



# Kingston Bayside

Primary Care Partnership



Health Promoting  
Communities:

# Being Active Eating Well

A summary of achievements 2007-2010

A summary report on the Kingston Bayside Primary Care Partnership  
Health Promoting Communities: Being Active Eating Well Project

Lead Agency: Kingston City Council

2010

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This project would not have been possible without the support and efforts of the partner agencies and members of the steering committee.

Representative	Role	Organisation
Allison Ridge	Project Manager	Kingston City Council
Project Manager	Social Enterprise Unit Manager	Adult Multicultural Education Services (AMES)
Belinda Caruana Maggie Moulds	Health Planner and Service Planning and Development Officer – Family Services	Bayside City Council
Jackie Gleeson and Viv Sullivan	Health Promotion Coordinator and Community Dietitian	Bentleigh Bayside Community Health
Sue Moulton, Maria Nitsos, Jo McElhinney and Gulay Cevik	Program Manager Primary Health Services, Community Dietitians and Community Development Worker	Central Bayside Community Health Services
Marilyn Ellis, Tim Moran and Kiralee Chick	Family Workers (Children and Family Services) and Community Development Coordinator	Family Life
Kirsty Brown and Caryn Kave	Health Promotion Coordinator	Kingston Bayside Primary Care Partnership
Lena Okin, Helen Watson and Donna Feore	Community Projects Officer, Maternal and Child Health Team Leader and Team Leader Children's Services Development	Kingston City Council (lead agency)
Geraldina Alvarez-Poblete	Program Development Coordinator	New Hope Foundation (formerly New Hope Migrant and Refugee Centre)
Wazed Ali	Clayton South community representative	Community representative
Sue Wallace	Bayside public housing community representative	Community representative
Theresa Whalen	Senior Health Promotion Officer	Kinect
Rosemary Sharman	Executive Officer	Sandybeach Centre



This report was prepared by Allison Ridge (Project Manager) and Kirsty Brown (Kingston Bayside Primary Care Partnership) with contributions from Michelle Howard and Sue Loukomitis (Collaborations), Maggie Moulds and Karen Kerr (Bayside City Council), Andrea Bashfield (Sandybeach Centre), Geraldina Alvarez-Poblete and Garry Neeman (New Hope Foundation), Tim Moran (Family Life), Lena Okin (Kingston City Council), Jackie Gleeson and Viv Sullivan (Bentleigh Bayside Community Health), Maria Nitsos and Sue Moulton (Central Bayside Community Health Service).

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# Contents

Acknowledgements	1
<b>INTRODUCTION</b>	<b>4</b>
<b>ABOUT THE PROJECT</b>	<b>4</b>
Why this project?	4
Who was involved?	4
Project aim and objectives	5
Project Activities	6
Measuring success	6
<b>WHAT HAPPENED?</b>	<b>7</b>
<b>PARTNERSHIPS FOR BETTER HEALTH</b>	<b>10</b>
<b>WORKING WITH PRIMARY SCHOOLS AND EARLY CHILDHOOD SERVICES</b>	<b>12</b>
Tai Chi for Kidz	12
Kids – ‘Go for your life’ Awards	12
Active play kits	12
Being Active Eating Well Grants	13
<b>HEALTHY LIVING IN AUSTRALIA</b>	<b>14</b>
<b>PLAYTIME BUDDIES</b>	<b>16</b>
<b>BIZZY BODIES</b>	<b>18</b>
<b>COMMUNITY KITCHENS</b>	<b>20</b>
<b>BEN AND MOLLY PUPPET SHOW</b>	<b>22</b>
<b>HEALTHY MESSAGE CAMPAIGN</b>	<b>23</b>
<b>FUTURE DIRECTIONS</b>	<b>24</b>
<b>FOR MORE INFORMATION</b>	<b>24</b>

## Introduction

The 'Health Promoting Communities: Being Active Eating Well' project was a 'Go for your life' initiative aimed at increasing physical activity and healthy eating. The Kingston Bayside Primary Care Partnership (KBPCP) was funded by the Victorian Department of Health and Department of Planning and Community Development from July 2007 until June 2010 to implement the project. The project was one of six funded community demonstration projects across Victoria.

The Kingston Bayside Primary Care Partnership is a voluntary alliance between service providers and agencies within the municipalities of Kingston and Bayside. These two local government areas are located in the southern metropolitan region of Melbourne.

The project involved working with residents, schools, early childhood services, local agencies, community groups and businesses to support physical activity and healthy food choices. There was a focus on children aged 0-12 years in the selected communities of Clayton South in the City of Kingston; and parts of the City of Bayside, including Hampton East, Highett and Sandringham (with a focus on public housing communities).

This report outlines the achievements and lessons from the Kingston Bayside Primary Care Partnership 'Health Promoting Communities: Being Active Eating Well' project. For more detailed information about the project please visit [www.kingstonbaysidepcp.org.au](http://www.kingstonbaysidepcp.org.au) or contact Kingston Bayside Primary Care Partnership on (03) 9093 5960.

## About the project

### Why this project?

Being active and eating well are essential to maintaining and protecting health. Good nutrition is closely related to growth and development, good education outcomes and health throughout life. Being active helps to maintain good physical and mental health and can also help to build strong communities. In contrast unhealthy diets and physical inactivity are among the leading causes of illness including cardiovascular disease, type 2 diabetes and some cancers. We know that childhood overweight and obesity levels are increasing and that many Victorian children consume too many high fat, high sugar foods and drinks and don't meet daily recommended activity levels.

Given that lifelong habits often develop in childhood, promoting more active lifestyles and good nutrition for children is an investment in future health. This project aimed to support families and communities to make healthy food and activity choices.

### Who was involved?

#### The communities

The project worked within the suburbs of Clayton South (and parts of Clarinda), Highett, Hampton East and Sandringham. Although the main focus was children aged 0-12 years, the people and places that children spend time with and at, can also influence their health. Parents, carers, and grandparents were included in programs and activities because they can support healthy decisions at home. Primary schools and early childhood services were also involved as children can spend a significant amount of time in these places. They also help to support children and families to make positive choices about health. Workers from local health and support services supported the work of the project.

#### Project partners

A broad range of agencies and community were engaged to plan the project and support its delivery including: local government, health and support services, schools, early childhood services, sport and recreation services, community centres, public housing and multicultural services. Kingston City Council was the lead agency for the project.

A steering committee was set up to guide the project and was supported by working groups that focussed on specific areas. These groups were made up of representatives from partner agencies and community groups working together to put the project plan into action.



Being Active Eating Well steering committee and working groups

## Project aim and objectives

The aim of the project was to improve healthy eating and physical activity of children aged 0-12 years, within the diverse communities, by building skills and knowledge and enhancing access and opportunities.

A wide range of local service providers and community members were involved in the planning workshops and consultations to identify the important issues for the project. An action plan was developed based around six objectives:

1. Strengthen the ability of the community to promote healthy eating and physical activity for children aged 0-12 years.
2. Achieve a high awareness of the Being Active Eating Well messages among parents and children.
3. Promote water and reduce the amount of high-sugar drinks consumed by children aged 2-12 years (including fruit juice).
4. Improve the eating patterns of children aged 0-12 years by increasing intake of fruit and vegetables and decreasing intake of high energy and poor nutrient foods ('sometimes' foods) at school, early childhood settings and at home.
5. Increase the amount of time children aged 1-12 years spend being active.
6. Help parents, carers and grandparents be good role models for being active and healthy eating.

## Project Activities

A range of activities were planned to work towards achieving these targets. They included:

- Providing training and resources for health professionals, teachers and early childhood staff.
- Community based programs, workshops, forums and events to share knowledge and build skills within the community.
- A healthy message campaign to increase awareness of Being Active Eating Well messages.
- Supporting primary schools and early childhood services to create healthy places for children.
- Making positive role modelling a part of all programs.
- Establishing an active play kit loan scheme to make it easier for families with young children to access equipment for active play.

## Measuring success

Deakin University was appointed by the Department of Health to evaluate the state-wide program which included six funded projects across Victoria. Findings of this evaluation are expected in early 2011.

The local evaluation looked at the local aspects of the project. It checked whether the programs and activities were delivered as planned, how acceptable they were to the community, how many people took part in them, the challenges faced, and if any changes happened because of the project. Program records, surveys, interviews and focus groups were used to review the project. The information gained may help other communities to decide which programs work, the difficulties that might be faced and how to overcome them.

The project had approval from the Department of Health Human Research and Ethics Committee (project number 23/08). Approval to conduct research in schools was also obtained from the Catholic Education Office in July 2008 (Project Reference Number 1434) and the Department of Education and Early Childhood Development (dated 30 September 2008).



Community Kitchens



Active Play Westall



Being Active Primary School Grants



The Ben and Molly Puppet Show

## What happened?

### Working together

A strong partnership was developed amongst the agencies working together. The partnership shared goals, had a good mix of skills and experience, and a willingness to share resources. The project engaged well with primary schools but less successfully with early childhood services. This was likely due to the work loads of both staff supporting the project, and workloads of early childhood service staff.

The project also involved the community in planning and decision making about how programs were run. This resulted in well attended programs and high satisfaction ratings from participants.

### A ready and skilled workforce

By working together and sharing knowledge, ideas and skills; the project was able to strengthen the ability of agencies and workers to contribute to improving community health. Workers involved in the project also took part in a range of training and professional development activities that supported the work of Being Active Eating Well. The benefits of this will continue into the future, not only for promoting physical activity and healthy eating, but also for work around other health and wellbeing issues.

Many workers involved in the project also joined the Kids – 'Go for your life' professionals' network which meant they were able to attend forums and access great information and resources to help them do their job. A local forum was also held to promote and upskill workers and staff from primary schools and early childhood services about the Kids – 'Go for your life' Awards program.

### Getting Being Active Eating Well messages heard

The healthy messages linked to the project were well received by the community. There was a relatively good awareness of the project and messages among the community at the conclusion of the funded project. Awareness, familiarity and support for the messages in the community was higher among parents whose children attended a school or service involved in the project, showing that the project made an important contribution.

Linking with trusted state wide programs such as 'Go for your life' and 'Kids – Go for your life' worked well. The survey of parents showed greater familiarity with messages from the state wide campaign.

*"I've learnt so much working with this partnership. There's been a huge amount learnt about ways of working with partners and with the community through being exposed to others experience."*

*Staff member from Partner Agency*

## Knowledge and skills for a healthy community

Community-based programs such as Community Kitchens, Healthy Living in Australia, Playtime Buddies, Bizzy Bodies and Being Active Eating Well themed events were well attended and helped participants learn more about healthy lifestyles. Practical demonstrations and activities allowed people to put into practice new knowledge and skills. Some people involved in programs reported modest improvements in food choices and activity levels at home. They also reported sharing what they had learnt with family and friends.

Things that helped pass on knowledge and skills included:

- Learning by getting involved in hands-on activities, especially for culturally and linguistically diverse communities
- Building Being Active Eating Well activities into existing programs such as the Dunkley after-school club and Playtime Buddies playgroup.



## Creating healthy places for kids

The Being Active Eating Well project fitted well with the goals of primary schools and early childhood services. Staff at participating schools and services put in a great deal of time and effort to support the project. Although no schools or services achieved Kids – ‘Go for your life’ award status during the project, many were making progress towards the award.

The Being Active Eating Well Grants program for primary schools resulted in:

- Better access to opportunities for being active for students including installation of new footy goal posts, a roller door on a sports equipment shed, new cricket nets, purchase of sports equipment for classrooms, a new athletics track, a new walking path and a dance program.
- Installation of new water bubblers.
- Formalising nutrition and physical activity policies to support long term changes.



## Strengthening community networks

The Being Active Eating Well project's main focus was physical activity and healthy eating, but programs were delivered in a way that also built strong communities by providing opportunities for making friends, fostering a better understanding of other cultures and linking people with other local services and programs.

*Snapshots of the major initiatives follow, providing more detailed information about the different programs that made up the Being Active Eating Well project.*



## Partnerships for better health

### Achievements

**Launching the Being Active Eating Well project** – in May 2007, an event was held to announce to the community that funding had been secured for an exciting new project. The launch was also used to engage local agencies and community groups in the project.

**Establishment of the Being Active Eating Well Steering Committee** – this committee was the driving force behind the project. A wide range of agencies were invited to participate. The project attracted new members to the Kingston Bayside Primary Care Partnership and strengthened existing alliances. Meetings were always well attended demonstrating strong commitment to the project.

**Development of a project action plan** – with input from over 65 people from 17 agencies or community groups the action plan was a great example of people working together to develop a shared vision for the project. Responsibility for delivering the plan was also shared amongst the partner agencies.

**Doing better, together** – you know the old saying ‘two heads are better than one’. By working together agencies shared knowledge, ideas, experience and resources.

**Project champions** – the project was lucky to have people to champion its cause. Community members, councillors, principals, teachers, managers and workers all did their part to spread the word and motivate others to get involved.

**Sharing lessons learnt** – several case studies were developed to share the lessons and success stories among our community partners.

**Celebrating achievements** – in March 2010, a showcase event was held to recognise the work of the partnership and celebrate achievements. Seven presentations were given by agencies who led some of the major programs. Managers and senior staff were invited to the showcase to learn more about what was achieved. In this way the project was able to influence decisions about future work around physical activity and healthy eating promotion. Reflecting on the achievements and good work created a positive vibe which re-energised the committee and partners for the final stages of the project.

**Continuing the work of Being Active Eating Well** – agencies planned together around future health promotion efforts. Physical activity and healthy eating remain priorities for local agencies and are a part of partnership, community health and local government strategic plans until 2013.

*“Seeing the connections people have made has been a positive experience. The Showcase was full of examples of the impact of projects on communities as well as the workers.”*

*Staff member from Partner Agency*

### Overcoming challenges

The delay in the appointment of the state wide evaluation team meant that some of the work of the project also had to be held off until information was gathered about the communities. Unforeseen ethics committee approval processes also resulted in delays in project delivery. Good communication and going ahead with as much work as possible, during this time, was important to keep partners engaged with the project.

*“There was a lot of frustration with ethics and evaluations which contributed to a loss of momentum.”*

*Staff member from Partner Agency*

Another challenge was balancing the additional project work with existing work commitments. Workers turned to their managers or the project manager to help work through these challenges.

*“Balancing it between all my other roles was an issue.”*

*Staff member from Partner Agency*

A strong belief in the importance of the project meant that workers made extra efforts to fit project work into busy schedules.



## Working With Primary Schools and Early Childhood Services

### Tai Chi for Kidz

Tai Chi 4 Kidz is a non-competitive and fun program that can help to improve concentration, coordination, strength and balance. Bentleigh Bayside Community Health (BBCH) worked with Sandringham Primary School to trial Tai Chi for Kidz.

Volunteers and school staff were trained in tai chi for children and worked with a qualified tai chi instructor, to deliver weekly tai chi sessions during class time. Forty five students, involving two classes, learnt traditional movements and imagined they were playing with monkeys, birds, tigers and dragons.

Children enjoyed the program and reported benefits such as better balance, concentration, relaxing and learning new skills. Staff observed improvements in coordination and concentration, particularly for children that found focussing on tasks a challenge.

*“We are keeping the tai chi going and training more of our teachers.”*

*Primary school staff member*

The program was expanded to Clarinda Primary school in 2010.

### Kids – ‘Go for your life’ Awards

A range of activities supported schools and services work toward achieving the Kids – ‘Go for your life’ Awards, including:

- Schools and services were encouraged to become **members of Kids – ‘Go for your life’** to access help to create supportive environments for physical activity and healthy eating.
- Family Day Care Providers and Child Care Centre staff took part in **Active Play training** to develop their skills and provide practical ideas and support to increase active play.
- A range of **training manuals and reference material** was made available through the project to support schools and services achieve the Kids – ‘Go for your life’ award criteria.
- The **Hint and Tips for Healthy Primary Schools newsletter** provided ideas and inspiration to school staff.
- A **primary school grants program** helped schools to make changes that would increase physical activity of students or promote healthy eating.

### Active play kits

Active play kits were placed in playgroups and/or libraries for loan by families in the Highett and Clayton South areas. Families were able to borrow a kit with equipment including hoops, bean bags, balls and a parachute for hours of active fun. The kit also contained useful information, hints tips and ideas, to help families get more out of the kit.



## Being Active Eating Well Grants

### School and Early Childhood

#### Round 1 – Being Active

Participating primary schools were invited to apply for small grants of up to \$5,500 to increase active play. Four schools were successful.

#### Active Clarinda

Clarinda Primary School used funds to install football goal posts and safety equipment, purchase a variety of sporting equipment and install a roller door on the sports shed. This funding allowed the school to embark on the first phase of a longer-term plan to develop a school sports hub which would also benefit the local community.

#### Steps into a sanctuary: a new walking track and fitness path

Sandringham East Primary School installed a crushed rock walking track around the school oval to encourage active travel to school for the whole community, as well as to encourage fitness by using it as a running track during school times.

#### Athletics training facilities

Westall Primary School built a running track to provide a safe training facility for inter-school athletics, sports sprints and hurdles. Students were also encouraged to use the track in break times.

#### Footsteps Dance program

Sandringham Primary School ran a dance program for the whole school. Students learnt new skills and had heaps of fun, while increasing their physical activity. The students also got to show off their new skills in a performance to parents and friends.

#### Round 2 – Being Active and Eating Well

A further grants program was introduced to help schools meet Kids – ‘Go for your life’ award criteria. Some of the activities funded included:

- New water bubblers to encourage drinking water
- A contribution towards new cricket nets
- Time allocation for staff to work on policy or award applications.

### Important lessons

- *Primary schools and early childhood services are busy places with limited resources so being part of the project has to be worthwhile and practical.*
- *Small amounts of funding went a long way and made a big difference.*
- *Support from school leadership and champions within the school community ensured success.*

# Healthy Living in Australia

The Healthy Living in Australia program worked with culturally diverse communities in Clayton South and Clarinda. The project aimed to promote active lifestyles and healthier eating patterns for children and families by improving knowledge, skills and confidence.

New Hope Foundation led a partnership that included Kingston City Council, Central Bayside Community Health Services, AMES, Westall Primary School and a number of community groups and local leaders.

## Engaging the community

Two successful events were held to raise awareness of the program and engage with the local community. The events were a celebration of being active, healthy eating and cultural diversity.

## Healthy Living workshops and forums

Two series of Healthy Living in Australia workshops were held within the Clayton South area, one with a multicultural group and one with a Cook Islander group.

*“In our community there are lot of blood pressure, heart and diabetes problems. It is important to tell parents so that we can stop these problems for our children.”*

*Healthy Living in Australia Workshop Participant*

The workshops were made up of six sessions of interactive and ‘hands-on’ learning. The topics included: health and nutrition, shopping wisely, healthy meals and active lifestyles. A dietitian, maternal and child health nurse, health promotion workers, physiotherapists and fitness instructors were among the presenters. The groups also visited a farm to see how easy it is to grow your own herbs and vegies. Each workshop series finished with a celebration where everyone shared a feast of healthy traditional meals from around the world.

*“It is really important to make the sessions fun and enjoyable or people won’t want to come.”*

*Healthy Living in Australia Workshop Participant*

Three Healthy Living Forums brought the experience of the workshops to a larger audience. The forums were held in three different venues, on different days and at different times; to allow all parts of the community to get involved. Topics included:

- ‘Walking for fun and fitness’ or ‘Being active with your family’.
- ‘Healthy meals on a budget’ or ‘Healthy lunchboxes and snacks for children’
- Soup making demonstrations
- Home gardening demonstrations
- “How much sugar is in this drink?” activity for children
- Healthy living presentation by the peer education team.

## Peer education and mentoring program

Some of the people involved in the workshops were interested in sharing what they had learnt with their communities. Six people were given training and support to become peer educators.

## Linking the community

Developing links between service providers and the community was an important part of all of the Healthy Living in Australia activities.

## Achievements

- Two fantastic Family Fun Days were enjoyed by over 450 community members.
- Thirty community members attended two series of Healthy Living in Australia Workshops. Participants developed skills and learned more about being active and eating well.
- Over 120 people attended three Healthy Living Forums.
- The events, workshops and forums were regarded as enjoyable and informative by the people that attended.

*“It (the workshop) made me reassess my cooking at home and include healthier options.”*

*Healthy Living in Australia Workshop participant*

- Peer educators delivered four presentations to over 100 people.
- Many people involved in Healthy Living in Australia activities were introduced to different service providers.

*“..we learnt more about other services and how to use them. We didn’t know about some of these services.”*

*Healthy Living in Australia Workshop Participant*

- The links that developed among the partner agencies resulted in new programs being provided in the community.



## Important lessons

- Practical sessions to develop new skills were highly valued by program participants.
- It is important to build on what the community already knows and allow people to learn from each other.
- Including the community in the planning and seeking feedback from participants was important to the success of the activities
- Friendly, approachable, experienced and professional staff were critical to the success of community programs
- The peer educators were trained towards the end of the project which limited the impact of their work in the community due to limited time.
- Social interaction and friendship opportunities were strong reasons for people to get and stay involved.

## Playtime buddies

The Playtime Buddies program was an existing support and social group for women and their children living in public housing within the City of Bayside. The program was delivered through the Bayside City Council Maternal and Child Health Service. Project funds were used to include activities that promoted being active and eating well into the existing program.

Weekly sessions in school terms provided families with the opportunity for fun active play, healthy snacks and cooking demonstrations. Staff became positive role models for being active and healthy eating, encouraging parents to do the same. Guest speakers and excursions to places such as the local swim centre, library, parks and playgrounds and a local play centre linked the community to other services and programs. Parents were also introduced to the dietitian from the local community health service.

### Achievements

- Good participation in the program with an average of 15 parents and children at each session
- Families attending the program were happy with the way it was run and enjoyed all of the activities.

*“It’s really good, can we have more days?”*

*Playtime Buddies Parent*

- The program successfully linked families into a variety of other local services and programs.
- Staff saw parents participating in the program grow in confidence and develop their skills around parenting, cooking and interacting with others. Staff also saw the children grow and develop new skills.
- Some families started to apply what they had learnt in the program at home. For example preparing healthier meals, limiting their family’s sugar intake and playing with their children more.

*“My kids are eating more vegies because I cook it in things.”*

*Playtime Buddies Parent*

- Healthy messages were heard and understood and being put into practice.

*“Water instead of juice, popcorn instead of chips, fruit instead of lollies.”*

*Playtime Buddies Parent*

### Important lessons

- Partnering with an existing program was a short cut to engaging local families in Being Active Eating Well activities.
- Meeting new people and making friends was a powerful drawcard for the program.

*“I like making new friends, it was important to get me out of the house.”*

*Playtime Buddies Parent*

- The program was improved by Involving the participants in decision making about the way it ran.

*“I liked the involvement in designing the program, it had pretty balanced ideas.”*

*Playtime Buddies Parent*

- Friendly, approachable and well informed staff was an important factor in the program’s success.

*“The workers were very friendly and helpful.”*

*Playtime Buddies Parent*





## Bizzy Bodies

Bizzy Bodies was introduced to the existing after-school club run by Family Life to promote increased physical activity and improved nutrition for primary school aged children (6-12 years) who live on the Dunkley Fox housing estate in Highett. The after-school club is provided free of charge on a weekly basis between 4pm and 6pm during school term.

Bizzy Bodies successfully created a focus on being active, having fun and enjoying healthy foods for the after-school club. This new focus attracted more families and resulted in a healthier program.

“ Come to the Bizzy Bodies! You learn lots of stuff like what is good to eat (you get yummy food)”

Bizzy Bodies Participant

- Links were developed between the community and local sporting clubs.
- Healthy cooking on a budget and regular lunchbox workshops for parents and children were well attended and enjoyed. Children happily tried new foods.

“ ...the first lunchbox workshop was positive... the children found these activities fun and exciting. Many of the children indicated that they would never have lunches like the ones that they had.

Bizzy Bodies Staff Member

### Achievements

- Attendance at the after-school club increased from an average of 10, up to 15 children at each session. Between two to six parents also attended each session.
- A more active program with more time allocated to active play. Including:
  - More games and sports equipment available, such as: skipping ropes, baseball, volley ball, badminton and cricket sets, parachute, quoits, hooky and hopscotch games
  - Two guest programs each semester to allow children to try activities available in the community such as karate, hip hop dance, circus skills, and football and cricket clinics.
- High sugar, high fat and salty snacks and cordial provided in the program were replaced with healthier snack options and water.
- Installation of a water cooler in the community hall which was also available to other hall users.
- Staff attitudes about the type of food kids would eat changed.
- Five successful school holidays events with being active and eating well themes were enjoyed by over 250 people.

### Important lessons

- Bizzy Bodies proved that physical activity and food can be a positive way to engage with children and families. It also showed that by making small changes community programs can help to improve health.
- The project benefited from the established relationship that Family Life had developed with local residents over 10 years of working within that community.
- Ideally, Family Life would have liked to offer the program on more days of the week if more funding was available. More contact time would have given more exposure to healthy messages and activities.
- Involving more parents would increase the ability to influence food and activity choices at home.
- Friendly, approachable and experienced program staff was an important factor in the success of the program.



## Community kitchens

A Community Kitchen is a group of people that come together to socialise and enjoy good food. The program aims to develop confidence and skills in planning and preparing healthy and tasty meals on a budget. The model was adapted from a Canadian project which was later introduced to Australia in 2004 by Frankston Community Health Service. Two programs were established in Highett and Clarinda as part of the project.

The Clarinda program complemented regular sessions with other activities including presentations by a dietitian (healthy eating and recipe modification, nutrition label reading), a diabetes educator guest speaker, a shopping excursion and price comparison activity, and kitchen skills presented by a guest chef.

### Achievements

- Establishment of a community kitchens program in Highett, led by Sandybeach Centre
- Establishment of a community kitchens program in Clarinda, led by Kingston City Council.
- Over 60 sessions were delivered and an average of 8 people per session attended, engaging 54 people in the program overall.
- The Community Kitchens program kept costs to \$2 per serve which meant that the program was affordable for all participants.
- The Clarinda program successfully engaged the local community and attracted participants from a wide range of cultural groups. The Dunkley program engaged with local public housing residents.
- Participants reported a wide range of benefits including: learning new skills, saving money, trying new things, healthier eating habits for themselves and their families, becoming good role models for their families, feeling confident and making new friends.

Community kitchen participants said:

*“I learnt from this group and felt part of a team.”*

*“I eat less, cut down on the portion size and I’m looking after myself”*

*“I cut down on the shopping which saves me money. Now I know how to budget money to look after my kids.”*

*“I’m encouraging my kids to eat more vegetables. I am their role model and I sit down and eat with them.”*

*“I help my other family members to feed their kids more healthily.”*

### Program participants

- Linking the community with other local services and programs was a wonderful outcome. This included participants joining programs at local community centres and being introduced to the local Community Health Centre.
- The Clarinda and Dunkley programs continued beyond the end of the funded project.
- A new program was established on the Elsternwick public housing estate in July 2010.

### Important lessons

- Community Kitchens are an excellent way to develop skills around planning, shopping, and preparing healthy meals on a budget.
- The community had a lot of knowledge and skills to share with each other.
- “Community Cook Up” and “Come and Try” events were successful ways to get people involved.
- Information in other languages and interpreters allowed people with limited English to be a part of the program.
- Sharing culture through food promotes acceptance and community harmony.
- Involving the community in planning and reviewing the program meant that the program was well attended and met the needs of the community.
- Setting ground rules from the start helped to develop groups that worked well.
- It took time to foster trust and confidence for group members to volunteer to take a turn to lead the group.
- Reducing paperwork and forms encouraged more group members to share responsibility for running the session.



## Ben and Molly puppet show

In 2004 Central Bayside Community Health Service (CBCHS) developed an innovative healthy eating puppet show for children aged 3-6 years. The puppet show was offered free of charge to child care centres, kindergartens and prep classes within the City of Kingston.

As a result of the demonstrated success of the program, CBCHS were provided with project funds to produce an additional puppet show kit and training package. This allowed the show to be made available to early childhood services within the City of Bayside.

The resource kit consisted of puppets, food models and other supporting materials. The training package included a script and DVD demonstrating the puppet show. Kindergartens within the City of Bayside were informed about the kit and invited to make a booking.

### Achievements

- Five early childhood services within City of Bayside borrowed the Ben and Molly Puppet Show resource kit, reaching about 250 children.
- This project showed that the puppet show could be delivered by early childhood staff, freeing up dietitians for other activities promoting healthy eating.

### Important lessons

- *Exploring other ways to provide the puppet show provided benefits for CBCHS. They can now increase the number of puppet shows and free staff to work on other health promotion activities.*



## Healthy message campaign

A healthy message campaign was run to raise awareness of important project messages. The project adopted key healthy messages from the Kids – ‘Go for your life’ program about promoting water, healthy eating and being active. This approach was quite successful as these messages were already being used in some schools and early childhood services. Three new messages about breastfeeding, the importance of breakfast and encouraging positive role modelling were developed to complement the existing messages.

Activities included:

- Raising the awareness of the project in the local community, including the project launch and local media articles.
- Social marketing training for workers
- Developing or using existing resources to deliver key messages such as posters, fact sheets, displays and booklets.
- Producing a Being Active Eating Well Newsletter distributed through primary schools, early childhood services and community venues.
- A Library story time project.

Staff overcame a number of challenges including: lack of confidence in their skills, limited time to commit to the campaign, a perceived lack of value for awareness raising activities and difficulty accessing resources suited to culturally diverse communities.

### Achievements

A random household survey found that:

- Around 31 per cent of parents surveyed were aware of the project. This increased to 43 per cent for parents whose children attended a school or early childhood service program involved in the project.
- Two thirds of parents reported receiving information about physical activity and healthy eating. These parents were more likely to support these messages and act on them.
- Just over half of parents surveyed indicated their family had taken part in programs or activities.
- There was good awareness of healthy eating messages

and some awareness of physical activity messages. Once again parents of children attending a school or early childhood service program involved in the project were more likely to recognise the healthy messages, indicating the project’s contribution to raising community awareness.

- Overwhelming support for the project’s messages, with over 90 per cent of parents rating them as appropriate or very appropriate.

### Important lessons

- *Consistent and ongoing delivery of healthy messages through all parts of the program using a range of methods resulted in good results with minimal cost.*
- *Linking with established messages from Kids – ‘Go for your life’ and the newsletter were both successful strategies.*
- *Resources available in other languages, simple English or image based were highlighted as important for use in diverse communities.*
- *More work needs to be done to demonstrate the value and benefits of healthy message campaigns among the partner agencies.*



## Future directions

Healthy eating and physical activity have been identified as ongoing priorities for local government, community health and Kingston Bayside Primary Care Partnership health promotion work until at least 2013. The partnership has identified a number of actions to continue the work begun through the Being Active Eating Well project, including:

### Partnership and leadership

- Continuation of the Being Active Eating Well steering group
- Sharing lessons from the project with other communities and organisations
- Establishment of a network to support implementation of Community Kitchens programs across Kingston and Bayside
- Continued commitment to working together to improve health and wellbeing for the Kingston and Bayside communities.

### Promoting healthy eating and active communities

- Financial support to continue Playtime Buddies, Tai Chi for Kidz, Healthy Living in Australia peer education program, Bizzy Bodies after-school program, Dunkley and Clarinda Community Kitchens programs, the healthy message campaign, expansion of the healthy eating puppet show and supporting primary schools to achieve Kids – ‘Go for your life’ awards
- New initiatives were funded including the pilot of a healthy eating program for prep students, the development of a healthy eating booklet for families with children 0-1 year and the establishment of a new **Community Kitchens** program on the Elsternwick public housing estate.

The partnership continues to work together to deliver high quality and successful programs to help build healthy communities.



Being Active



Learning new skills



Having fun



Eating well

### FOR MORE INFORMATION

Please visit the Kingston Bayside Primary Care Partnership website [www.kingstonbaysidepcp.org.au](http://www.kingstonbaysidepcp.org.au) to view the full report or to access further information about the project. You can also contact the Kingston Bayside Primary Care Partnership Health Promotion Coordinator on (03) 9093 5960.

