

Monash University Bachelor of Nutrition and Dietetics

BND4042 Program Planning Project Abstracts 2007

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Cook Up: An Evaluation of City of Port Phillip's Social Meals Program in Rooming Houses
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Inner South Community Health Service

Background

The Social Meals Program is an initiative of the City of Port Phillip and aims to address food insecurity and social isolation amongst residents in four rooming houses in the municipality. Program objectives to achieve this include providing a nutritious meal, developing cooking skills, improving social relationships and house atmosphere, promoting referrals to support services, increasing resident involvement in community recreational activities, and providing support and resources to encourage the sustainability of shared meals at each house.

Objectives

This impact evaluation proposed to investigate the extent to which program objectives were being met. Recommendations for program improvement and the production of a food and cooking guide to aid resident skill development were made, based upon findings.

Methodology

Structured interviews were conducted with each rooming house manager of the participating houses. Informal interviews were employed to obtain resident feedback to investigate perceived changes the program has brought about and the barriers to program attendance. Programs operating in and around Melbourne were researched through communication with a number of key stakeholders to identify other strategies addressing food insecurity and social isolation for rooming house residents.

Setting

St Kilda, Port Melbourne, Balaclava and South Melbourne, Victoria, Australia.

Results

A number of key themes emerged from the feedback collected: program attendance, resident assistance, appreciation for the meal, health and wellbeing, social relationships, house atmosphere, trust, non-residents attending, cooking skills, role of workers, and information dispersal.

Discussion

The Social Meals Program has had limited impact on improving resident food knowledge and skills. It has had positive effects on social relationships within each house and on the house community. The program has increased awareness of support services and community activities, but this has not necessarily translated into involvement.

Conclusions

While the Social Meals Program is an effective strategy in improving social isolation, the program has not had a significant impact on food insecurity for rooming house residents. The program may be better able to meet its objectives if modifications are made. A food and cooking guide was not found to be appropriate for this population group.

Keywords: rooming house, food insecurity, social isolation, City of Port Phillip.

Breaking the Barriers to Food Security: Assessment of access to affordable fruit and vegetables for the residents of Clayton South and Clarinda

**Heidi Thornton & Bhey Orwin
Central Bayside Community Health Services**

Background

Past studies in Clayton South and Clarinda have highlighted food insecurity as an issue for particular groups of residents. More than half of residents are born overseas, with the majority from non-English speaking backgrounds. This project aimed to build on previous studies by performing a needs assessment specifically focussing on barriers residents face when accessing fruit and vegetables. The objectives of this work were to determine the current availability, affordability and physical accessibility of fruit and vegetables for residents in Clayton South and Clarinda. An additional objective was to investigate possible strategies to improve the availability of fruit and vegetables. In order to achieve the objectives the following methods were employed: analysis of food security data pertaining to Clayton South and Clarinda and a literature review on local, national and international food security strategies; focus groups were conducted to identify community member's perspectives on barriers faced when accessing fruit and vegetables, as well as possible strategies; fruit and vegetable deserts were identified and mapped; Victorian Healthy Food Basket Surveys (VHFBS) were performed on fruit and vegetable stores in Clayton South and Clarinda, as well as markets and discount supermarkets in nearby suburbs; and public transport routes were mapped and analysed.

Results

The VHFBS identified fruit and vegetables at markets to be cheaper than supermarkets. Access to fruit and vegetables was found to be difficult for residents due to numerous fruit and vegetable deserts and poor public transport in Clayton South and Clarinda. Focus groups identified price as the major limiting factor when accessing fruit and vegetables and that markets were therefore the most popular place to shop. However, group members identified various difficulties when accessing markets.

Implications/Conclusions

Results from this project suggest there are certain groups within Clayton South and Clarinda that would benefit from initiatives to improve accessibility and affordability of fruit and vegetables. At this stage the most viable and appropriate strategy appears to be the establishment of a community bus that travels to and from markets. However, further needs assessments and feasibility studies are required.

Key words: fruit and vegetable, access, food insecurity, Clayton South and Clarinda, Victorian Healthy Food Basket Survey, desert map

Food Security Network Improvement
Jie Yang
Victorian Local Government Association

Background

Food insecurity issue is raised in Australia and the impact on the society has become bigger and bigger when climate change and peak oil started to show the influence. Most the states and local governments nowadays realize food security as a long-term issue and concern for their development. However, there are many invisible barriers to local food access, which has seriously affected on the food security, in the local and community setting. As a result, the Food Security Network (FSN) has been designated and developed for local governments and stakeholders to discover local food security issues.

Objectives

Review the currency of FSN library and update with at least 10 additional publications as new resource information for governments and stakeholders by early September 2008

Process

The currency of FSN library has been carefully reviewed and additional new information has been updated with the original contents.

Additional new resources and publications have been deliberately selected from recent useful information.

Activities and site visits were selected to attend in different setting levels in contributing the capacity building of the library.

Setting

The library in FSN is part of continuation work of FSN and Victorian Local Governance Association (VLGA).

Result

The electronic and hard copy of the all information has been forwarded to FSN officer. The FSN library with the new resources will be available for local governments and stakeholder online. The activities have demonstrated and reflected the framework and the complexity of food security issue.

Implication/Conclusion

Local government & stakeholder - Improvement of food security resources for the use in future VLGA – sustainable resources and increased credibility of FSN

Keywords: Food security, library, resource, network, local government

Creating Linkages and Addressing Food Security in Kew and Hawthorn
Mary-Kate Inkster & Amy Madden
Inner East Community Health Service

On a national scale, approximately 60,000 Australians in low-income working families go without meals or are food insecure each year. The City of Boroondara has recognized the significance of food insecurity and its potential impact on physical, mental and social wellbeing and consequently it is considered a key public health priority. The purpose of the current project was to broadly address food insecurity in the suburbs of Kew and Hawthorn within the City of Boroondara with the goal of the project being:

- ‘To reduce the prevalence of food insecurity amongst residents of rooming houses in Kew and Hawthorn’

The subsequent objectives of the project were:

- By January 2009, health care workers within Boroondara City Council will have an awareness of 75% of the services available relating to low cost meals and food items available in the area.
- By July 2009, homeless people involved in the program will report a 20% increase in the number of opportunities they have to access affordable nutritious food by socially acceptable means.

The project aimed to create current, user-friendly resources for healthcare workers and users of services pertaining to food insecurity (e.g. rooming house residents). This was to ensure that both target groups are equipped with adequate knowledge of the services available in their local area. Stemming from this, the Victorian Healthy Food Basket Survey was used to obtain an indication of the relative cost of food. The data obtained was compared with the current amount received by those on benefit schemes. A program logic map was created to establish a thorough knowledge of the process and proposed outcomes of the project in addition to establishing a structural baseline for future evaluation.

The results of the project included the development of four resources; ‘Cheap Eats and Free Meals Directory’, a ‘Service Map’ for agency and health workers, and two ‘Ingredient and Recipe Suggestion’ brochures (one for thirty dollars and one for one hundred dollars). Feedback received from health and agency workers on the developed brochures, indicated that a normative need for such brochures has been addressed. The results of the Victorian Healthy food Basket Survey (VHFBS) highlighted that there are a number of issues relating to food access in the City of Boroondara. Firstly, the cost of a healthy basket of food is unaffordable to a single individual living on government assistance and residing in rooming houses. Secondly, there is an absence of discount/affordable food outlets (e.g. markets) within the target area.

Implications of the project include the collection of valuable baseline data (Vic Healthy Food Basket Survey and food desert mapping) to enable future research and development in the field of food security within the City of Boroondara. The project has also assisted Inner East Community Health Service in achieving the objectives consistent with the *Mental Health and Wellbeing – Rooming Houses* within the 2007-2008 Health Promotion Operational Plans. It is recommended that formal process and impact evaluation will take place in order to determine the overall success of the project.

Keywords: food security, rooming house residents, mental health and wellbeing, development of resources, evaluation, food access, government assistance.

Food Access in the Outer East – Stage 2
Feng-Yuan Liu & Kirsten McDonald
Outer East Primary Care Partnership

Background: The Outer East Community Food Access project aimed to examine the issue of food security in Outer East metropolitan Melbourne. Food security is a health and social issue and there is limited evidence relating to the degree of food insecurity experienced in the Outer East. In the second stage, the project examines the community's perspective of food security, also including a supermarket survey to examine the affordability of food.

Project goal: To establish a strong evidence base for Food Insecurity in Outer East metropolitan Melbourne (City of Knox, City of Maroondah and Shire of Yarra Ranges) to inform health promotion planning for the region.

Objective: To improve the capacity of the Outer East Primary Care Partnership (OEPCP) to respond to food security issues in Outer East metropolitan Melbourne by the end of Stage 2 of this project.

Process: Focus groups and a questionnaire were used to assess the community's opinion on food accessibility. The Victorian Healthy Food Basket (VHFB) was used for supermarket surveys to assess affordability.

Setting: Organisations within Outer East metropolitan Melbourne: City of Knox, City of Maroondah and Shire of Yarra Ranges.

Results: Seven out of twelve target groups were interviewed via focus groups. Common findings indicated that cost, accessibility and availability of foods were the main issues regarding food access. Forty-eight out of sixty-one VHFB surveys were analysed. Findings showed a \$250 difference in basket cost within the region impacting on the affordability of food.

Recommendations: Regular repeat surveys are required to accurately assess price and trend variation in supermarkets.

Conclusion: Further identifying issues experienced in the community by various high risk target groups within the Outer East has helped the OEPCP in furthering their understanding of food access and food security issues in this region. This has thus increased the OEPCP's capacity to respond to food security issues in this region.

Keywords: Capacity building, Community, Food access, Food security, Health Promotion, Program Planning

Fresh Start Fruit and Veg Co-Op – Social Marketing, Nutrition Education and Evaluation
Jia Hwa & Lei Lei Bi
Frankston Community Health Service

Background The Fresh Start Fruit and Veg Co-operative (hereafter refer to as “the Co-op”) is established by the Frankston North Community Renewal as part of the local action plan (2007-2010) for Frankston North to create employment, training, and volunteering opportunities. The Co-op is a community enterprise aiming to supply good quality, reasonably priced fresh fruit and vegetables to local residents through a two day a week, two hour market. It addresses food insecurity issue in Frankston North and provides a supportive environment for healthy eating by increasing the accessibility and availability of fresh fruit and vegetables.

Objectives This project aims to use the market as a setting for community education / health promotion by equipping shoppers with knowledge and skills to buy, store, prepare, eat and enjoy a wide variety of fruits and vegetables. Ultimately, the project aims to promote the consumption of fresh fruit and vegetables among Frankston North residents.

Setting The Co-op Market (researchers based at Frankston Community Health Service)

Methods

- Produced (or reproduced) seasonal recipes and tip sheets to be given to Co-op members
- Compiled recipes collected from the Aldercourt Primary School students and parents into a recipe book and added nutrition tips
- Promoted the Co-op to Community Kitchen members and FCHS staff members
- Assisted with preparing a healthy afternoon tea for the launch of the Co-op market
- Developed an evaluation framework for the Co-op
- Developed four cooking lesson demonstration plans and evaluation tool for the Co-op
- Evaluated the resources developed i.e. recipe book, seasonal recipes and tip sheets via two focus groups

Results

- Resources developed include a recipe book, 96 seasonal recipes, five tip sheets, four cooking demonstration less plans, an evaluation tool for cooking demonstrations, Customer Satisfaction Market Questionnaire.
- Visited seven Community Kitchens and emailed FCHS staff members and Community Kitchen members to promote the Co-op market. In total, 16 people have shopped at the market and/or have registered as a Co-op member as a result of the researchers’ effort.
- Six Co-op Board of Directors and Ten Community Kitchen members participated in the focus groups. Most participants were satisfied with the presentation and the content of the resources. Key themes were eye-catching, easy to read and understand, and useful tips.

Conclusion The number of people who registered as a Co-op member increased from 60 to 80 people, partly due to the researchers’ promotion effort. This will hopefully enable more people to access the high quality resources produced for this project, which will ultimately lead to an increased consumption of fresh fruits and vegetables and a reduced level of food insecurity in Frankston North. Future evaluation of the Co-op Market will ensure its effective implementation.

Recommendations

- Provide a resource kit that contains the resources produced to the Board and Aldercourt Primary School.
- Make tip sheets available on the websites of Community Kitchens and Dietitian Association of Australia.
- Conduct a ‘Freezing Vegetables’ workshop using tip sheets produced.
- Run one cooking demonstration per season using the lesson plans developed.
- Aldercourt Primary School intends to use tip sheets for nutrition education in classroom, and use seasonal recipes and cooking demonstration lesson plans in cooking classes for students.
- Conduct Consumer Satisfaction Market Questionnaire during December 2008 and on a regular basis i.e. at least every 6 months thereafter.

Keywords: Food Security, Health Promotion, Frankston North, Fruit and Vegetable Co-op.

Nutrition resource development in Greater Dandenong
Carol Ho & Kelly He
City of Greater Dandenong and Greater Dandenong Community Health Service

Background

Food insecurity can be defined as irregular access to safe, nutritionally adequate, culturally acceptable food from non-emergency sources. Food insecurity can lead to poor health outcome. It is a priority in the Municipal Public Health Planning of the City of Greater Dandenong (CGD). CGD has a food insecurity rate of 10.5%. The Food for Everybody (FFE) project was first initiated in 2005 to tackle this issue. It has been successful in many aspects. An evaluation of this project suggested more capacity need to be built among community workers in regard to delivery of nutrition education to community members at risk of food insecurity. To address this need an 8 week project was conducted under the supervision of the CGD Council and CGD Community Health Services.

Objectives

- (i) To build capacity among community workers in CGD regarding nutrition education to community groups at risk of food insecurity by development of a nutrition resource kit.
- (ii) To strengthen existing partnerships and develop new partnerships with local agencies that work with food insecurity.

Process

Literature was reviewed on the link between food security and poor health outcome, and what makes an effective nutrition education material for low literacy groups and people from non-English speaking background. Needs assessment was conducted with community workers from local agencies regarding their needs to deliver nutrition education in the context of food security. Review of existing nutrition education materials as well as development of new resources was carried out based on findings from consultations. Following this, a nutrition education resource kit was developed which combines existing and newly developed materials. (With a complementary CD-Rom)

Setting

CGD is located at the southeast region of Melbourne. It consists of Dandenong, Springvale, Noble Park, Keysborough, Bangholme, Hampton Park, Lyndhurst and Sandown Park. CGD is the second most diverse municipality in Australia. The rate of food insecurity is approximately 4.5 % higher than the Victorian average.

Results

Development of a nutrition education resource kit which helps to build the capacity among community workers. Existing partnerships were potentially strengthened with local agencies and new partnerships starting to develop.

Implications/Conclusion

This resource kit will serve to build the capacity of community workers in teaching nutrition to the food insecure groups on the way to improve their nutritional status. The kit will be piloted with community workers and modified before dissemination.

Keywords: Food insecurity, capacity building, low literacy groups, partnership development and sustainability, nutrition education resource.

**Development of a pictorial guide to supermarket foods for newly arrived Karen refugees in
Wyndham
Phoebe Fong & Claudia Canavarro
ISIS Primary Care**

Background

The Karen community has become the dominant refugee group settling in the City of Wyndham. This group has been identified as the target group by the ISIS Primary Care subsequent to identification of unmet health and social needs. Health issues identified included short term nutrient deficiencies and potential lifestyle health problems. Poor knowledge on Australian diet as well as literacy and language barriers were indicated as some of determinants to healthy eating in this group hence the project on a 'Pictorial Supermarket Resource' was initiated to tackle these issues.

Methods

The focus of the project was determined by the research of primary factors drawn from epidemiological and demographical data, anecdotal reports from service providers and needs assessments on the Karen refugee community. Content of the pictorial supermarket resource was based on further consultation with service providers, Karen community members and evidence from existing program targeted at similar refugee group.

Results

Redirection of target audience to Karen mothers as most interest was expressed by this group. Most of the processed food items in the supermarket were foreign to the group. Low literacy, language barriers and poor food knowledge emerged as the prominent factors in hindering the group from choosing healthy options. Limited knowledge on infant and child nutrition was also highlighted by the results.

Discussion/Conclusion

The pictorial supermarket resource represents an introductory tool to better choices in the supermarket. It serves as a bridge to facilitate the dissemination of nutrition knowledge to the Karen Refugee community thus shall be undertaken in collaboration with other secondary nutrition education strategies in order to maximise positive outcomes.

Taste 4 Health Assessing its Value **Virginia Sheng & Christine Wong** **Bentleigh Bayside Community Health Service**

Background Taste 4 Health (T4H) is a nutrition program which was established in 1995 by the Glen Eira City Council (GECC). It aims to facilitate in tackling the high prevalence of life-style related diseases by making healthy choices available in local food outlets. Since the program's establishment, there have been annual reviews to continually refine the program and the first formal evaluation was conducted in 2005. In 2008, a decision was made by the GECC to conduct another formal evaluation. The subjects of the evaluation would be local food businesses and Environmental Health Officer's (EHO'S) who are the key stakeholders of T4H.

Objective

To conduct a process evaluation of the T4H program over the past four years (2005-2008) to assess its sustainability

To identify enablers and barriers of participation into the program

To make recommendations for future directions

Method Statistics of the T4H program from 2005-2008 were tabulated to illustrate the number of businesses receiving a T4H award each year. Food businesses were surveyed via telephone interviews using pre-designed questionnaires. EHO's were surveyed via a self-completed questionnaire and focus group discussion.

Settings The T4H program is located in the City of Glen Eira. The telephone surveys with food businesses were conducted from Bentleigh Bayside Community Health Service (BBCHS), while the written surveys and focus group with EHO's were completed in the GECC.

Results and Discussion

T4H Statistics: Over the period of 2005-2008, there was an increase in number of businesses participating in the program, percentage of gold award winners and percentage of eligible businesses that joined this program. The number of businesses who won a T4H Kids award remained the same in 2006 and 2007.

Participating businesses: 68% of participating businesses were extremely satisfied with the program, and both customer and non-customer related benefits were cited. Negative aspects mentioned were mainly associated with promotional material and misinterpretation and inflexibility of nutrition criteria.

Non-participating businesses: Reasons for businesses not participating in T4H last year was largely due to unawareness as only 33% of non-participating businesses were familiar with the program. By the end of the survey, 47% surveyed were willing to join the program this year.

EHO's: Pros of the program included being adequately trained to conduct nutrition assessments and having adequate time to complete assessments of all businesses before the deadline. Cons were associated with ambiguity of the criteria and non-enthusiasm about the program from businesses thus making nutrition assessments more difficult to conduct.

→ Based on the results, enablers and barriers of participation into the program were identified.

Conclusion

Taste 4 Health is concluded to be a well-designed and sustainable program due to perceived benefits outweighing difficulties and negative aspects.

Recommendations

Recommendations focusing on the assessment criteria, education/training and promotion materials were made to enhance the enablers and overcome barriers identified. In the long-term, an impact evaluation of the T4H program needs to be considered when adequate time and resources are available. In the shorter term, a new set of objectives was developed that is targeted to be achieved by 2009.

Key words

Taste 4 Health, making choices available, food businesses, Environmental Health Officers, City of Glen Eira

**Man Enough for 2&5?:
Needs Assessment of fruit and vegetable consumption in Victorian males
Alexia Archibold & Kate Van Berkel
VicHealth**

Background:

Fruit and vegetables are an essential part of a healthy diet. Currently males in Victoria are not eating the Australian Guide to Health Eating (AGHE) recommendations for serves of fruits and vegetables. Fruit and vegetables have a protective effect against chronic diseases such as cardio-vascular diseases and some cancers. Inadequate fruit and vegetable intake contributes to the burden of disease on a world-wide scale. Increased fruit and vegetable consumption will reduce the risk of development of the above chronic diseases.

Objectives:

The objectives were to understand patterns of behavior, barriers to consumption, and effective ways to improving fruit and veg consumption in men, as well as providing information to VicHealth regarding the findings to assist with future interventions by the organization.

Setting:

VicHealth, Victoria's health promotion foundation located in Carlton, Melbourne.

Process:

A stage 2 desk-top needs assessment was undertaken. This involved analyzing data from varying sources identifying at risk subgroups of the male Victorian population. The needs assessment also involved a review of determinants of male eating behaviors and critical appraisal of interventions designed to improve intake. Recommendations for future VicHealth interventions were made.

Results

- The target group identified was Victorian males aged between 18 and 44.
- The determinants of low fruit and vegetable intake were allocated to three groups
 - Predisposing: knowledge, risk perception, attitudes/personality, family experiences and preferences
 - Enabling: cost and availability
 - Reinforcing: peer perception, masculine culture, advertising
- It was found that broad health messages such as serving sizes and 2&5 are not enough alone to encourage men to eat two servings of fruit and five servings of vegetable per day.

Conclusion

It was found that young men were a largely forgotten group. Studies previously undertaken in Australia have not been targeting men, who are currently among the lowest consumers of fruit and vegetables in Australia.

Key words: Males, Fruit, Vegetables, Determinants, Intake, Interventions

Early Childhood Nutrition and Oral Health Peer Education Program
Elizabeth McIntyre & Jessie Toose
Moreland Community Health Service

Background Moreland Community Health Service (MCHS) developed The Early Childhood Nutrition and Oral Health Peer Education (ECNOHPE) program targeting children from Urdu-speaking families in Fawkner. Bilingual Pakistani and Bengali ladies have been trained in early childhood nutrition and oral health. These ladies are in the process of educating their peers on the same topics in a community setting. Partners of the program include the Muslim Women's Council of Victoria (MWCV), the Fawkner Maternal and Child Health Service and Dental Health Services Victoria (DHSV).

Objectives The program aims to *'improve early childhood nutrition and oral health among Urdu speaking families in Fawkner by providing culturally appropriate information and resources in a community setting.'*

Process The issues impacting on nutritional status for new arrivals were explored. Existing resources were reviewed and modified in consultation with partners. Weekly three- hour training sessions were conducted over a four week period during July and August. The three key messages of Eat Well, Drink Well, Clean Well were covered. A handover kit was created to allow the easy distribution of this program between community health centres. An evaluation framework including process, impact and outcome evaluation was developed along with future dissemination strategies.

Setting The suburb of Fawkner resides in the north-east of the City of Moreland. Fawkner has a high proportion of low income households (32%) and a large percentage of residents born overseas (44%).

Results

- Resources were modified to include information requested by peer educators and the Maternal and Child Health Nurse. Feedback indicated that these were culturally appropriate, useful aids to learning and easy to understand.
- 6 mothers from Fawkner participated in the ECNOHPE Program. After the education program was complete a quiz showed a satisfactory knowledge base with 76% questions answered correctly without prompting. A mock education session showed adequate presentation skills, including use of resources, structure, delivery and knowledge.
- To date 3 peer led community information sessions have been completed (25%), 3 have been confirmed (25%) and the remainder are partially confirmed (50%).

Implications A handover kit was developed to ensure availability of this program for use within other communities. It allows easy implementation and scope for modification to meet the individual needs of different target groups. The benefits are reduction of duplication of resources and more efficient use of community health staff time.

Conclusion:

- ECNOHPE program was successful in delivering culturally appropriate information and resources in a community setting.
- Participation in this education program has improved knowledge of childhood nutrition and oral health issues; furthermore this program has provided an opportunity for these Pakistani and Bengali women to share this knowledge with their community by conducting the planned community information sessions.
- In order for these sessions to be conducted the peer educators require substantial ongoing support and planning. This support will be provided by the MWCV and will enhance the sustainability of the program.

Keywords: early childhood, nutrition, dental health, peer education, culturally and linguistically diverse (CALD)

Increasing Breastfeeding Rates on the Mornington Peninsula

Adam Zemski & Jonathan Dissanayake

Peninsula Community Health Service

Background State-wide breastfeeding rates have been decreasing in recent years despite the well documented benefits that breastfeeding provides to both mother and infant. Breastfeeding rates on the Mornington Peninsula are decreasing more rapidly than the state average, and the region has the lowest breastfeeding rates in Victoria. It is thought that the demographics of the Mornington Peninsula – including low SES, young maternal age, and poor levels of education – may be contributing to the poor breastfeeding rates. As such, breastfeeding has recently been identified as a priority area by Maternal and Child Health, BestStart, and Peninsula Community Health Service over the next 12 months

Objectives

- **Objective 1** – To increase awareness of the benefits of breastfeeding amongst pregnant women, women who have recently given birth, and the general population on the Mornington Peninsula.
- **Objective 2** – To identify and increase awareness of breastfeeding support services available on the Mornington Peninsula.
- **Objective 3** – To increase the number of workplaces and public places that are breastfeeding friendly on the Mornington Peninsula by modifying workplace policies, public perceptions of breastfeeding, and healthcare policies.

Process

- **Literature research** – Researching the benefits of breastfeeding, and the barriers to breastfeeding initiation and duration.
- **Regional and Government research** – Breastfeeding policies in the community and in the workplace, breastfeeding support services on the Mornington Peninsula.
- **Community research** – Surveys and/or interviews conducted with 61 members of the public, 61 Year 11 school children, 31 workplace owners/managers, and 15 breastfeeding related healthcare professionals. Subjects were interviewed on breastfeeding knowledge, knowledge of breastfeeding support services on the Peninsula, and perceptions to breastfeeding in public and in the workplace.
- **Resource development** – A poster detailing the breastfeeding benefits. A brochure further explaining these benefits, and cataloguing and mapping the breastfeeding support services available on the Mornington Peninsula. Resources to be distributed throughout healthcare facilities on the Mornington Peninsula.
- **Written report** – A report containing all research and findings. The report is to be used in implementing the future projects recommended, and in the creation of other breastfeeding related projects, activities and programs.

Setting Mornington Peninsula, which is located south-east of Victoria with a population exceeding 125,000 people. It is surrounded by Port Phillip, Western Port Bay, and Bass Strait. It is comprised of 40 towns within an area of 750 square kilometres. Our research focused on the two areas identified as having the lowest breastfeeding rates – Hastings and Mornington.

Results

- 85% of adults and 97% of school children identified breastmilk and being the optimal form of nutrition for an infant.
- The ability of adults and children to state benefits of breastfeeding was poor.
- School children who had received high school education on breastfeeding were more knowledgeable of breastfeeding recommendations and the benefits of breastfeeding.
- The ability of the adult population to identify multiple breastfeeding support services on the Mornington Peninsula was poor.
- 80% of workplaces were happy for their employees and members of the public to breastfeed in the workplace.
- 13% of adults and children reported they would feel uncomfortable if they saw someone breastfeeding in public.
- 36% of women and young girls still feel uncomfortable breastfeeding in public, or report they would feel uncomfortable if they had to breastfeed in public.

Recommendations

- Utilise existing programs, or develop and implement new breastfeeding education programs into schools on the Mornington Peninsula. These programs are to be accessed by all students.
- Provide all workplaces on the Peninsula with information regarding the “Breastfeeding Welcome Here” kit, and the “Breastfeeding-Friendly Workplace Accreditation” program offered by the Australian Breastfeeding Association.
- Increase the number of breastfeeding friendly facilities in public places, such as shopping centres and parks.

Conclusion

Improving breastfeeding education at schools in terms of quality, quantity, and timeliness is crucial. Educating people on the benefits of breastfeeding will not only increase their likelihood of breastfeeding themselves, but also those around them through their influence. The more people who are understanding of breastfeeding, the more the public perception of breastfeeding will change for the better. By improving breastfeeding knowledge and acceptance, breastfeeding rates on the Mornington Peninsula will increase, and breastfeeding will once again be considered the norm, not an alternative.

Keywords

Breastfeeding, benefits, health, support services, workplace policies, public, education

Development of Resources for the Maribyrnong Being Active Eating Well (MBAEW) Project
Amy Gregor & Sam Kozika
Western Region Health Centre

Background In the year 2007 a 3-year community based obesity prevention strategy was funded for the City of Maribyrnong. This initiative was undertaken in light of the limited number of existing health promotion projects targeted towards the adolescent population; along with the knowledge that low socio-economic status is associated with reduced levels of physical activity and overall undesirable eating patterns.

The Maribyrnong Being Active Eating Well (MBAEW) project uniquely aims to promote healthy eating and physical activity in adolescents (12-18 year olds) living or working in the City of Maribyrnong. It is one of six Victorian Department of Human Services funded “Go for Your Life Health Promoting Communities” initiatives. The MBAEW project is a multi strategy initiative to be implemented in five secondary schools, and two sport and recreation centres across the City of Maribyrnong. It is currently in the implementation phase of the program planning cycle, with the development of healthy eating resources.

Objectives To develop resources which promote healthy eating for young people, within the City of Maribyrnong.

#1: To improve knowledge about the association between soft drink intake and, obesity and dental caries.

#2: To raise awareness about the importance of fruit and vegetables in the diet to aid overall health and wellbeing and obesity prevention

#3: To raise awareness surrounding the importance of healthy food choices promoted and provided in secondary schools, sport and recreational centres. Achieving this project objective involves increasing healthy food choices sold in: canteens, vending machines and during fundraising activities, events and excursions.

Process

1. *Literature and program review*
2. *Searching, mapping and evaluating existing resources:* resources available for use surrounding healthy eating were explored, and their appropriateness for use as part of the MBAEW project was determined. Gaps in the resources available were identified.
3. *Determining topics for new resources:* topics for the new resources were established based on the overarching MBAEW project objectives.
4. *Development of resources:* including translation into Vietnamese.
5. *Evaluation of resources:* through focus groups and evaluation form dissemination, resources were modified based on feedback received.

Setting Resource distribution within five secondary schools, and two sport and recreation centres across the City of Maribyrnong.

Results: Resources were developed, four fact sheets and four associated newsletter snippets.

TOPIC #1. Healthy fundraising ideas
TOPIC #2. Healthy drinks
TOPIC #3. Increasing fruit and vegetable intake
TOPIC #4. Healthy events and excursions

IMPLICATIONS / CONCLUSION:

The resources developed will assist the overarching MBAEW project to promote healthy eating and physical activity. The resources are to be distributed once the MBAEW project is ready for full implementation, with the fact sheets disseminated to canteen, school and recreation centre staff, and the snippets published in the institutions’ newsletter in order to reach parents of adolescents. Further translation of resources will also be conducted to meet the needs of the Maribyrnong community.

Key words: health promotion, adolescents, resource development, City of Maribyrnong.

Fruitful Partnerships between Retailers and Preschools in Manningham

Peta Hill & Jessica McDonald

Background

One in four Australian children are currently overweight or obese. As obese children have a 25-50 percent chance of remaining obese in adulthood, leading to significant medical, economic and emotional burden, the prevention of obesity in children is crucial. With more than three quarters of children failing to eat enough vegetables and 30-40% not consuming enough fruit, promotion of fruit and vegetable (F+V) intake has been cited by the World Health Organization (WHO) as one of five key strategies for reducing obesity. Kids - 'Go for your life' (KGFYL) is a Victorian Government initiative that aims to prevent childhood obesity by promoting 6 healthy eating and physical activity messages, including 'Plant Fruit and Veg in Your Lunch box'.

'Healthy Start Bright Futures' is a health promotion priority of Manningham Community Health Service (MCHS) in 2006-2009. The project aims to promote healthy behaviours in Manningham children, through encouraging membership of the KGFYL program in preschools, and assisting preschools in attaining the KGFYL Award by satisfying 9 healthy lifestyle criteria. There are 25 preschools in Manningham and to date, eight have been awarded, while six are members currently working towards their Award. To support F+V promotional activities in these preschools, thus helping them attain or maintain the Award, a project to establish mutually beneficial partnerships between local F+V retailers and KGFYL member preschools was devised and entitled the 'Fruitful Partnerships' project. By empowering the community, the program aims to ensure the continued promotion of the KGFYL messages, and extend these messages outside the preschool environment.

Objectives

The project objective was that all 14 KGFYL member preschools in Manningham would have established a partnership with at least one local fruit and vegetable (F+V) retailer to support their current and future F+V activities, by the end of September 2008. The overall objective of the 'Fruitful Partnerships' project and other MCHS projects promoting F+V in preschoolers, is that all children attending preschools in Manningham will consume at least one serve of F+V each day while in care and have daily access to F+V at home, by the end of 2009. The goal of all MCHS 'Healthy Start Bright Futures' projects is to promote the development of healthy eating and physical activity patterns in the pre-school and primary school population over the period 2006-2009, consequently reducing the incidence and prevalence of childhood obesity in Manningham.

Process

Consultations with all KGFYL member preschools (n = 14) in Manningham were conducted to assess the feasibility and perceived value of partnerships with local F+V retailers. Current relationships with retailers, uses of F+V at the preschool, and the capacity of the preschool to offer promotional benefits to a partner retailer were explored. Preschools and retailers in Manningham were recruited to the project through the development and distribution of promotional resources by post and hand-delivery, respectively. Partners were paired according to prior relationship or proximity based on a map of Manningham which was created with all KGFYL preschools and retailers marked. Partnerships were finalised by signing a personalised Memorandum of Understanding (MOU) created by the MCHS Project Workers, outlining the terms of the collaboration and roles of each partner. Publicity in the local media was sought to promote the partnerships program throughout Manningham. Recommendations for further partnerships projects in Manningham and other Victorian Local Government Areas (LGAs) were developed.

Setting

The project was carried out by Project Workers at Manningham Community Health Service in the City of Manningham in Melbourne, Victoria. All preschools and F+V retailers involved were located within the City of Manningham.

Results

12 of 14 preschools in Manningham established partnerships with local F+V retailers during the 'Fruitful Partnerships' project. Partnership outcomes seen by preschools include access to no or wholesale cost produce for F+V activities (n = 11); the ability to attend the retailer's premises for excursions (n = 5); discounts when preschool families shop with the retailer (n = 2); and the ability to order and collect F+V via the preschool (n = 1). Outcomes seen by retailers include advertising in the partner preschool's newsletters (n = 13); the ongoing display of promotional materials at the preschool (n = 13); verbal promotion to the preschool community as the preschool's local fruiterer (n = 13); the ability to sell produce via the partner preschool (n = 1); and the ability to hold a stall at the preschool's annual open day (n = 1).

Implications/Conclusion

The outcome of the Fruitful Partnerships project was the establishment of community-based partnerships between 12 of the 14 KGFYL member preschools and nine local F+V retailer(s) in Manningham. The Fruitful Partnerships project is therefore a pioneer project, as the first large-scale partnership initiative. While the MOU symbolises partnership formation, impact evaluation is necessary in 12-months time to assess whether the partnerships established during the Fruitful Partnerships project were maintained and resulted in collaboration. The Fruitful Partnerships project may serve as a model for future implementation of similar partnership initiatives in other LGAs between KGFYL preschools and F+V retailers. Preschools should not generally be paired with multiple F+V retailers and pairing should be based on proximity or where preschool parents shop. Personalised MOUs should be used when establishing partnerships to outline the reciprocal nature of each partnership and symbolise the parties' mutual commitment to ongoing collaboration.

Keywords: Preschools, Fruit and vegetable retailers, Partnership, Collaboration, Kids – 'Go for your life', Childhood obesity, Manningham.

‘Go For Your Life’ School Canteens Confectionery Policy Development
Kara Landau
Nutrition Australia

Background and Objective

Approximately 27% of Victorian children aged 4 to 12 years are overweight/obese; with 10 000 more entering this category each year. Approximately 37% of a child’s total energy intake is consumed at school, with canteen users being found to have higher energy intakes from confectionery than non-canteen users. Research findings have shown that school-based interventions are effective in improving children’s diets.

In 2006, the Department of Education and Early Childhood Development, Victoria (DEECD) released the ‘Go for your life’ (GFYL) *School Canteen and Other School Food Services Policy*. This policy included a statement regarding restriction of the sale of confectionery products through school food services from 2007-2009, so that as of 2009, no confectionery may be supplied through regular school food services.

Confectionery has been found to be of minimal nutritional value and high in kilojoules, and is thereby seen as the next key factor to address in meeting the overall aims of creating supportive environments to promote good nutrition in childhood.

As a result of this decision, the objective of the project was ‘to increase schools’ capacity to restrict confectionery in Victorian government school food services.

Process

Through consultation with stake holders and literature reviews, a policy and supporting resources were produced. Communication strategies to disseminate the policy and resource were also planned. *Process Evaluation Strategies:* The initial piloting of the resource to key stakeholders, principals and teachers, and school canteen managers was utilized, in order to obtain feedback on the effectiveness and suitability of the content of the resource to the target groups.

Setting

The policy and supporting resource was created for the Department of Education and Early Childhood Development (DEECD) to be implemented within all government schools in Victoria. The target groups for implementation of this policy include schools and canteen staff and ultimately primary and secondary school-aged children. The pilot was performed with schools from all over metropolitan Melbourne; with canteen visits made in Camberwell, Strathmore, and Keysborough.

Outcomes

The outcome of the project was the development of a background statement, policy statement and supporting practical resources to provide to schools around the restriction of confectionery within regular school food services. Communication and dissemination strategies were also planned. This policy and resource were developed through evidence-based research and close consultation with canteen and school stakeholders.

Implications/Conclusions/Future Directions

Overall this project has successfully achieved its aim to increase the capacity of schools to eliminate confectionery through policy and resource development, together with dissemination strategies. Further evaluation will need to be undertaken at a later date to determine the effectiveness of the implementation of the policy in achieving the overall goals of decreasing the availability of unhealthy food choices in school food services and reducing childhood obesity.

Key Words: Confectionery, Policy, School Canteens, Childhood, Obesity, Resource

Smiles 4 Miles
A focus on oral health of Chinese preschool children in Whitehorse community
Jenny Wei & Elaine Chan
Whitehorse Community Health Service

Background Smiles 4 Miles is a state wide oral health promotion program aimed at preventing the onset of dental diseases in preschoolers. Since mid 2007, Whitehorse Community Health Service has been implementing the program. Chinese pre-school children present at Whitehorse Community Health Service (WCHS) with more serious dental decay and with greater number of affected teeth compared to their non-Chinese counterparts.

The project aims to address the resource gaps of the Smiles 4 Miles program by focusing specifically on the needs of Chinese children.

Objectives

- Chinese preschool children in two kindergartens within City of Whitehorse will have increased knowledge of protective and harmful foods and drinks for oral health.
- To increase the number of Chinese parents from one kindergarten who recognise the importance of good oral health in preschool children.
- Chinese parents in one kindergarten will have increased knowledge of culturally acceptable food and drink to give to their children to promote good oral health.
- To increase the range of culturally appropriate Chinese oral health resources available to kindergartens in Whitehorse.

Method/Process

1. *Needs assessment:* Based on results from children's activity and stakeholders' opinions, a children's board game called "Toothache" will be produced. A parent information booklet on oral health will be developed based on feedback from the Oral Health survey.
2. *Planning:* A list of 30 foods and drinks was compiled and the template for the game was decided. Literature and survey results were referred to in developing the booklet.
3. *Implementation:* Prototypes of the board game were made and distributed to two Kindergartens. A prototype booklet was produced and translated to Chinese.
4. *Evaluation:* Activity to assess children's knowledge on the link between food and oral health was carried out prior and post the distribution of the prototype board game. Telephone interviews were undertaken with parents to evaluate the booklet.

Setting The project was carried out at WCHS involving the health development and oral health teams; resources were trialled at two kindergartens with a significant number of Chinese children attending located in the city of Whitehorse.

Results

- The board game achieved 20% increase in the number of participants (particularly Chinese children) who could distinguish between protective and harmful foods for teeth
- Chinese children were better at identifying foods and drinks protective for teeth than those harmful for teeth. Cereal foods caused the most confusion.
- Results of parent survey revealed more interest in receiving an information booklet on oral health than attending a group information session. Process evaluation of the prototype booklet revealed parents were satisfied with the content of the booklet.

Implication/Conclusion The aim of developing additional resources for the Smiles 4 Miles program with a specific focus on the Chinese population was achieved. The board game was embraced by the children in the two kindergartens it had been trialled on and achieved encouraging improvements in knowledge. The booklet was yet to be distributed; hence its impact on parents was not measured. More research is needed to determine the preferred method of participation of Chinese parents.

Keywords: Smiles 4 Miles, Pre-school children, Chinese, Kindergarten, oral health.

Policy in Practice:

Developing an Organisational Nutrition Policy for Djerriwarrh Health Service
Amanda Cane & Vicki Power
Djerriwarrh Health Service

Background: An organisational nutrition policy for Djerriwarrh Health Services (DjHS), a health provider for the Melton and Moorabool Shires, was developed as a health promotion initiative. Currently, there is a nation-wide epidemic of diet-related diseases such as obesity and diabetes. In addition, one-third of the Australian food-dollar is spent on food consumed outside of the family home. These statistics validate the need to improve the quality of food available to be consumed outside the home. This is particularly relevant for DjHS as Melton was recently identified as the unhealthiest region of 31 regions surveyed across Melbourne; based on life expectancy and the prevalence of obesity and diabetes. The aim of implementing an organisational nutrition policy is to improve access to, and ultimately increase the consumption of healthy foods. The drafted nutrition policy for DjHS will enforce changes that improve physical environments concerning food and nutrition, and convey positive nutrition messages to the community by modelling healthy eating behaviours.

Goal: To improve the capacity of the Djerriwarrh Health Services to support healthy eating habits for staff, patients and visitors.

Process: An 8-week project was conducted to draft an organisational policy for Djerriwarrh Health Services. The process of developing the draft policy involved five key stages:

Problem Identification and Agenda setting: Literature review, audit of the food supply, and consultation process with stake-holders.

Policy formation: Policy directives were drafted based on the objectives of the policy and the information gathered during the agenda setting phase.

Preparing for policy adoption: Submitted policy draft report to executive staff for assessment and approval.

Preparing for Implementation: Planning for implementation of the policy based on literature findings and expert consultation.

Preparing for Evaluation: Planning for evaluation of the policy, based on literature findings and the policy goal and objectives.

Setting: Djerriwarrh Health Service Sites.

Results: The results of this project are the drafted policy directives. The policy governs the food supply and promotional practices at food outlets across DjHS; promotion of breastfeeding; catered events for staff and clients; internal and external fundraising; and sponsorships and partnerships maintained by the organisation concerning food or nutrition. A plan for the implementation of the policy (including a Tool-kit of strategies) was developed in conjunction with the directives. A plan for evaluating the policy, based on the achievement of its goals and objectives was developed and scheduled for 6-months following the official date of implementation.

Conclusion: The recommendation of this project is that the drafted policy directives will lead to achievement of the overall goal. The implementation process should include a variety of strategies and will be facilitated by the implementation plan developed in conjunction with the draft policy. Similarly, the evaluation process should refer to the evaluation plan included in the results. Formal evaluation is crucial the success of the policy and will provide opportunities for policy review in the future.

‘Live Well with Diabetes’

Increasing the awareness of MonashLink services in the Chinese community

Petrina Krelle & Aun Ling Lim

Background The Chinese speaking population in Australia is 1.5 times more likely to develop diabetes, and experience poorer health outcomes from the condition compared to the general population.

A needs assessment conducted by MonashLink Community Health Service (MLCHS) found:

- An inconsistency exists between the proportion of Chinese migrants in the City of Monash (5.2%) compared to the percentage of Chinese clients (approximately 2% accessing the health service).
- There is a lack of culturally tailored diabetes services at MLCHS for the Chinese community.

In response to the needs assessment and in accordance with MLCHS vision of improving community health and wellbeing, the ‘Live Well with Diabetes’ project was undertaken.

Objectives

1. To increase the awareness of MCHS services amongst the Chinese community in Monash from 5% (1) to 20% by the end of 2008.
2. To increase the number of Chinese clients accessing MCHS services from 2% (1) to 5% by the end of 2008.
3. To increase the awareness of MCHS diabetes services and community supports among GP’s in the Monash area from 30% (1) to 50% by the end of 2008.
4. To improve Chinese cultural awareness amongst the staff at MCHS.

Process and products For evaluation purposes, an audit was undertaken to determine the cultural profile of MLCHS clients. A report ‘Cultural profile of MonashLink clients’ was generated.

An advertising campaign was undertaken in an effort to promote MLCHS to the Chinese community in the City of Monash. This involved:

- Conducting health information sessions at two Chinese social groups, and disseminating ‘Diabetes services for the community’ posters and brochures at the sessions.
- Distributing a press release in both English and Chinese to local media.

A Mooncake festival was hosted by the health service. The event was used a vehicle to engage the Chinese community and promote service at the new facility.

MLCHS diabetes related services were advertised to GP’s in the Monash division through fax sheets and a mail out of bilingual advertising material to 80 clinics through the Greater Monash GP Division.

A diabetes resource kit was developed in both English and Chinese language for dietitians and diabetes educators at MLCHS.

An information session on Chinese culture and cuisine was held to increase cultural awareness amongst MLCHS staff.

Setting MonashLink Community Health Service, Clayton.

Results Eleven staff attended the session. All staff agreed the session improved their knowledge and appreciation of Chinese culture. 80 people from the Chinese community attended the Mooncake Festival.

Implications Approaching the Chinese social groups and establishing rapport creates opportunities for future contact and engagement with this segment of the community. Advertising materials can be used by MLCHS should further health promotion activities targeting this ethnic group be undertaken in the future. The diabetes resource kit can be used as education material for clients, and as a resource for staff to further their knowledge of Chinese foods and culture. It is believed that through education and improved diabetes management, the morbidity and mortality associated with diabetes related complications can be reduced. This will ultimately improve the health and quality of life of the Chinese community.

Conclusion This project focused on planning and implementation of strategies. Process evaluation was undertaken, and outcome evaluation planned. Conclusions can be drawn from subjective indicators such as the positive response from social groups to the health information sessions and the Mooncake Festival.

Recommendations

- Continue to work in partnership with Chinese social groups, and other Chinese community services.
- Review and update diabetes resource kit with new evidence based information.
- Advertise MLCHS services to diabetes educators and other health professionals in an effort to increase referral numbers and consider advertising services beyond the City of Monash.
- As recommended in the needs assessment, address other barriers to access including language and transport.
- Conduct outcome evaluation of the project by repeating the audit.

Key words: Diabetes, services, Chinese, community, awareness.

Proposal to Evaluate *Crunch and Sip* program in Western Australia
Jesslyn Chong & Sharon Er
Cancer Council WA and Edith Cowan University

Background

Crunch&Sip® is part of the Go for 2&5 initiative designed to encourage fruit, vegetable and water consumption in primary school children during a set break in the classroom. By encouraging children to bring their own fruit and vegetable, the original developers of crunch and sip hope that this will cause a probable change in lifestyle habits in children. Whilst the program has been implemented for 4 years in a range of schools across WA, no research study has been carried out to evaluate the effectiveness of this program. Given the maturity of the campaign, it is now appropriate to undertake an evaluation of its effectiveness.

Objectives

- To develop a funding proposal to Healthway for the evaluation of Crunch&Sip® in primary schools on behalf of Cancer Council WA and Edith Cowan University by the 5th September 2008.
- To develop an appropriate evaluation study design which includes a dietary assessment tool for Crunch&Sip® based on best available evidence

Process

Describing the program :Goals, objectives and implementation processes

Engaging stakeholders: Ensure expectations and perspectives regarding the evaluation project are understood.

Focusing on the evaluation design :A systematic review of previous evaluations of all worldwide primary school based fruit and vegetable interventions was conducted.

Data Analysis - developing study design options

Engage stakeholders again : Presenting the options so that the stakeholders can make an informed decision about the final study design

Writing up the funding proposal : Submission of draft proposal to our supervisor

Results/Study Design

Study Design type: Non-randomised control and intervention trial.

Method: A total of 630 children will be included in the study; Only year 3 and year 6 children will be included in the study. *Intervention group* : Enlist schools as they enrol in term 4 2009 conduct baseline assessment in term 1 2010, Commence Crunch&Sip® immediately after baseline assessment, conduct first followup in term 2 2010 and second follow up in term 4 2010. *Control group* : schools (non Crunch&Sip® schools) will be matched to intervention schools

Tool : CADET diary(FFQ developed and validated by Leeds University, 2005) + 1 question re: fruit and vegetable variety + teacher questionnaire

Outcome measure: Frequency of fruit, vegetable and water consumption at school and over the day

Conclusions/Implications

Our development of a study design for the evaluation Crunch&Sip® represent the first of its kind for an evaluation of a fruit, vegetable and water promotion program in Australia. Should the evaluation design and dietary assessment tool be found to be effective, it should be disseminated to other schools and education departments, so that they can achieve similar positive results which can then be significant on the state-wide battle of preventing obesity, and in the long run, a healthier Western Australia.