their school. • 10 schools received a \$100-\$300 grant for growing vegies in pots, to build on their garden establishment grant • 4 schools were given an "Active area" including flag markers and jumping sacks, to mark out an area on an oval or grassed space for children to be vigorously active at recess or lunch. The area can also be facilitated by <i>Fit to Lead</i> students. 	<p>Energising Outdoor Learning Environment (Primary School) :</p> <ul style="list-style-type: none"> • Support for vegetable garden development at Unity Primary, MB North PS and Fraser Park Primary School. • APHCU workers at LMNC – supported with purchase of planters to be used by the community to grow herbs/ vegetables.

	<ul style="list-style-type: none"> • 2 schools received an “Outdoor Explorer kit” with trundle wheel, bug pots, hand held microscopes, wind speed and angle measures as part of the ‘consolidation grant’ 	
ACTIVATING EARLY CHILDHOOD OUTDOOR AND INDOOR ENVIRONMENTS	<ul style="list-style-type: none"> • 2 child care centres and 1 preschool were supplied with a small grant to help increase active play value in their outdoor environment • An ‘Activating the Indoor Environment’ resource was developed by the <i>ewba</i> Under 5s Action Group (facilitated by the <i>ewba</i> Morphett Vale Project Coordinator) for early childhood sites. This resource provided ideas for indoor environmental changes/additions to increase active play opportunities for children indoors. This was distributed to all early childhood sites 	Supported one kindy with development of an outdoor garden linked to the curriculum and the community.
SCHOOL CANTEENS	<p>Support Service:</p> <p>There have been a number of Canteen workshops run by DECS as part of the State ‘Right Bite initiative’.</p> <ul style="list-style-type: none"> • Rather than additional workshops, <i>ewba</i> has primarily given support visits to canteens on request, such as advice on healthier items to replace unhealthy items from their menus. • One High School continues to be well known for their healthy Canteen, and supports other local sites. <p>Canteen small appliance grant:</p> <p>4 canteens received a ‘small appliance grant’ to purchase a small electrical appliance to assist with preparation of healthy foods.</p> <p>Canteen Cookbook:</p> <p>4 Canteens contributed to the ‘Canteen Cookbook’ which included healthy recipes photographs of small cooking appliance ‘in action’. The cookbook was distributed to a further 3 local canteens.</p>	<p>Support Service:</p> <p>As per <i>ewba</i> Morphett Vale</p> <p>Most activity with MB Canteen staff has been provided through regular Canteen catch-up meetings where Canteen Managers have the opportunity to share issues and discuss implementation of the “Right Bite” policy. These meetings have been very popular and generally well attended.</p>
SAFE ROUTES TO SCHOOL PROGRAM <i>(SRTS) is run by the Department of Transport, Energy & Infrastructure, in conjunction with local council & primary schools. SRTS aims to increase active transport to/from school by making the environment</i>	<ul style="list-style-type: none"> • 9 out of 12 schools continue to be engaged in the SRTS Program, with the other 3 enrolled in previous years. • Local Council has helped to implement structural changes during 2008/09. 	<ul style="list-style-type: none"> • 8 schools have engaged in the Program • 8 of the 11 schools have completed their Travel Survey data collections • One school is still to receive infrastructure upgrades, such as new one way traffic zones and parking areas, as a result of their involvement.

<p><i>surrounding schools safer for primary school children to walk or ride to school.</i></p>		
<p>PA EQUIPMENT</p>	<ul style="list-style-type: none"> • Refer to FDC large equipment PA packs (under policy) 	<ul style="list-style-type: none"> • Refer to FDC large equipment PA packs (under policy) • Active play equipment, to the value of \$1,000, donated by <i>ewba</i> to the new Centacare Aboriginal mobile playgroup. • Donation of funds for MB Sports Library to be managed by Be Active Fieldofficer based in MB for community stakeholder loan.
<p>HEALTHY EATING AND PHYSICAL ACTIVITY LIBRARY BOOKS</p>		<p>Murray Bridge Library</p> <p><i>ewba</i> MB gave approximately \$1000 to support the library to purchase books and resources for families related to healthy eating and active play.</p>
<p>BREASTFEEDING FACILITIES</p>		<ul style="list-style-type: none"> • Following community feedback, local breast feeding facilities were reviewed and promoted, and new facilities developed for events such as the Murray Bridge Agricultural and Horticultural show. Promotion occurred through a significant media spread (June 25 2009) and promotional flyers. This was a partnership between <i>ewba</i>, Lutheran Community Care and the Rural City of Murray Bridge.
<p>PEER EDUCATION & WORKFORCE DEVELOPMENT</p>		
<p>PEER EDUCATION FOR COMMUNITY MEMBERS – “ACTIVE FOODIES” <i>Community Foodies trains community members to run healthy eating educational activities for children, parents & families.</i> <i>Expansion to “Active Foodies” by ewba in 2006 includes extra training for in physical activity and child specific information.</i></p>	<p>“Active Foodies”:</p> <ul style="list-style-type: none"> • No current activity. 	<p>“Active Foodies”:</p> <ul style="list-style-type: none"> • An “Active Foodies” Murray Bridge steering group continues to meet intermittently which has representatives from key agencies including health, Housing, Welfare and Education. Promotion of the program and recruiting new members is planned for late 2009. • <i>ewba</i> encouraged staff from related stakeholders to participate in training to lead Community Foodies training in their organisation and a staff member from the LMNC and Headspace participated in training in October 2008 with the intention of developing both an Aboriginal and Youth focused Community Foodies program respectively.

<p>PEER EDUCATION FOR STUDENTS:</p> <p>“FIT TO LEAD” <i>A physical activity peer leadership program from CYWHS for high school PE whole of class curriculum program targeting females. Modification by ewba to suit upper primary students (both male & female), & involved 2 day training of peer leaders who then run ongoing lunchtime physical activities for younger students.</i></p> <p>“EAT WELL” PEER LEADERSHIP <i>Developed & run as a pilot at one ewba MorphettVale Primary School in 2007 to train upper primary students to conduct nutrition education activities with their peers.</i></p> <p>See also YOUTH PEER LEADERSHIP PROGRAM described in this table under “Promotion & Marketing”</p>	<ul style="list-style-type: none"> • Fit to Lead:A further 3 schools have completed Fit to Lead training, with 3 out of a total of 6 schools who have trained students continue with regular <i>Fit to Lead</i> programs. • 4 Fit to Lead teams have received a 12 handle parachute and “warm up dice” for use by <i>Fit to Lead</i> teams at their schools, as part of the ‘consolidation grant’ • <i>Fit to Lead</i> students at 4 schools can also run sessions in the “Active area” which includes flag markers and jumping sacks for children to be vigorously active at recess or lunch. <p>Eat Well Peer Leadership Program:</p> <ul style="list-style-type: none"> • One additional school was trained in the <i>eat well</i> Leadership program. The training involved a year 6/7 class of 23 students. <ul style="list-style-type: none"> • Additional resources for eat well peer leaders to be involved with ‘parent and student’ cooking sessions, linked to FOODcents program. 	<p>Fit to Lead:</p> <ul style="list-style-type: none"> • Fit to Lead training was modified to be an addition to the <i>eat well</i> peer leadership training and run as “Be Active” peer leaders. This was run at 3 schools early 2009. <p>Eat Well Be Active Peer Leadership Program</p> <p>Training occurred at 3 schools in Term 3 with activities occurring in Term 4</p>
<p>HEALTHY EATING TRAINING</p> <p>FOR OUT OF SCHOOL HOURS CARE (OSHC) WORKERS</p> <p>FOR TEACHING STAFF (SCHOOLS)</p>	<p>Nutrition in OSHC workshop</p> <p>OSHC sites were surveyed to gauge interest in further nutrition and physical activity initiatives. Further training sessions are planned for Term 4.</p> <p>Integrating healthy eating into the curriculum self study package</p> <p>The electronic Healthy Eating Self Study package has been re-distributed to 9 schools as part of their ‘consolidation resources’ information.</p> <p>Consolidation Resources to Schools:</p> <p>Staff meeting presentation to 9 schools during Term 3, to present ‘consolidation resources’</p> <ul style="list-style-type: none"> • 2 Flinders University students each delivered one the presentations with support from the Project Coordinator. 	<p>OSHC</p> <ul style="list-style-type: none"> • Continued support with policy development and accreditation • OSHC receive all <i>ewba</i> materials distributed to schools

<p>FOR YOUTH WORKERS</p>	<p>Youth worker nutrition training & resource:</p> <p>Southern Junction Youth & Accommodation Services staff will participate in nutrition training in October, 2009</p>	
<p>HEALTHY FUNDRAISING</p>	<p>This <i>ewba</i> resource has been updated and condensed. The updated version will be disseminated to Under 5 stakeholders in late 2009</p>	<ul style="list-style-type: none"> • As per <i>ewba</i> Morphett Vale.
<p>ACTIVE AFTER SCHOOLS COMMUNITIES (AASC)</p> <p><i>Commonwealth funded, national program offered to all primary schools across Australia that trains physical activity providers to run non-competitive activity sessions. AASC organises suitable physical activity providers for schools to provide activities up to 3 times a week after school for up to 50 students per session.</i></p>	<ul style="list-style-type: none"> • A total of 6 out of 12 schools involved with AASC 	<ul style="list-style-type: none"> • 1 school is currently involved in AASC • <i>ewba</i> will continue to support other schools to participate as long as the program is available.
<p>PHYSICAL ACTIVITY TRAINING</p> <p>AUSTRALIAN COUNCIL FOR HEALTH, PHYSICAL EDUCATION AND RECREATION (ACHPER) WORKSHOPS FOR PRIMARY SCHOOL TEACHERS</p> <p><i>ACHPER were contracted by ewba to run onsite workshops, targeting non-PE teachers, linked to Energising Outdoor Environments Program.</i></p> <p>INTRODUCTION TO MASSAGE OF YOUNG CHILDREN – A BUILDING BLOCK FOR ACTIVE PLAY</p> <p>DANCE AND MOVEMENT TO MUSIC FOR 0-2s</p>	<p>ACHPER workshops</p> <ul style="list-style-type: none"> • 3 additional ACHPER sessions were held, in addition to the 11 sessions previously held at 9 primary schools in Morphett Vale. • 3 training sessions were held on ‘supporting parents to massage their young children to enhance their body awareness and coordination for active play’. These sessions were held for SPH, community and welfare agency early childhood workers with approximately 32 attendees. Implementation resources were provided to all attendees • Organised a training session for child care workers, SPH and community early childhood workers in providing (and 	<p>ACHPER workshops</p> <p>Schools accessed the remaining 3 sessions, of ‘100 ways to get kids active in a confined space’ workshop in late 2008.</p>

<p>SUPPORTING PARENTS TO BE ACTIVE PLAY FACILITATORS FOR CHILDREN 0-2</p> <p>WALK AND TALK</p>	<p>supporting parents to provide) dance and music/movement activities for babies and toddlers. Implementation resources provided to each agency represented</p> <ul style="list-style-type: none"> • 2 training sessions on 'how to support parents to be active play facilitators for their children from birth-2years' held. These sessions were for SPH, community and welfare agency early childhood workers with approximately 17 attendees. Implementation resources provided to each agency represented • 2 training sessions planned for September and October, 2009, covering 'Introduction to Yoga for FMS development' and 'Sensory Integration for FMS development'. These sessions will be offered to all early childhood workers from SPH, child care, preschool, community and welfare agencies. • 1 training session for the 'Walk and Talk' program is booked for September 2009 for Morphett Vale child care centres. This session will be jointly run with a SPH speech pathologist. A 'Walk and Talk' resource pack will be provided to each child care centre in attendance. 	<ul style="list-style-type: none"> • Training session for the 'Walk and Talk' run at 3 of the 4 kindy's. A 'Walk and Talk' resource pack was provided to each pre-school in attendance.
<p>REDUCING TV VIEWING</p>	<ul style="list-style-type: none"> • 1 training session on 'supporting families to reduce children's TV viewing' is booked for September 2009 for SPH early childhood staff 	
<p>COMMUNICATING WITH PARENTS</p> <p>TALKING WITH FAMILIES ABOUT NUTRITION AND ACTIVE PLAY</p> <p><i>An extension of an existing resource developed by the Lady Gowrie Child Centre SA (Talking with families about nutrition) to include an active play component & expand on the range of communication strategies & tools.</i></p>	<p>'Talking with families about nutrition & active play' training and resource:</p> <ul style="list-style-type: none"> • The final edition of this resource was officially published in April 2009. Gowrie Adelaide plan to distribute 50 copies and possibly sell more on an ongoing basis • A 2 hour modified workshop was delivered to 2 early childhood welfare agencies in June 2009, and another workshop is planned for Family Day Care staff in Term 1, 2010. <p>Healthy Homework kits for primary schools</p> <ul style="list-style-type: none"> • 27 Healthy Homework kits provided to 9 primary schools. The HHW kits includes: <ul style="list-style-type: none"> - an Active Homework pack of low cost 	<p>'Talking with families about nutrition & active play' project:</p> <p>A 2.5hour workshop regarding the updated resource was delivered to Under 5 care providers in May 2009. It was well attended by 17 representatives from 4 preschools, including 1 Aboriginal site, and five FDC providers. All participants received a copy of the updated manual</p>

<p>FAMILY ACTIVE PLAY PACKS</p>	<p>Active Ape Packs</p> <ul style="list-style-type: none"> • The packs include a range of active “toys” and a ‘persona’ doll (‘Active Ape’) with active play written resources for parents. • Packs were launched at the <i>ewba</i> Under 5’s Refresher Workshop in May 2008. Additional packs were provided to 3 Child Care centres to increase their reach 	<p>Active Ape Packs</p> <p>Active Ape Packs are ready to be distributed to Under 5 providers in Term 3 2009.</p>
<p>PHYSICAL ACTIVITY RESOURCES</p> <p>IDM sports classroom kits <i>IDM kits include physical activity equipment for 30 students and accompanying DVD’s with instructions for use by classroom teachers.</i></p>	<p>See earlier reference to ‘Walk and Talk’ for the early childhood sector</p> <p>IDM Sports classroom kits</p> <ul style="list-style-type: none"> • Two additional physical activity kits provided to schools who have committed to the ‘Fit to Lead’ peer leadership program. • One school provided with additional physical activity equipment for recess and lunchtime activity, including 12 x “throw and catch” sets and 2 clear activity tunnels. These resources were nominated by the school as part of their ‘consolidation grant’. 	<p>See earlier reference to ‘Walk and Talk’ for the early childhood sector</p> <p>IDM Sports classroom kits</p> <ul style="list-style-type: none"> • Subsidised PA kits offered to schools achieving a minimum 80% staff attendance to the ACHPER workshops • To date, 3 schools have accepted offer, with a further 3 schools expected in 2008 <p>Murray Bridge Active Play Manual</p> <ul style="list-style-type: none"> • After trialling the ‘Be Active Playtime’ program from the Office for Recreation & Sport, MMCHS and its Under 5 stakeholders determined that although the program met a gap in the community, it did not quite meet their needs. • Thus the <i>ewba</i> MB Under 5 Action group, including MMCHS Early Childhood Workers developed a draft manual of Active Play information and resources for Under 5 providers. The draft is expected to be finalised late 2009.
<p>ABORIGINAL FAMILY PACKS AND HEALTHY EATING/ACTIVE PLAY RESOURCES</p>	<ul style="list-style-type: none"> • The SPH AMIC worker has set up a new Aboriginal Mums and Bubs Group. Support and individual family and group resources for incorporating active play into young Aboriginal children’s lives have been provided • New Aboriginal Mums packs have been developed for the SPH AMIC worker to distribute. These packs include items and information to promote breastfeeding and active play with their babies from birth • Additional resources have been provided for the SPH AMIC worker to give to 	<p>30 new Aboriginal Mums packs have been developed for the MB Hospital Aboriginal worker to distribute. These packs include items and information to promote breastfeeding and active play with their babies from birth</p>

	Aboriginal mums with babies over 6 months, informing parents about healthy drinks for their children from a young age	
ABORIGINAL PROGRAMS	<ul style="list-style-type: none"> An active play session was run for Aboriginal parents and their babies/toddlers to support the newly established SPH Nunga Mums n Bubs Group 	<p>Nnggarindjeri Kids' Café</p> <p><i>ewba</i> staff have been involved in planning and delivering the NKC at 3 primary schools in Murray Bridge, in conjunction with MMCHS and APHCU staff. Students are given the opportunity to develop their skills in healthy cooking and obtain nutrition knowledge.</p>
COMMUNITY DEVELOPMENT		
	<p>A high level of engagement with the Morphett Vale stakeholders and community has continued, and many interventions have been driven by the community, rather than driven by <i>ewba</i>. Stakeholders have developed their knowledge, skills & understanding of the project to the level where they can identify what action they want to take in their site & what support they need from <i>ewba</i> to achieve this.</p> <p>In addition, with every intervention planned, <i>ewba</i> continues to look for, or create opportunities to build community capacity, & engage the community in planning, development &/or delivery of interventions.</p>	<p>This year relationships have continued to be strengthened between <i>ewba</i> and Aboriginal staff from the various health units and strong links have been developed with Aboriginal Primary Health Care Unit staff working at the Lower Murray Nunga's Club. As a result Aboriginal workers and community are now identifying ways that <i>ewba</i> can support efforts to improve nutrition and physical activity both through whole of community events and action plans. Plans include support with nutrition resources and programs for the gym and youth shed and development of a community garden and cooking programs</p> <p>Links with the Youth sector have continued particularly through the Murraylands Youth Sector Network and Headspace Youth Centre.</p> <p>The schools and Under 5 settings have taken greater ownership over their nutrition and physical activity promotion. These sites utilise <i>ewba</i> as a support to fill gaps and needs they identify and <i>ewba</i> continues to support sites in this sustainable and individual site appropriate approach.</p>
<p><i>ewba</i> LOCAL ACTION GROUPS</p> <p><i>These stakeholder groups ensure the project has local relevance, with members having hands-on involvement by helping to coordinate specific strategies and pooling their expertise, local knowledge, resources and networks.</i></p> <p><i>The groups continue to grow in confidence, knowledge & understanding, and often drive the majority of the Agendas and</i></p>	<p><i>ewba</i> Morphett Vale has 2 Local Action Groups:</p> <p><u>Under 5s Action Group:</u></p> <ul style="list-style-type: none"> Total 12 attending members, 2 additional receive meeting minutes includes 4 local preschools, 3 Child Care centres, health, 1 Family Day Care (the other one retired in August), 1 Community centre, 1 family support program, 1 SPH early childhood worker meet twice/term (ie 8 times/year) <p><u>Primary Schools Action Group:</u></p>	<p><i>ewba</i> Murray Bridge has 2 Local Action Groups:</p> <p><u>Under 5s Action Group</u></p> <ul style="list-style-type: none"> Total 13 members either attending or receiving meeting minutes Includes 3 (of 4) Preschools and kindergartens, Communities for Children staff, community midwives, FDC Field officer and MMCHS staff member <p><u>Primary Schools Action Group</u></p> <p>There are some 25 members who receive information regarding meetings.</p>

<p><i>discussions constantly stimulate new ideas & shape interventions planned.</i></p> <p><i>Each Action Group represents a different sector of the ewba target community.</i></p> <p><i>The Groups have recently been reviewed in partnership with the members and purposes and formats have been updated to meet members needs.</i></p>	<ul style="list-style-type: none"> • Total 4 members, 2 additional members receive meeting minutes. • Includes representatives from 7 local primary schools. • Meet twice per term (ie 8 times/year) <p><u>Youth Action Group:</u></p> <ul style="list-style-type: none"> • Concluded in June 2008 as there was no need to keep meeting as all interventions with youth were linked to the High School ewba Youth Leadership program in which all high schools were already involved. In addition, 1 high school shut down (which removed this member from the Group), another group member retired from high school teaching, another group member moved out of the area, and another went on maternity leave for 1 year, which left only 2 original group members from the same site. 	<p>Membership includes 2 Primary School Principals, 1 Canteen Manager, 1 OSCH Director and several key primary school teachers (with 6 of 10 primary schools represented)</p> <p>Meetings have been erratic however as it seems the best way to engage with schools is on an individual basis. Action Group meetings and end of year celebration will continue to be held as the need is identified.</p> <p><u>Youth sector</u></p> <p><i>ewba</i> continues to be part of the existing community focused <i>Murraylands Youth Sector Network</i> to minimise duplication for youth focussed stakeholders. The Network has approximately 23 members and meets monthly.</p>
<p>LOCAL FOOD ACTION GROUP(S)</p>	<p><i>ewba</i> has supported 2 students to conduct a research project in MV to investigate opportunities for local action in this area. <i>ewba</i> plans to discuss the research finding with other local agencies to discuss ways to address local food security issues.</p>	<p>The development of a Food Coop was stalled and the future of this initiative was handed over to the local Active Foodies Steering Committee. Recently however MADEC in MB has been interested in this concept and applied for funding to develop a Food Barn. <i>ewba</i> gave written support for their application and will offer relevant and appropriate ongoing support if this grant is successful eg support to run FOODcents activities and other relevant healthy eating, physical activity community training to families.</p> <p><i>ewba</i> has supported 2 students to do a research project in MB to investigate opportunities for local action in this area.</p>
<p>STRENGTHENING PARTNERSHIPS</p> <p><i>Please refer to Appendix 3 for additional detail on ewba partnerships.</i></p>	<ul style="list-style-type: none"> • In summary, partnerships continue to be strengthened through mechanisms such as the <i>ewba</i> Local Action Groups, where networking between agencies is encouraged and new membership continually enhanced. • Changes in leadership in key agencies, such as schools, necessitates additional contact from <i>ewba</i> staff to inform & build new partnerships. • Additional individual meetings continue with key stakeholders on a needs basis. • <i>ewba</i> continues as a member of existing & related networks/committees and is invited to present to many local groups. • <i>ewba</i> also continues to provide formal updates to the local stakeholders & networks eg Local Council. 	<ul style="list-style-type: none"> • Several changes in <i>ewba</i> Murray Bridge staff during this last 12 months has, as always, presented challenges in building and maintaining stakeholder partnerships and community engagement. • Changes in leadership in key agencies, such as schools, necessitates additional contact from <i>ewba</i> staff to inform & build new partnerships. • Additional individual meetings continue with key stakeholders on a needs basis. • <i>ewba</i> continues as a member of existing & related networks/committees. • <i>ewba</i> also continues to provide formal updates to the local stakeholders & networks eg Local Council

<p>SUPPORT FOR GRANT APPLICATIONS</p> <p><i>Information about relevant grants has been regularly circulated to key stakeholders in the project as they become available, & support is offered to any stakeholders to apply for these grants to support healthy eating &/or physical activity with children, young people or families</i></p>	<p>Noarlunga Community Children's Centres (including their Morphett Vale campus) were supported to submit an application for a Parenting SA grant for nutrition education resources for children and families. They were successful in their application and received \$1500</p> <p><i>ewba</i> continues to offer support for grant applications by local early childhood and primary school stakeholders, and regularly notifies them of relevant grants, including Parenting SA Grants, Recreation and Sport, and promotions such as Woolworths Fresh Food Kids grant and Bakers Delight Sports grant.</p>	
<p>PROMOTION & MARKETING</p>		
<p>INVOLVEMENT IN OTHER COMMUNITY EVENTS</p> <p><i>Stakeholders continue to be informed about free information & promotional resources they can access on healthy eating & physical activity to support their local events.</i></p>	<p>No further activity.</p>	<p>Murray Bridge Show, August 2008 <i>ewba</i> attended the MB show to promote the new parents room which had positive outcomes.</p> <p>NAIDOC week bridge walk July 2008 <i>ewba</i> was represented at this event as well as the presentation of local NAIDOC awards at Murray Bridge Council.</p> <p>Aboriginal Health Fair Day, Oct 08 <i>ewba</i> educational activity zone for children including games and a commando course. Prizes of drink bottles, tattoos and 'fling things' were distributed. Approx 150 children attended. <i>ewba</i> availability of healthy food and water in collaboration with the LMNC. BeActive field officer was also involved and organised SANFL coaching clinic and Gavin Wanganeen to attend.</p> <p>Close the Gap Day, April 2009 <i>ewba</i> contribute to the planning and participated in this event again this year. Funding for healthy catering options was provided.</p> <p>Reconciliation Week June 2009 -- <i>ewba</i> staff attended this event and facilitated in selecting and organising healthy catering options, which were very popular with the community</p>
<p>MEDIA</p>	<p>Key media exposure – <i>eat well be active</i> has had a dedicated staffing resource for media over the past 12 months which has provided a media messages for staff to use and a proactive approach resulting in greater media exposure for the project especially in Murray Bridge.</p>	<p><u>Radio interview</u> on 16th March 2009 with Murray Bridge Radio station, Power FM, discussing the importance of reducing screen time for kids.</p> <p>The following articles referred to <i>ewba</i> in the Murray Bridge Standard from July 08 to</p>

	<p>Television interview on 1st April 2009 with Channel 9 aired as part of the National Nine News program. The topic was “Drink more water” and the importance of limiting sweet drinks.</p> <p>Although there was no direct mention of ewba during the footage shown, our message encouraging 'drink more water' was consistent throughout the segment and a local Child Care Centre Director, referred by the Project Coordinator, was also featured.</p> <p>Media topics picked up by Southern Messenger and/or MB Standard local newspapers.</p> <p><u>Litter free lunches:</u> Lunches to taste not waste</p> <p><u>Drink More Water:</u> Water - worth its weight if cold</p> <p><u>Move kids to the top of the class -</u> active students learn better!</p> <p>Fruit and veg snack ideas: lifting the lid on a healthy lunchbox</p> <p><u>Don't be fooled by food advertising:</u> smart steps to label reading</p> <p><u>Switch off TV, switch onto active play:</u> how much screen time for kids ?</p> <p><u>Nutrition and learning -</u> what's the connection ?</p> <p>Compare the costs of physical activity - (electronic games vs. low cost equipment)</p> <p><u>Simple food solutions:</u> Healthy eating on the run can be done!</p> <p><u>Cheap, easy indoor games for kids -</u> beat holiday boredom!</p>	<p>June09:</p> <ul style="list-style-type: none"> • <i>Eat well be active gets busy in Murray Bridge-</i> Murray Bridge High received grant of \$700 to purchase new sports equipment • <i>Keep Healthy -</i>Youth Peer Leadership Presentation at Headspace • <i>Promoting healthy eating habits -</i>Peer leaders at Murray Bridge North Primary took part in a national health conference held at the school • <i>School children rewarded for creativity-</i> • Eat well be active competition to design evaluation post cards • <i>Closing the gap on health -</i>Murray Mallee Community Health and eat well be active took part in the National Close the Gap day at the Lower Murray Nungas Club • <i>Supporting Mothers -</i>Local Murray Bridge businesses who welcome breastfeeding mothers • <i>The first step to healthy eating -</i> Promoting the importance of breastfeeding • <i>Would you like to support breastfeeding at your business? -</i>Promotion of the free national Breastfeeding Welcome Here kit • <i>Raising awareness -</i>Promoting feeding and changing facilities for families in Murray Bridge
<p>LOCAL MARKETING MESSAGES</p> <p>NEWSLETTER INSERTS</p> <p><u>Under 5s</u> 9 ewba & explanation or marketing messages inserts 24 active play inserts 32 healthy eating inserts</p> <p><u>Primary Schools</u> 9 ewba & explanation or marketing messages inserts 23 active play inserts 32 healthy eating inserts</p>	<p>Under 5 agencies</p> <p>A new newsletter inserts package specifically promoting ewba's 3 local marketing messages was distributed to all early childhood stakeholders in early 2009</p> <p>Primary schools</p> <p>ewba local marketing newsletter inserts in 2009 include:</p> <ul style="list-style-type: none"> • 9 “introducing local marketing & project overall” • 24 x “Eat more fruit and veg” • 24 x “Get up, be active” 	<p>Under 5's & Primary schools</p> <ul style="list-style-type: none"> • Finalised dissemination of local marketing packs to remaining stakeholders • Dissemination to schools of Healthy Eating Calendar, healthy curriculum resource and newsletter inserts. <p>Primary Schools & High Schools</p> <p>In January 2009 back to school packs were distributed to all schools and the Murraylands Headspace youth centre which included the newsletter inserts, healthy eating calendar and the healthy curriculum resource.</p>

<p><u>High Schools</u> 16 physical activity inserts 42 healthy eating inserts</p> <p>Parents of Under 5's & Primary school aged children <i>Input received from both parent and service provider consultations, along with evidence from other social marketing campaigns, were used to develop messages & resources for parents.</i></p> <p>Youth <i>Following youth consultations a ewba Youth Leadership Program was developed to enable youth to develop their own Social Marketing campaigns. A secondary aim is for students to act as catalysts for change in relation to healthy eating & physical activity in their schools. 10-12 students from each high school participate over 3 training sessions and are supported to develop Action Plans and implement over one to two years. ewba trains ewba Youth Leaders on a 2 yearly cycle.</i></p>	<ul style="list-style-type: none"> • 8 x "Drink more water" • 10 x "Recess food ideas" newsletter inserts <p>New newsletter inserts package was distributed to all primary school stakeholders in early 2009</p> <p>High schools A new newsletter inserts package specifically promoting ewba's 3 local marketing messages was distributed to all 3 high schools as part of the ewba Youth Leadership Project in May 2009</p> <ul style="list-style-type: none"> • Early childhood and primary school stakeholders continue to use local marketing materials that promote ewba's 3 key messages <p>Youth</p> <ul style="list-style-type: none"> • 2 out of 2 high schools participated in ewba Youth Leader training in April/May 2009 with 21 young people trained as ewba Youth Leaders (the other high school completed the training in 2008 and is still continuing its project implementation with support from ewba). • Numerous improvements were made to the Program following 2007 and 2008 implementation. • Both schools trained this year have developed and are now implementing their action plan, focusing on: development of 3 local marketing messages, marketing materials, promotional events, curriculum and infrastructure changes . The other school which trained their students in 2008 is in the process of wrapping up the implementation of their project. • All 3 ewba Youth Leader teams will deliver presentations of their completed projects at the end of Term 4, 2009 	<p>Youth</p> <ul style="list-style-type: none"> • 2 of the 2 high schools participated and trained 23 students in May 2008 who were supported through 2008 to develop and implement their action plans which resulted in a presentation at the Murraylands Headspace Youth Centre in December. The presentation went well with enthusiasm for continuing in 2009. • Both schools have been encouraged to support their Peer Leaders throughout 2009 to finalise and implement their action plans and to utilise funds. • Both ewba Youth Leader school teams will deliver presentations of their completed projects at the end of Term 4, 2009 at a forum combined with Morphet Vale.
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