

Health Promotion Action

2017-2018
Year in Review



Health
Central Coast
Local Health District



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2017-2018
Year in Review

Central Coast Health Promotion Service

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Further copies of this document can be downloaded from the Health Promotion Service website.

Cover Image, Christine - photo by Gina Stuart
Director, Nicole Kajons - photo by Gina Stuart

Directors Report

The state of an individual's physical, mental and emotional health and wellbeing is influenced by far more than the health system alone. Only around one quarter of an individuals' health is impacted by the health system. This leaves other factors such as political, economic, social, cultural, environmental, behavioural and biological dynamics collectively bearing more impact.

Within this context, the Health Promotion Service aims to influence these factors in a positive way. One of our most effective strategies is well-placed and timely advocacy.

We action this by influencing outcomes, including public policy and resource allocation decisions within political, economic, and social systems and institutions, that directly affect people's lives.

(Cohen D, de la Vega R, Watson G. Advocacy for Social Justice: A Global Action and Reflection Guide, Bloomfield, CT: Kumarian Press; 2001)

Practically, this involves seeking to change upstream factors like laws, regulations, policies and institutional practices, prices, and product standards that influence the personal health choices of large numbers of individuals, and the environments in which these are made. *(Chapman S. Advocacy in public health: roles and changes. Int.J.Epidemiol. 2001; 30 (6): 1226-1232. doi: 10.1093/ije/30.6.1226ealth)*

For this change to be effective, coordinated action by all levels of government, as well as non-government, social and corporate sectors is required. However, to pursue significant change may not be politically "safe" and is never a simple matter.

As a Service, we need to consciously and continuously "argue the case" for action to improve and maintain the health of our community, as the fundamental need for health promotion action is not always obvious to decision makers, clinicians, or even the community itself.

Our approach utilises strong, persuasive information- including empirical data and personal stories - that demonstrates the problem and impact, we establish and value strategic partnerships, we tap into or inform community sentiment, and, where possible, have practical, evidence-based solutions on hand.

Advocacy goes hand in hand with partnerships, and at times our partners may be the voice of change.

Sometimes, the need is not to be advocates ourselves but to make way for advocates, particularly for voices from communities or populations who have limited public exposure.

As health promoters we drive change. You will see many examples of strong and effective advocacy throughout this publication.

We've enjoyed many successes in the past year, and I thank the Health Promotion team for their relentless passion, energy and commitment to improving the health of our population – helping our community enjoy the good health that allows them to do all they want to do, and to feel part of a thriving and vibrant community.



Director

**Health Promotion and Population Health Improvement
Central Coast Local Health District
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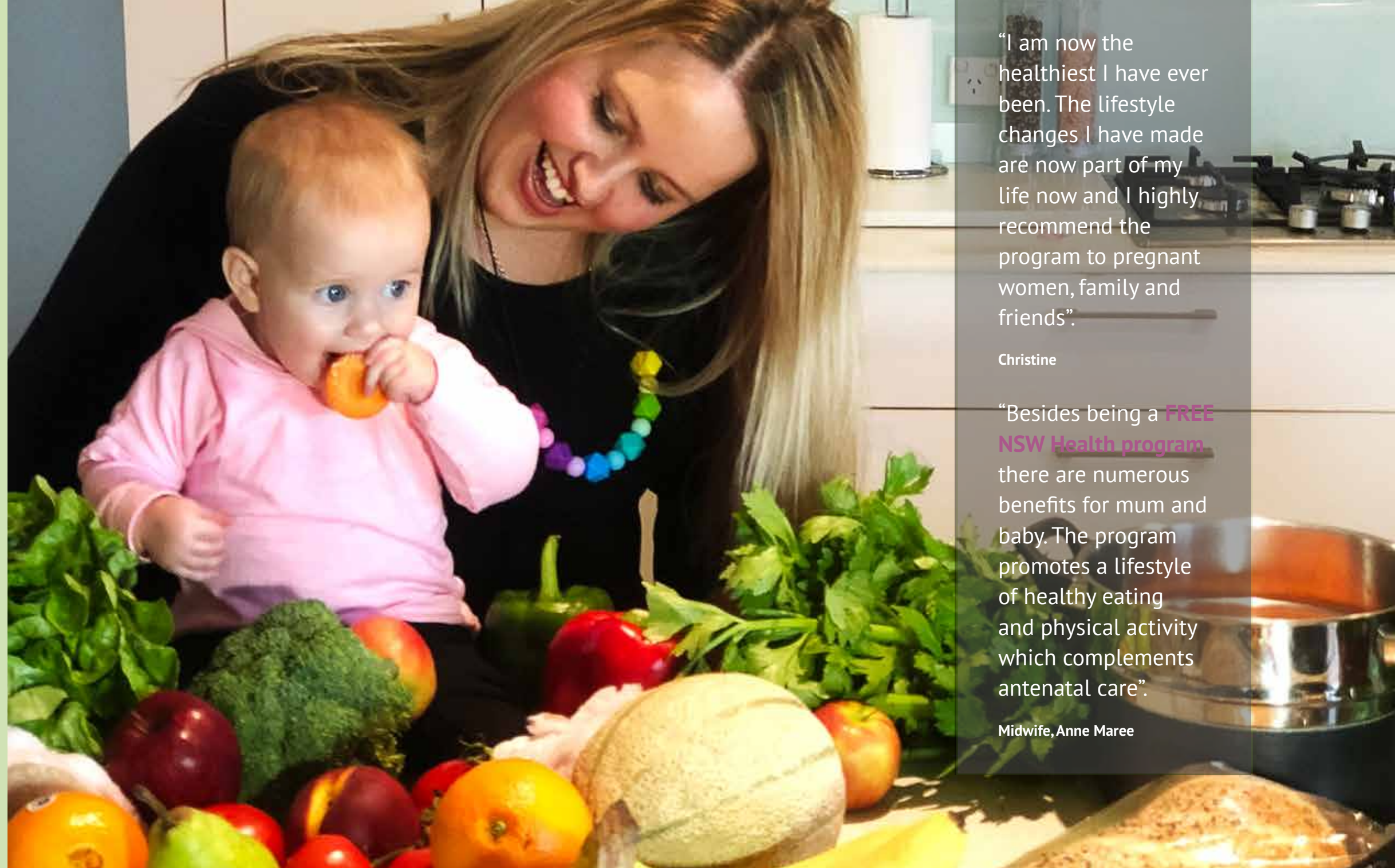
Healthy Eating Active Living

... partnership and collaboration with stakeholders is an important aspect in building capacity and sustainability to promote behaviour and policy change ...

... 366 deaths would be prevented each year in NSW, if weekly physical activity was increased by 15% ...

... in 2015 the twelve Premier's Priorities were announced, including the priority to reduce the rate of childhood overweight and obesity in NSW children by 5% over 10 years.

Get Healthy in Pregnancy



“I am now the healthiest I have ever been. The lifestyle changes I have made are now part of my life now and I highly recommend the program to pregnant women, family and friends”.

Christine

“Besides being a **FREE NSW Health program**, there are numerous benefits for mum and baby. The program promotes a lifestyle of healthy eating and physical activity which complements antenatal care”.

Midwife, Anne Maree

Get Healthy in Pregnancy (GHiP) is a free telephone based coaching service tailored to support pregnant women aged over 16 in maintaining a healthy weight during their pregnancy through positive behavioural changes, which includes healthy eating and physical activity. GHiP is part of the Get Healthy Information & Coaching Service.

It is becoming standard practice that all women across NSW are offered referral to the Service at their first antenatal appointment. Midwife, Anne Maree said she is happy referring her clients to GHiP.

“Besides being a free NSW Health program there are numerous benefits for mum and baby. The program promotes a lifestyle of healthy eating and physical activity which complements antenatal care”. Anne-Marie added.

In early pregnancy, Christine from Green Point developed gestational diabetes so was given a GHiP brochure and referred to the program by her midwife.

“The following week I received a call from Benjamin who was my health coach during the pregnancy. To have the same person ring you is fantastic and wonderful as you build that relationship of trust. I thought before the Program I was healthy. I now know that wasn't the case” Christine said.

“I worked full time in Sydney so I arranged to have Benjamin call me at 7.30pm being a time that suited me. On the odd occasion I wasn't available I could ring the Service and someone else would assist me. I always felt important and valued. And all this for free!

The personal approach was always encouraging and non-judgemental. My co-workers wanted to know what I was doing as I looked so well.

I am now the healthiest I have ever been. The lifestyle changes I have made are now part of my life now and I highly recommend the program to pregnant women, family and friends.

I look forward to enrolling in the general Get Healthy Service program once our baby is a little older”.

Helen Kale
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The GHS health professional referral target of 384 was met, along with the Get Healthy in Pregnancy referral target of 146.

In 2017 Central Coast data shows

58% ●●●●●●●●

of Central Coast adults are overweight or obese

11% ●●

eat the recommended serves of 5 vegetables each day

45% ●●●●●●●

meet the recommended serves of 2 pieces of fruit each day

41% ●●●●●●

have insufficient physical activity levels

www.healthstats.nsw.gov.au/
Accessed September 6th 2018

Get Healthy Service

Why are we doing this?

Being inactive or overweight can mean missing out on the important things in life like having enough energy to enjoy the day or keep up with the kids.

The good news is that it's never too late to do something about it. Every little step taken towards improving health is a step in the right direction.

The Get Healthy Service (GHS) helps people make positive lifestyle changes by increasing the number of healthy choices made in relation to being physically active, healthy eating, achieving and maintaining a healthy weight, alcohol reduction and being healthy in pregnancy.

The referral by health professionals to the GHS provides the opportunity for Central Coast adults to improve their overall health and well-being.

The Central Coast Local Health District (CCLHD) Service agreement with the Secretary of NSW Health identifies a target for health professional referrals to the GHS. The role of the Health Promotion Service is to work in partnership with clinical services to ensure the District meets 100% of the target.

How did we do it?

Working in collaboration with health professionals to develop and maintain partnerships is vital to the success of the GHS program. Health professionals who use the service gain first hand insight into the benefits of the program for their client, which then drives their enthusiasm to refer other clients and spread the word to colleagues and other health professionals.

- The Diabetes Centre, Dental Services and Complex Care are amongst some of the LHD departments who are actively referring to the GHS.

- An ongoing partnership with the Maternity Services Midwives is central in meeting the Get Healthy in Pregnancy (GHiP) targets.
- Central Coast Ultrasound Clinics play a role as an information point about GHiP by displaying posters and having brochures available for pregnant women at their services.

Health professionals referring clients into the Program were assisted by the Health Promotion Service through resources, in-service presentations and updates to staff. For example, GHiP produced a package on alcohol abstinence to support women during pregnancy. An update on this new information was presented to the Maternity Service Midwives.

What did we achieve?

- The GHS health professional referral target of 384 was met, along with the GHiP referral target of 146.
- 62 referrals were made to the Service as a result of the NAIDOC Day Health Checks.
- Kidz on the Coast magazine featured a story about a Central Coast mum-to-be taking part in the GHiP program. The same Central Coast mum-to-be was asked by the Office of Preventative Health for a testimonial about the program. This is currently on the NSW Get Healthy Service website.
- 120 CCLHD staff have attended GHS in-service training.
- 7 Ultrasound Clinics on the Central Coast display GHiP posters and have brochures available for their clients.

Look out for ...

From April 2018 referral data is given on a monthly basis. This now includes the referral pathways so we can identify which health professions are referring.

Partners

- CCLHD Maternity Service Midwives
- Dental Clinic
- Complex Care
- Diabetes Services

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“Amazing! The course is really beautiful to walk or run. There is heaps to see. Everyone is really friendly. Really nice activity to do with your family. Plus it’s free”. (mother of 3)

“I only started running (apart from the occasional fun run) at the launch of Parkrun San Remo; I’ve run each week and really enjoy it, thanks to the organisers”.

“My son had a great time at his first Parkrun today. He is definitely itching to come back again”.



The project aims to attract families with children 16 years and under, and focusses on community assets rather than problems.

Insufficient physical activity, and overweight and obesity are serious risk factors for poor health, and when combined, contribute to 9% of Australia’s disease burden. Socioeconomic disadvantage is clearly linked with greater disease burden, with the most disadvantaged enduring poorer health

and earlier death compared with the most advantaged. Suburbs in the postcodes of 2262/2263 are overtly disadvantaged compared to NSW. Central Coast’s Index of Relative Socio-economic Advantage and Disadvantage is 900 compared to 1000 for NSW (ABS 2016).

How did we do it?

After consultation with Central Coast Council, community stakeholders and Parkrun Australia, a weekly Parkrun event was launched in January 2018. The Parkrun route meanders through the picturesque San Remo shared pathway, which hugs Budgewoi Lake.

In partnership with Parkrun, the event was promoted through various media including:

- A Parkrun facebook page facilitated by Parkrun.
- Specially devised Parkrun posters disseminated to local community centres, schools, early childhood services, shopping centres, businesses, medical centres and the RSL club.
- A Youtube video promotion: www.youtube.com/watch?v=0zoegVf5owl
- Delivery of invitations to 7201 homes in 2262 postcode (88% of homes).
- Local Newspaper item in the “what’s on” section.

Infra-Red sensor technology at San Remo and a control site is in place to monitor pathway usage over 12 months. An observational study to describe who uses the pathway will quantify the sex and approximate age of pathway users, their transport modes, usage density by time of day, and whether this changes over time.

What did we achieve?

In the first 8 weeks of Parkrun:

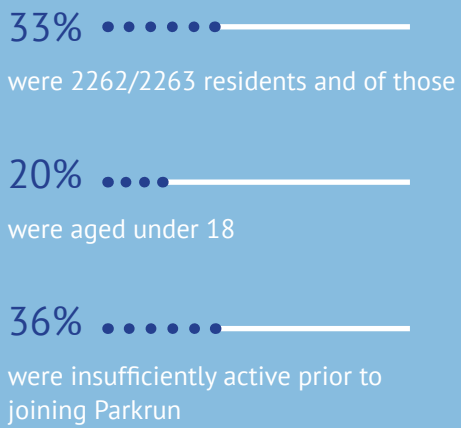
- 466 runners attended the Parkrun launch
- 226 people (on average) walked or ran the timed 5km course weekly.

- 33% were 2262/2263 residents, and of those:
- 20% were aged under 18
- 36% were insufficiently active prior to joining Parkrun.

Parkrun is an equitable and sustainable physical activity option, because it is supported by a well-established global organisation with strong sponsors. The weekly event is free for participants, and is maintained by local Parkrun volunteers. Anyone can attend, even dogs!

Apart from funding the initial set up fee for San Remo Parkrun, there are no ongoing costs for the Local Health District.

In the first 8 weeks of Parkrun:



Look out for ...

Watch out for results from the 12 month analysis of pathway usage. Infra-red sensors together with an observational study and Parkrun data will test whether:

1. Parkrun continues to motivate insufficiently active 2262/2263 residents.
2. There is a true increase in pathway usage over time.
3. Parkrun encourages increased pathway usage at “non Parkrun” times.

Partners

- Central Coast Council
- Parkrun Australia
- San Remo Epicentre

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Why are we doing this?

One of the most effective, proven ways to improve short and long term health and wellbeing, is to move more and sit less, whether that be for an organised exercise session or simply by building more movement into your day to day activities.

The intention of Activate Your Space is to boost physical activity by increasing use of outdoor environments in disadvantaged North Wyong suburbs (2262/2263 postcodes).

Activate Your Space



community on the Central Coast, and also dedicated resources by establishing Childhood Obesity and Healthy Eating Active Living Subcommittee (COHEAL). The COHEAL Subcommittee understands that childhood overweight and obesity cannot be solved by health alone, and has a plan of action with clear deliverables for collaboration over the next two years.

What did we achieve?

The COHEAL Subcommittee was amongst one of the first in NSW to be applying a regional whole-of-government approach to address overweight and obesity in children. Ten agency partners recognise the importance of the task at hand and are leading on an issue that is outside of their normal core business to ensure children and young people in the region have a healthy future.

A regional COHEAL Action Plan has been developed to deliver an integrated approach for better results, along with 5 key focus areas that are monitored through progress reports. There is an increase in the knowledge and understanding that members of the group possess about evidence based policies to reduce overweight and obesity, such as healthy built environments. This open and collaborative approach is encouraging agency colleagues to think innovatively and see opportunities that would not have happened otherwise.

Results include:

- Comprehensive mapping of agency databases to identify local opportunities for increasing use of existing physical activity assets.
- Four agencies and services participating together in the 5 Lands Walk as a leadership activity.

Partners

Department of Premier and Cabinet-Central Coast

Central Coast Council

Roads and Maritime Services Hunter Regional Office

National Parks and Wildlife - Hunter Central Coast

Department of Planning and Environment

NSW Police-Brisbane Waters Local Area Command

Public Schools NSW - Gosford and Wyong Principals Network

Office of Sport Central Coast

NSW Families and Community Services

Hunter TAFE

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Why are we doing this?

It is well recognised that childhood overweight and obesity is a complex issue that requires a whole-of-government and societal response. In support of the Premier's priority to reduce childhood overweight and obesity, cross-agency collaboration was established on the Coast to deliver an integrated approach to enhance the health and wellbeing of children both now and into the future.

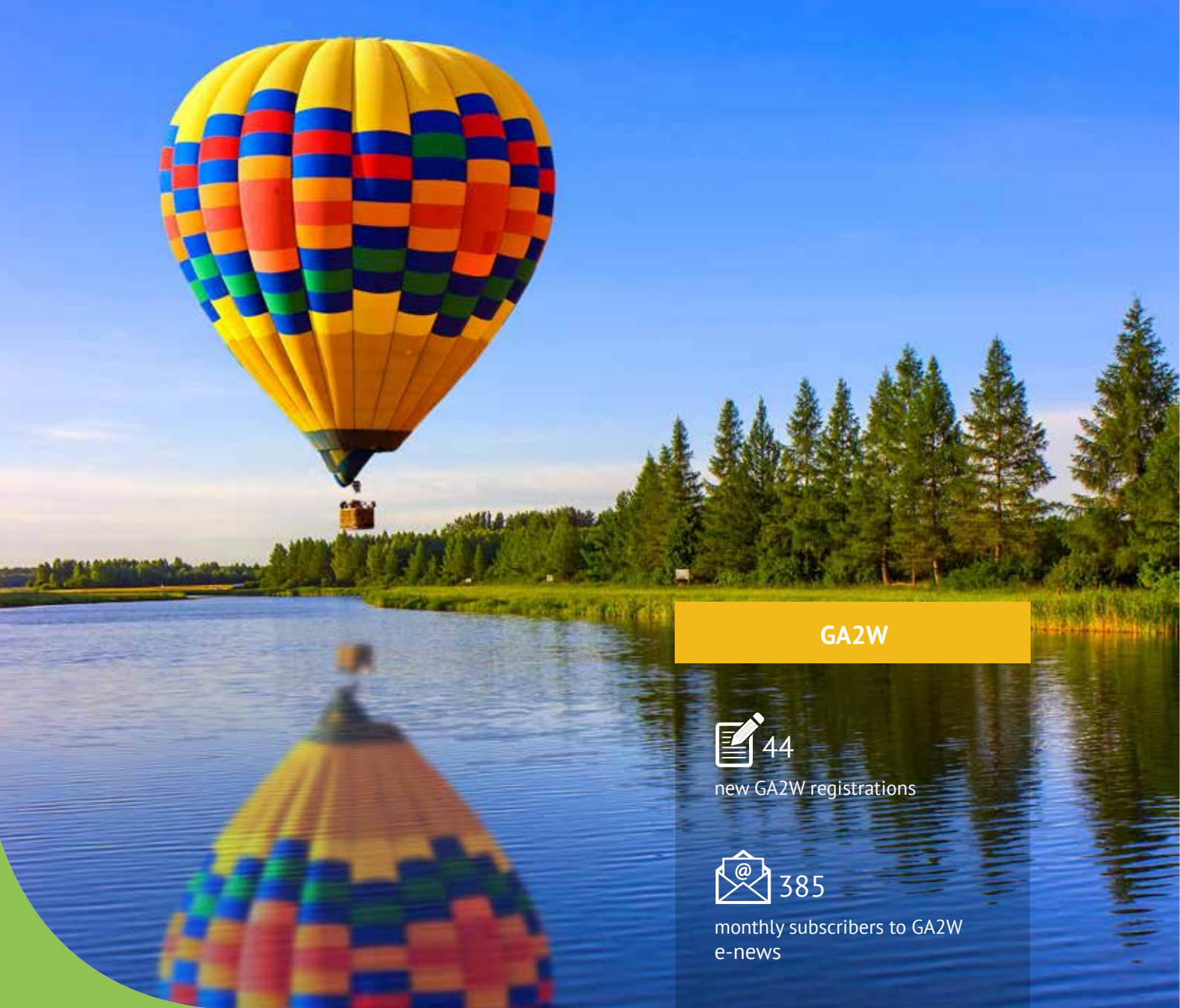
How did we do it?

Central Coast Local Health District's Health Promotion team and their colleagues from Department of Premier and Cabinet (DPC) sought to work together on how best to implement a regional whole-of-government

approach to address childhood overweight and obesity. Both agreed the Regional Leadership Executive group would have the most capacity to take on the challenge for collaborative action.

As a result, the issue was discussed at the Regional Leadership Executive's meeting held in February 2017. The Ministry of Health was invited to present to the group at the meeting and they demonstrated to regional leaders the impact that cross agency collaboration could have on overweight and obesity in children. The presentation fostered initial buy-in and engagement, and gave an opportunity for agencies to see a role for themselves in this space. Subsequently, the Regional Leadership Executive has prioritised reducing obesity and increasing the health of the

COHEAL
A regional cross-agency
approach to tackling
childhood overweight
and obesity



GA2W



44

new GA2W registrations



385

monthly subscribers to GA2W e-news

Go Active2Work

Why are we doing this?

GoActive2Work seeks to influence a rise in physical activity by encouraging and championing increased use of active transport (cycling, walking and public transport) for trips to work, particularly short trips ie those within a 2km walking and 5km cycling range.

How did we do it?

Using a range of marketing and communication channels, we raised the profile amongst Central Coast Local Health District (CCLHD) staff and the Central Coast community of the benefits of active transport, the enablers and the opportunities eg new walking and cycling infrastructure, programs and events.

Whilst acknowledging the real and perceived barriers to active transport for many Coasties, we endeavoured to attract those willing and able to act as “champions” and normalise walking and cycling as modes of transport on the Coast.

Staff and the community were encouraged to register on the Go Active2Work (GA2W) webpage after which, they received a GA2W pack and the monthly GA2W e-news, including a reminder about Central Coast Go Active 2 Work Day – Third Wednesday every month.

Central Coast GA2W Day provided Coasties with a regular nudge and opportunity to join in an active transport trip to work. For those that work in Gosford there was the added opportunity to join like-minded active transporters for an early morning cuppa and chat before heading off to work, happier and healthier for the experience.

Major events such as NSW Bike Week, Diabetes Australia Walk to Work Day and National Ride2Work Day were publicized, raising the profile of cycling and walking as healthy, easy, low cost and environmentally friendly transport options for short trips.

On behalf of the Central Coast community, we advocated for environments supportive of active transport.

Highlights included:

- Participating in a Central Coast Council led consultation on Our Coast, Our Pathways workshop and discussion regarding a proposed Central Coast Bike Plan, Pedestrian Access and Mobility Plan (PAMP) and potential Active Transport Strategy.
- As part of the Central Coast Coordinator General and Government Architect NSW led Gosford City revitalisation, we participated in workshops, giving a voice to active transport infrastructure and connection of the hospital precinct and city centre (amongst other things).
- We lodged a submission with Central Coast Council on the Peat Island and Mooney Money Planning Proposal (rezoning and redevelopment) which included reference to research evidence regarding the connection between use of land, transport and health.
- Together with the Public Health Unit we lodged a submission with Central Coast Council regarding the draft Community Strategic Plan, One Central Coast, including reference to a liveable community, one that includes effective public transport, walking and cycling infrastructure.

On behalf of CCLHD staff, we continue to work with CCLHD Redevelopment on a Workplace Travel Plan for Gosford Hospital and maintain advocacy for provision of bicycle parking and end-of-trip facilities eg lockers, change and shower facilities.

In a bid to get more local business and workplaces on-board the Active Transport bandwagon, we also cross promoted the NSW Government's Get Healthy at Work program, particularly the Active Travel focus area.

What did we achieve?

- Transport for NSW Walking & Cycling Program 2017-18 funding applications were successful.
- Gosford Hospital Workplace Travel Plan nearing finalisation.

Events

- Central Coast Go Active 2 Work Day gathering facilitated in Gosford City on the Third Wednesday every month and attended by a passionate group of Gosford based workers.
- National Ride2Work Day breakfast events delivered at Gosford and Woy Woy, attracted new bike riders.
- NSW Bike Week 2017 funding application was successful and a Go Active 2 Work Breakfast event was delivered at Gosford attracting significant media attention.

As a result of events held, 44 new Go Active 2 Work registrations have been added to the monthly e-newsletter. The GA2W e-news is now issued monthly to a growing audience of 385 staff and community subscribers.

Look out for ...

- Gosford Hospital Workplace Travel Plan.
- Gosford Hospital bicycle parking and end-of-trip facilities.
- Transport for NSW Walking & Cycling Program 2019-20 funding approval, allowing us to roll-out transport behaviour change projects.
- The Central Coast Bike Plan and PAMP with a focus on active transport becoming available.

Partners

Transport for NSW Roads & Maritime Services,

Central Coast Council

CCLHD Redevelopment

Central Coast Bicycle User Group (CCBUG)

Gosford Business Improvement District (GBID)

Local bike shops

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Urban Planning 4 Health

Why are we doing this?

The planning, design and management of our cities has important consequences for health. Research indicates that environments characterised by local destinations, mixed land uses and densities, connected street and transport networks, safe and inviting public spaces, and easy access to fresh and affordable food, support health as part of everyday living (*Leck 2006; Mead et al. 2006; Berke et al., 2007; Burke et al. 2008; Barton 2009; Zhang and Lawson 2009; Ewing and Cervero 2010; Renalds et al. 2010*).

These settings are associated with increased physical activity, lower rates of obesity, enhanced social interaction and general community wellbeing (*Kent et al. 2011*).

How did we do it?

Partnering with our co-located colleagues, the Central Coast Local Health District Public Health Unit, we are in the business of advocating for the planning, design, development and management of healthy built environments. As a legacy of many years of activism in this area at both a local and state level, the link between health and the built environment is now readily embraced by government and industry. This action often manifests in plans as healthy, liveable cities and communities.

During 2017-18 we participated in a number of academic and industry events, networking with and developing relationships with academic, government and industry professionals.

Highlights included:

- FitNSW 2018 Placemakers and Cityshapers: The pathway to active and healthy communities, Sydney.
- Active Transport conference, Newcastle.
- Designing Healthy Liveable Cities conference, Melbourne.

A welcome opportunity this year was working with the Government Architect NSW (GANSW), Central Coast Coordinator General, Department of Planning & Environment (Central Coast office), other State agencies and Central Coast Council to revitalise Gosford City.

We also participated in and continue to contribute to the NSW Healthy Built Environment Local Health District Network. The Network provides an opportunity for information exchange and professional development.

What did we achieve?

Together with Public Health, we identified and responded to a number of potentially health impacting proposals by way of representation and written submissions.

- NSW Parliament, Legislative Assembly, Committee on Transport and Infrastructure, inquiry into Commuter Car Parking in NSW. A submission was lodged and later referenced in the Inquiry Report; 3/56 – May 2018.
- Gosford City Centre Revitalisation, GANSW State Government workshop and State & Local Government workshop, participation and contribution to the Gosford City Urban Design and Implementation Framework.
- Community Strategic Plan: One Central Coast. Workshop participation and submission was lodged. Acknowledgement of our contribution and amendments to the Plan were made in respect to a liveable focus area and objective including healthy lifestyles.
- Peat Island & Mooney Mooney Planning Proposal, rezoning and redevelopment, Property NSW and Central Coast Council submission lodged (a direct response on behalf of CCLHD Chief Executive).

Partners

CCLHD Public Health Unit

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Staff at Wyong Hospital

The smooth transition and implementation of this stage of the Framework was boosted through the professional relationship Nicole Maher, Manager of Contracts and Leasing has with contractors and suppliers to the CCLHD.

Healthy Food & Drink in NSW Health Facilities for Staff and Visitors Framework

Why are we doing this?

The Framework provides best practice guidelines to increase the availability of healthy options to make the healthy choice an easy choice for our staff and visitors.

Eating too many unhealthy options and not enough healthy foods and drinks is a major contributor to over half of adults and one in five children in NSW being overweight or obese. As a health service provider, NSW health is committed to providing a "healthier option" environment.

How did we do it?

We worked in consultation with café staff, managers, volunteers, visitors and contractors who operate food and beverage facilities on CCLHD premises.

Part of the process was to review current items for sale by following the Food and Drink Benchmark designed to provide choice while increasing the availability of healthy food and drink options, and decreasing the availability of unhealthy food and drink options, including the removal of sugary drinks from sale.

We commenced increasing the availability of healthy options for sale in our food retail outlets by:

- providing a larger proportion of Everyday food and drinks as outlined in the Australian Dietary Guidelines
- promoting product quality using the Healthy Star Rating system
- making smaller portion sizes more widely available
- using marketing techniques to highlight Everyday foods and drinks rather than those classed as Occasional.

What did we achieve?

The first milestone of the Framework was to remove sugary drinks from sale across all food outlets by December 2017. Food outlets included a range of locations where sugary drinks could be purchased by staff or visitors, including cafeterias and vending machines at Gosford Hospital and Wyong Hospital.

The results of the first annual, state-wide audit show that the District removed sugary drinks from 22 out of 22 (100%) recorded outlets.

Look out for ...

Healthier food choices will increasingly be on the menu as the food policy is rolled out over the next 12 months. It will also apply to the way we cater for NSW Health functions we host such as meetings, workshops or special events.

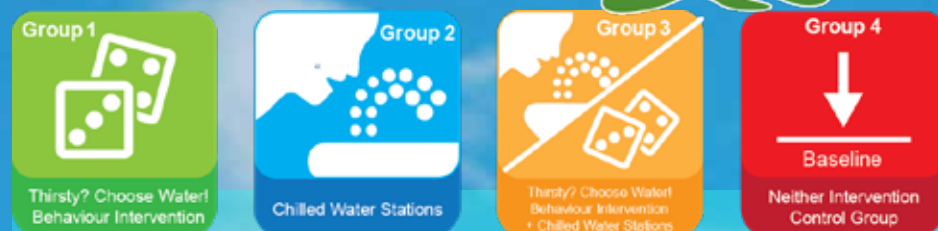
Partners

The Central Coast Local Health District Policy Implementation Group

- Corporate Communications
- Nutrition
- Workforce – Staff Health
- Corporate Services
- Health Services Union
- NSW Nursing and Midwives Association
- Junior Medical Officers
- Contracts and Leasing Service

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Thirsty? Choose Water!



A password to access information on the **Thirsty? Choose Water!** website was allocated to each individual group participating in the research project.

How to make a SPLASH about water in high schools

The use of social media grabs through the **Thirsty? Choose Water!** instagram account engaged students and the school community in the project.

Why are we doing this?

The Thirsty? Choose Water! (TCW) Translational Research Grant (TRG) project builds on the work of a 2016 pilot that delivered a health message to year 7 students immediately after their school immunisation. The immunisation component has been extended and is now part of a broader behavioural intervention based on the health promoting schools framework. The research will establish the effectiveness of the behavioural intervention and the provision of chilled water stations on increasing water consumption, changing year 7 secondary school students' knowledge and attitudes, and/or reducing the consumption of sugar sweetened beverages.

Ethical clearance has been obtained from Hunter New England Health Research Ethics Committee, NSW Department of Education and all three Catholic Diocese involved in the project.

How did we do it?

Advocacy is a key component of the TRG at all levels.

Support along with collaboration with the other two Project Officers from the partnering Local Health Districts (LHD's) has occurred in all aspects of the TRG.

In order to recruit the sixty one schools from the three LHDs (South West Sydney, Illawarra Shoalhaven and Central Coast LHD) to participate in the research, a great deal of encouragement and promotion has

occurred. From meeting with Principals, numerous emails and telephone calls and face to face meetings with contact teachers, strong school engagement has been achieved.

The schools have been informed which research group they are in and data collection commenced in May 2018.

What did we achieve?

- 61 schools were successfully recruited across the 3 LHD's to participate in the research project.
- Strong partnerships have been forged with participating LHDs, School Immunisation Teams, NSW School Infrastructure teams, CCLHD Research Office, Secondary schools in the 3 LHD's.

Training offered & number attending

Six teacher training workshops were conducted across the three LHD's to inform and enable teachers to feel confident in presenting the TCW information to Year 7 students.

44 teachers representing 20 of the participating 30 high schools attended the workshops. Those unable to attend had information delivered to their faculty or arrangements were made for face-to-face meetings to cover the workshop content.

Look out for ...

Thousands of plastic water bottles being saved from landfill!

Partners

Illawarra Shoalhaven and South West Sydney LHD Health Promotion and School Immunisation Teams

NSW Department of Education, School Infrastructure

TCW Advisory Group Members (OPH, NSW Health, NSW Department of Education, Multicultural Health, University of Newcastle, Reps from LHD Public Health, Health Promotion, Immunisation, Aboriginal Health)

The 61 Catholic, Independent, Department of Education secondary schools from Illawarra Shoalhaven, South West Sydney and the Central Coast

Justine Gowland-Ella

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Lisarow High School is the second High School in the state to have successfully met the criteria for the NSW Healthy School Canteen strategy.

They exceeded the state benchmark of 75% with 89% of their menu being classified as Everyday items.



Why are we doing this?

The state government has committed to taking up the challenge in changing how children and young people are guided to make healthy food choices.

From the NSW School Physical Activity and Nutrition Survey (SPANS) Survey in 2015, we know that only 1 in 20 children (5%) and 1 in 10 adolescents (11%) ate the recommended daily serves of vegetables. And 1 in 5 (20%) children and 1 in 4 (24%) adolescents consumed take away meals or snacks from fast food outlets 1 or more times a week.

School canteens have been identified as a crucial step in influencing and educating our children and young people about healthy eating habits.

We aim to continue to collaborate and assist school canteens and the wider school community to maintain and increase the percentage of healthier food options available so children and young people can make the healthy choice a great choice.

How did we do it?

- Promoted the Menu Check service for school canteens to have a health check on their current menus and provided advice on how they can continue to improve.

- Provided funding incentives for canteens to purchase catering equipment to help improve school canteen services.
- Held canteen network meetings to provide opportunities for managers and canteen staff to engage with each other about a range of canteen related topics.
- Continued to provide primary schools with local recognition through our “Healthy Canteen Award” and also expanded the award to include high schools.
- Created our “Apple Cart” quarterly newsletter, which provides an up to date summary of all helpful information that has been presented from over the school term.
- Continual support of our Central Coast Canteen Managers Facebook group.
- Simplifying the lines of communication to make it more direct for Central Coast canteens to get fast and reliable information.

What did we achieve?

- 13 primary schools and one high school on the Central Coast have successfully met the criteria for the NSW Healthy School Canteen strategy.

Look out for ...

- Professional business development for school canteens, which will enable canteens to reach their full potential.
- Reinvigoration of our “Great Ideas” book to provide ideas on how canteens can continue to improve all aspects of their businesses.
- The continual development of innovative ideas to provide support to all our school canteens past the 2020 implementation and more importantly push the boundaries of what is expected.

Partners

CCLHD Nutrition Service

NSW Healthy Kids Association

NSW Ministry of Health

Central Coast Canteen Managers

Central Coast School Principals

P&C Staff

NSW Menu Check Service

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Central Coast Healthy School Canteens

Personal Development, Health & Physical Education (PDHPE) Network

Why are we doing this?

The Central Coast Primary School Personal Development, Health and Physical Education Network (PDHPE) aids teachers and local primary schools in addressing the new K-10 PDHPE syllabus, specifically topics surrounding physical activity and healthy eating.

How did we do it?

The Health Promotion Service provides advocacy on health issues to the school community and facilitates idea sharing between schools through the provision of workshops and the development of relevant resources.

Term 3 - 2017

Guest presenter Kerry Seadon from the NSW Department of Education led this workshop addressing the direction of the new K-10 syllabus. We also coordinated a practical presentation from Touch Football NSW to get the teachers up and active which 73% of teachers found to be very useful.

Term 1 - 2018

Our popular Gymnastics and Fundamental Movement Skills workshop saw 44 teachers participate in a ranges of games and activities delivered by Gymnastics NSW. 95% of these teachers found the workshop to be very useful.

Term 2 - 2018

Our Term 2 workshop was extremely popular with our guest presenter from Victoria, Kate Wengier, dietitian and founder of FOOST. This workshop saw increased interest and participant numbers. Participants received classroom resources and lesson plans to take back to their school.

What did we achieve?

Term 3 - 2017

41 Participants representing 30% of Central Coast Primary Schools

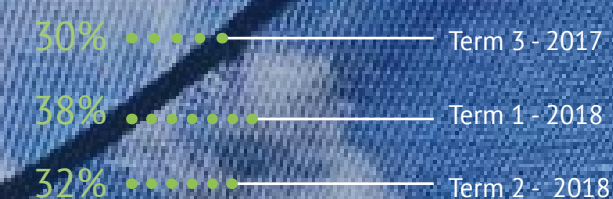
Teachers enthusiastic feedback about PDHPE

“Thank you! Fantastic workshop“.

“Love my network meetings”.

“I value these workshops and love coming”.

Participants of Central Coast Primary Schools



Term 1 - 2018

44 Participants representing 38% of Central Coast Primary Schools

Term 2 - 2018

54 participants representing 32% of Central Coast Primary Schools

Look out for ...

In the second half of 2018 we will be reviewing the PDHPE Network to deliver a workshop model that suits all teachers and schools across the Central Coast. 2019 might look a little different ensuring we are meeting the needs of our audience.

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Live Life Well @School

Why are we doing this?

School communities are integral to the health and wellbeing of students and their families.

Through school communities, the Live Life Well @ School (LLW@school) Program has the potential to reach the majority of primary school aged children on the Central Coast and their families.

This statewide program aims to:

- get more students, more active, more often
- focus on healthy eating habits.

LLW@school applies a whole of school approach that enables healthy eating and physical activity to be included in the curriculum, the classroom, the canteen and at the wider school community.

Being inclusive of all schools in our local area is a priority as school communities have different needs. It is important for us to be able to acknowledge this and tailor our support.

How did we do it?

A variety of resources and professional learning opportunities were offered to schools:

- Professional development workshops and network meetings were conducted including the PDHPE Network and Central Coast School Garden Interest Group for teachers, as well as the Central Coast Canteen Network for canteen managers. These workshops also provide NESA professional development points for teachers.
- Health Week in term 2 –all schools were offered curriculum based health program packs including: student cards, background information, teacher guides and information for families.
- Transitions to school resources were offered to all schools to add to their school packs for families of children starting school the following year.
- Each term, a new series of visual healthy eating and physical activity messages were provided for families via the school newsletter or Facebook page.
- Other resources offered included playground stencils and gymnastics equipment to borrow, and Crunch&Sip® and Fruit and Vege Month resources.

All resources are also available to download from the health promotion website.

What did we achieve?

There are 81 Primary schools on the Central Coast, including Catholic, Independent and Public schools. All schools utilize some or all of these resources and activities based on their individual needs.

These resources and activities encouraged and enabled schools to adopt the statewide *Live Life Well @ School Desirable Practices*. Central Coast schools continue to meet these practices which promote healthy eating, physical activity and enhance student's fundamental movement skills.

In term 2, 40 primary schools conducted Health Week activities. These resources were distributed to over 10 000 students:

- Vege Adventure to promote fruit and vegetables during Crunch&Sip® break for year 1 and 2 students.

- Q4:H2O to promote water as a drink to year 3 and 4 students.
- How RU travelling? To encourage physical activity, healthy food and active travel to school to year 5 and 6 students.

41 schools distributed Transition to school resources including: 650 copies each of the storybooks *Jack's FUNtastic Day* (encouraging less screen time) and *The Magic Lunchbox* (encouraging healthy school lunches), and 2 500 copies each of a Fresh start to school postcard, and Magic Lunchbox fridge magnets.

30 schools participated in Fruit and Vege Month in Term 3 2017.

Look out for ...

- More professional development opportunities for teachers, with a full day workshop to be offered in 2019. The *K-6 Physical Activity and Health Conference* focus is on implementing whole school strategies for promoting physical activity and healthy eating. Funding will be offered to schools to support teacher relief to attend the professional learning conference.
- With LLW@school in its 10th year on the coast, we will be reviewing with schools the existing approaches and explore new and innovative ways to address challenges affecting healthy lifestyle behaviour changes within the school setting.

Partners

NSW Department of Education

Broken Bay Diocese Catholic Education Commission

Association of Independent Schools

NSW Ministry of Health

Office of Preventive Health

Healthy Kids Association

Central Coast Primary School Principals and staff

NSW Health Local Health District - LLW@S Project Officers

Central Coast School Education Region

Nutrition Service CCLHD

Cancer Council NSW (Central Coast/Hunter Region)

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Central Coast School Garden Interest Group

Why are we doing this?

School kitchen gardens have been shown to have positive impacts on:

- knowledge and attitudes of children growing their own food
- children's consumption of fruit and vegetables
- integrating school and community networks to promote ownership and sustainability of these garden programs.

Many local schools now have extended their garden programs to demonstrate a whole of school commitment, by linking the garden to:

- the curriculum
- cooking classes
- environmental programs, including worm farms, composting, reducing waste and healthy lunches
- the school canteen.

Our initial role in this space has been to plant the seed for networking between interested schools. Today, we have continued to nurture opportunities for schools

to share their ideas, experiences and to raise the profile of the value of the gardening experience for education, health and wellbeing.

How did we do it?

Two after school meetings are held each year, with a different school hosting and showcasing their school gardens and program. Guest speakers provided information on topics of interest.

The closed Facebook page has allowed members to share ideas and issues regularly.

What did we achieve?

96 teachers/volunteers are currently members of the Interest Group.

Teachers can claim NESA professional development points for attending the meetings.

Since 2016, the number of schools represented at the Interest Group meetings has grown from 10 schools to 21!

Term 4 - 2017 meeting

Hosted by East Gosford Public School, the theme: *Linking the school garden to the curriculum* was attended by 26 teachers from 18 schools.

A tour of the garden and a discussion on how the school link their garden to the curriculum highlighted the practical ways to achieve this and how to gain further support from other teachers and families as volunteers.

Lisa Wriley, from Kariong Eco Gardens presented a bucketful of resources that demonstrated *Hands on ways for linking garden activities to the curriculum*.

Term 1 - 2018 meeting

The theme: *Indigenous school gardens*, was hosted by Tacoma Public School with 34 teachers from 21 schools attending.

Tacoma showcased their Indigenous garden and provided a demonstration of their mobile kitchen facilities. Robin Balcomb, from Mannering Park Public School spoke on the unique benefits and workable ways of *Establishing a Bush Tucker Garden*.

Partners

Central Coast primary schools

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Chad Partridge
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“I just had a look at the bounce cards and recipe book you left at Mackillop and they are AMAZING! I just wanted to thank you and NSW Health so much for putting together such thoughtful and useful resources for OSHC on the Central Coast, it’s so hard sometimes to access tailored information and resources that are relevant to the program and the area, so it is so, SO welcomed and appreciated, so many children will benefit so greatly from this. And they look so good as well!”

Jade-Coordinator
Holy Cross OSHC Kincumber & Mackillop
OSHC Warnervale



Bite&Bounce @OSHC

Why are we doing this?

In 2018, the Office of Preventative Health identified a gap in provision of health promotion support to Outside School Hours Care (OSHC) services and has provided resources to services in promoting healthy eating and physical activity state-wide.

OSHC provides before, after school and vacation care to children aged 5-12 years. Within our community on the Central Coast, OSHC services have almost tripled in the past 14 years. This setting presents a valuable

opportunity to promote healthy lifestyles to an increasing number of children almost every day of the year. Further, with no recent formal health promotion aid in place it was an opportunity to build a partnership with OSHC services and help address the needs identified by the services.

In a baseline survey conducted by the Health Promotion Service, the majority of OSHC Educators surveyed requested health promotion assistance in the form of practical resources and staff professional development thus, Bite&Bounce@OSHC was created.

Bite&Bounce@OSHC aimed to:

1. Improve OSHC Educator's knowledge, confidence and skills in the provision of a supportive environment for healthy eating and physical activity.
2. To build a relationship with OSHC services and Directors.

Bite&Bounce@OSHC promoted healthy eating (“biting” nutritious foods) and physical activity (“bouncing” – moving more) within Outside School Hours Care (OSHC) settings from January 2018.

How did we do it?

In accordance with the Statewide direction to enhance our partnership with OSHC service we arranged face-to-face meetings and established contacts with the Services. Through the arranged meetings we delivered the Eat Smart, Play Smart Manual resource to Central Coast OSHC Services and built relationships with staff. The manual provides practical information on healthy eating and physical activity within the OSHC Services. The manual's content is linked with the National Quality Standards relating to healthy lifestyles that all OSHC services are required to meet.

To tailor to the needs of our local community, four pilot sites from a range of areas within the Central Coast Local Health District were consulted. From there a baseline survey was conducted which directed the additional health promotion strategies of:

- The Bite&Bounce@OSHC Workshop for Central Coast OSHC Educators.
- Practical resources including the Bite&Bounce@OSHC whiteboard and OSHC Bites Recipe Book and Bounce Cards created in partnership with OSHC services.

What did we achieve?

The Bite&Bounce@OSHC whiteboard was designed to increase visibility of healthy eating and physical activity practices within individual services as a result, assisting services to promote healthy lifestyles to children and families by recording their menu and activity plan for the week.

Of the 66 Central Coast OSHC services:

- 98% received a copy of the Eat Smart Play Smart Manual.
- 79% received face to face support visits. During these visits the Eat Smart, Play Smart Manual was explained and additional resources were provided as requested.
- 64% have a Bite&Bounce@OSHC whiteboard, with more deliveries on the way!

“Really enjoyed the whole workshop and it was great to refresh and add ideas after nearly 20 years in childcare”.

“Got some great ideas for active play and learning to read labels, also changing language used around food! Great workshop – 😊”

“Lovely presentation, was great to mingle with other educators and learn new things (also lovely workers). Foost is great.”



OSHC Bites Recipe Book and Bounce Cards were developed in partnership with Central Coast OSHC services. Content in the form of recipes and games was contributed by fourteen local services (21% of Central Coast Services), with six services contributing both recipes and games. The resources provide an avenue to celebrate and share the expertise within our community both amongst OSHC services and local families. The resources are available in hard copy and PDF from www.healthpromotion.com.au

Training

The Bite&Bounce@OSHC workshop was attended by 51 educators held in May 2018. Twenty six services attended (39% of CCLHD OSHC) with up to 4 educators from the same service. There were three core sessions addressing topic areas requested in our baseline survey.

These included:

- OSHC Bites: hands on menu planning and nutrition.

- Let's Bounce: practical physical activity session.
- A Fun Bites: session facilitated by Foost dietitian, Kate Wengier with a focus on healthy relationships and language around food, as well as strategies for managing fussy eaters.

Workshop evaluation demonstrated improvements in knowledge, high levels of confidence and strong intention to apply knowledge gained regarding physical activity and nutrition in OSHC. Key findings demonstrated changes from pre to post workshop including:

- A large improvement in knowledge of recommended daily physical activity for children from 56-90%.
- A large improvement in knowledge of how to compare food products, 39% to 67%.
- Intention to use information gained from the workshop a lot of the time/always 90% for nutrition and 88% for physical activity.
- In the post-workshop survey 83% of OSHC Educators indicated they would attend another workshop run by the Health Promotion Service.

Look out for ...

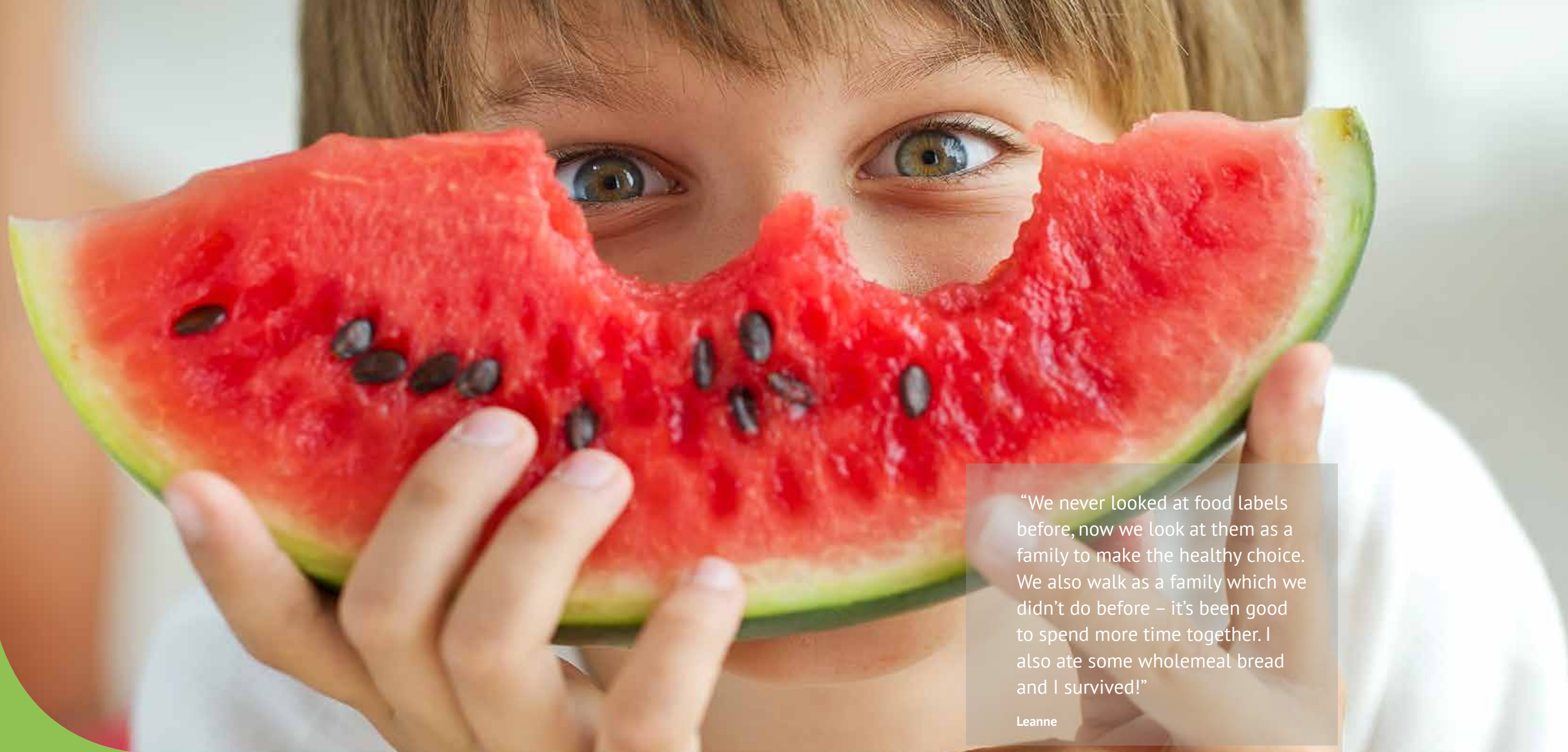
- Resources developed by the Health Promotion Service will be shared with OSHC eg infographics relating to healthy eating and physical activity.
- Online modules for the Eat Smart, Play Smart Manual have been developed for OSHC Educators by the Office of Preventative Health – due to be launched in the later part of 2018.
- Bite&Bounce@OSHC is cultivating a bursting bud of ideas, ready to blossom and fruit if the climate is just right.

Partners

Outside School Hours Care Services

Central Coast OOSCH Forum

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“We never looked at food labels before, now we look at them as a family to make the healthy choice. We also walk as a family which we didn’t do before – it’s been good to spend more time together. I also ate some wholemeal bread and I survived!”

Leanne

Go4Fun

Why are we doing this?

In the modern environment, where processed foods are plentiful and screens are surplus, families are faced with many challenges when reinforcing healthy habits for life.

The Go4Fun program is family focussed - families and their children receive practical advice and guidance about healthy eating and being physically active through fun group activities and games.

Go4Fun has been in action on Central Coast for 9 years and the Health Promotion Service has taken the program under its wing this year.

This has been a chance to reflect on the great work that has already been done and refocus Go4Fun to make it widely available to more families on the Central Coast.

Look out for ...

A fresh new look including:

- The new *Go4Fun* logo and website.
- Radio advertising – encouraging families to “just give it a go”.
- Social media and digital media promotion to reach more families than ever before.
- Updating local health professionals on recent changes to Go4Fun.

- Working closely with the community to create a local Go4Fun network to support sustainable healthy lifestyles.

Partners

Office of Preventative Health
NSW Ministry of Health

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“Having this resource would make me plan snacks rather than just grab something from the cupboard”.

Parent

Make Their Meals Count

A guide to feeding your child over a day (4-8 year olds)

Why are we doing this?

Eating well has a huge impact on our health and wellbeing, and for children it is essential for their healthy growth and development. Healthy eating habits set early in life can positively influence our health in adulthood.

Many children eat too many unhealthy foods and drinks at the expense of healthier options.

Using photographs of meals and snacks of everyday food and drinks, Make Their Meals Count demonstrates how to feed a child using healthy foods over the day.

SAMPLE DAY 1				
Breakfast	Morning snack	Lunch	Afternoon snack	Dinner
Oatmeal Fruit Reduced fat milk	Fruit Yogurt Water	Sandwich (wholemeal & lettuce) Cheese Fruit Water	Plain yogurt Fruit Reduced fat milk Water	Plain meat (or veggie) Steamed veg (or veggie) Cooked rice Reduced fat milk Water
SAMPLE DAY 2				
Breakfast	Morning snack	Lunch	Afternoon snack	Dinner
Wholemeal toast Jam Reduced fat milk	Fruit Yogurt Water	Cooked chicken Salad (lettuce, tomatoes, cucumbers) Cooked rice Water	Plain yogurt Fruit Reduced fat milk Water	Plain meat (or veggie) Steamed veg (or veggie) Cooked rice Reduced fat milk Water

The photographs are a visual guide to both the type of food and how much to serve for a child in this age group. These are foods and meals that the whole family can eat, just varying the serving sizes.

How did we do it?

Based on the Australian Guide to Healthy Eating, meals were calculated by Dietitians to show what to offer and how much, to meet the nutrient requirements of a 4-8 year child throughout the day. Sample meals over 4 days were calculated.

A draft of the resource was shown to 13 families at 3 playgroups run by Coastwide Child and Family Services.

Overall feedback was very positive. Families liked that the food and drinks were meals and snacks that they could easily provide and that their children would eat. They also thought that the photographs made it very clear and easy to understand.

One parent commented that “having this resource would make me plan snacks rather than just grab something from the cupboard”.

What did we achieve?

Make Their Meals Count: A guide to feeding your child over a day (4-8 year olds) was offered to all Central Coast primary schools and childcare services to distribute to families with a child starting school in 2019 as part of their transition to school program. From that, 5,600 Central Coast families have received a copy via 44 primary schools and 60 early childcare services.

Other organisations including supported playgroups and Schools as Community Centres have also distributed the resource.

Look out for ...

Make Their Meals Count: A guide to feeding your child over a day (4-8 year olds) sample meals and snacks calculated for four days will be available on the new health promotion website.

Make Their Meals Count for other age groups is planned to again demonstrate pictorially healthy meals and snacks over the day.

Partners

Lesley Marshall, Central Coast Local Health District Nutrition Service

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Munch & Move turns 10!

In 10 years, the number of Early Childcare Services participating in Munch & Move has grown from 13 to a healthy 137!

Munch & Move Program on the Central Coast

94% 
Centres trained and using M&M

300 
participated in professional development

33 
services participated in training

We continue to work closely with the early childhood industry and local community organisations including TAFE NSW, NSW Department of Education and Central Coast Educators Network to best meet the needs of our Services.

What did we achieve?

94% the 133 of Early Childhood Education and Care Services on the Central Coast are trained and using the Munch & Move program.

Over 300 directors, educators and cooks have participated in professional development on physical activity and healthy eating.

33 services received training grants and participated in training.

A new Fundamental Movement Skills DVD and teaching cards was developed in consultation with services, and will be in use in all Munch & Move services across the Central Coast.

Each year, more services request our Transition to School package for children and families preparing for school. This included lunchbox tips, meal planners and suggestions for families to get active together. Almost half of participating services requested this.

Look out for ...

In 2018, an exciting new initiative Move like a Mariner between the Central Coast Mariners and Munch & Move services will be launched to encourage children and families to be more active!

Services can self-nominate to participate in specialised physical activity training with the Central Coast Mariners, and will receive equipment kits and supporting resources.

Partners

- NSW Office of Preventative Health
- Local Health Districts (LHDs)
- Central Coast Early Childhood Educators Network
- TAFE NSW Ourimbah Campus
- Ngilyang Child and Family Health Service
- Department of Education

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Munch & Move

Why are we doing this?

Nurturing children's habits for a healthy and active life is a community effort. Parents and carers are pivotal, but who supports the families? We do!

With more local families using early childhood services than ever before, The Munch & Move Program continues to assist services in providing a healthy environment for the children and their families. This is achieved through reviewing service policies, providing professional development and up to date resources on physical activity and healthy eating.

How did we do it?

As the Munch & Move program moves celebrated its 10th year on the Central Coast, childcare staff, including cooks, educators and directors had the opportunity to showcase how they used the Munch & Move program.

In 2017/18, we met, listened and heard good-news stories of how they currently deliver healthy eating messages to the children and teach physical activity.

Together, we identified how we could better work with services and their families in the future for achieving our common goal of growing healthier kids.

As a result, we offered:

- grants to services for specialised refresher training for all staff to enhance the Munch & Move learning experience at their Service.
- an additional 8 face-to-face professional development workshops on practical menu planning, healthy eating and physical activity education programs.
- face-to-face, online, and phone assistance for day-to-day queries from policy development to healthy lunchbox ideas.

Alcohol

... risky behaviours can occur when teenagers drink alcohol. Risky behaviour can have both short-term and long-term impacts, which is why it is important to change the community attitudes surrounding alcohol ...

... alcohol related hospitalisations for 15-24 year olds have decreased over the last 9 years.

Publications take on the role of advocacy

In April of this year an original article by Dr Lyndon Bauer, Nicole Kajons, Jeff Smith and Douglas Tutt was accepted for publication in the *Health Promotion Journal of Australia*.

The article entitled: *Five years of health promoting work with bottle shops on the Central Coast of NSW Australia. How can we best ensure outlets check ID?*

In the academic world publication in a scientific peer reviewed journal is the end point, but for Health Promotion it is just one step in an ongoing process, where a healthier community is the goal. The article reports that around 45% of Bottle shops on the Central Coast sold to our compliance testing teenagers, without showing ID. In the year of a well-publicised prosecution the rate dropped to 21.5% but without follow up prosecutions the rate was back to 45% in the following year. Other areas in Australia have taken a snap shot of the rate of selling to young people without ID and reported a shocking rate of around 60%.

Central Coast NSW is the only place in Australia with an ongoing intervention focus and evaluation of this issue, and it seems that we are having an impact. We continue to work closely with Local Police and Council, the local Industry and with Liquor and Gaming NSW. However our work on tobacco indicates that to really stifle supply of alcohol to young people the industry compliance needs to exceed 90%. This is why it is so important to have a peer reviewed article published because it prompts action in areas such as supporting a change to legislation to allow for enforcement based compliance testing. While we are allowed to do enforcement based compliance testing in tobacco, and this has been very successful, a technicality in the legislation currently prevents it in alcohol sales to minors. Our article allows this issue to be examined across the wider community.

Some people rightly point out that most young people receive alcohol from their parents or friends,

Central Coast NSW is the only place in Australia with an **ongoing intervention focus and evaluation** of this issue, and it seems that we are having an impact. We continue to work closely with Local Police and Council, the local Industry and with Liquor and Gaming NSW.

so why should we be concerned about alcohol sales to young people? Young people who receive alcohol in a supervised setting are less likely to suffer alcohol related poisoning or injury. Alcohol bought by the young person is likely to be consumed by them and a number of friends in an unsupervised setting, increasing the risk substantially. It's shocking to note that people 15 to 17 suffer high alcohol injury related emergency department presentations secondary only to the people aged 18 to 24. Also the 15 to 17 year old females have similar or higher presentations as the males.

Our publication is a good milestone but it is not the end of the story. We will continue to work hard to reduce teen alcohol related injury.

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Falls Prevention

... more than half, 36,289 or 57 percent of all NSW fall related hospitalisations with injury in primary diagnosis were of patients aged 65 years or over ...

... no other single cause of injury, including road trauma, costs the health system more than falls ...



Falls are preventable

Why are we doing this?

Australians today enjoy a longer life expectancy than previous generations, but for some this is disrupted by falls. The comment that “he fell and broke his hip” is heard all too often – in fact, almost one in three people over the age of 65 will fall this year, with some having several falls.

Empowering people to live an active, healthy ageing lifestyle includes being informed on ways to prevent falls which will assist them to stay living independently in their community. Keeping older people active and

healthy is particularly important on the Central Coast as according to 2016 Census data, our population aged over 60+ is 27% compared to 15% for those 65 + across Australia.

The NSW Falls Prevention Program seeks to promote a comprehensive, systemic approach to falls prevention and to reducing fall injury within NSW. Preventing falls and fall related injuries is a high priority with the NSW Ministry of Health and the Central Coast Local Health District.

2,500 resource packs have been distributed through hospital departments and services for patients who have experienced a fall.

How did we do it?

We enable health care providers, older people, their families and carers to take positive steps to reduce the risk of falls and injury from falls through the provision of information and relevant up to date resources.

- Provision of resources to assist in educating and spreading the falls prevention message to Central Coast Local Health District (CCLHD) allied health professionals.
- Providing falls prevention resources to health professionals outside the CCLHD.
- Although the number Falls are Preventable presentations to seniors group were reduced due to other work commitments, over 200 seniors attended the sessions.

What did we achieve?

2,500 resource packs have been distributed through Central Coast hospital departments and services for patients who have experienced a fall. An evaluation of staff who used the packs was undertaken to identify how and when they were used, the benefits and usefulness of each individual resource and any potential new resources.

As a result of the staff survey, two new resources have been designed and produced. Both resources are innovative in their way of delivering information on preventing falls. The new falls “word searcher” resource has been created and added to the resource/information pack.

Ongoing requests for the Falls DVD continue, with requests coming from Australia and overseas. To date more than 75 orders from allied health professionals have been received.

This year, April Falls month theme was Nutrition and Hydration: Eating well to Prevent falls. In partnership with the CCLHD Nutrition Department three presentations were given to the volunteer convenors responsible for organising programs at the 50+ Leisure and Learning Centres. A media article and a quick check to predict weight loss appeared in local papers. A free copy of Eating Well, a nutrition resource for older people and their carers was made available.

Look out for ...

The new Spot the Difference falls prevention resource and a rework of the Falls DVD with captions.

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Tobacco

... in 2016 current smoking rate for the District was recorded as 20.1% after several years of fluctuation in the smoking rate, down as low as 15% in 2010, and as high as 25.1% in 2004 ...

... there were 2482 smoking attributable hospitalisations in 2014/15 and 337 smoking attributable deaths in 2013 ...

... 36.5% of Aboriginal women and 11.3% of non-Aboriginal women smoked during their pregnancy (2015 data).

Aboriginal art to promote smoking cessation

Image: Most voted for painting Heart and Soul



The 66 art workshop participants who got their creative juices flowing provided valuable insights into their current knowledge and habits within their own lives.

How did we do it?

We met with local Aboriginal organisations and stakeholders to discuss the concept of an art workshop and competition. This was well received and paved the way for many of these agencies to promote and host a series of art workshops.

We were fortunate to gain the expertise from Kylie Cassidy, a local Aboriginal artist, who facilitated the workshops. The workshops encouraged members of the Aboriginal community to create an artwork highlighting the impact of smoking and ways that smoking can be addressed by the Community.

Entries to the art competition could be created in any type of format – for example, painting, drawing, photography, video, music, and dance.

Winners of the Art Competition were chosen by the aboriginal community via online Survey Monkey voting.

What did we achieve?

This inaugural event was successful in engaging 5 local aboriginal organisations.

Promotion of the workshop through the agencies and local newspaper ads enabled 7 workshops to be delivered with 66 people attending and 38 amazing artworks produced.

We received 156 votes for the art competition. All artworks were displayed during the 5 Lands Walk and at the NAIDOC Community Day at The Entertainment Grounds. Competition winners were announced at the NAIDOC Community Event.

Why are we doing this?

Smoking is estimated to be responsible for 23% of the health gap between Aboriginal and Torres Strait Islander peoples and other Australians. (*Australian Burden of Disease Study Series no. 6, Cat. no. BOD 7, Canberra: AIHW; 2016*).

Smoking is more likely to be adopted by those who live in environments where smoking is the norm. Higher than average smoking rates are observed in Aboriginal populations and the current Aboriginal adult smoking rate is 39.7% across NSW, compared to 15% for the population as a whole. (*HealthStats NSW 2016*).

The 66 workshop participants who got their creative juices flowing provided valuable insights into their current knowledge and habits within their own lives.

All rated the workshops highly, with 32% of them noting they were a current smoker. Of these, 71% said they would like to quit smoking within the next 6 months.

All workshop participants identified that smoking was addictive and caused serious illness with 86% reporting that their home was smoke-free.

Look out for ...

- There is potential for expanding this work with local Aboriginal organisations and encouraging a greater emphasis on smoking cessation.
- In conjunction with our local Aboriginal organisations and Services we will develop culturally-appropriate Aboriginal non-smoking resources.
- Exploring a social marketing initiative to encourage Aboriginal people on the Central Coast to access quit support services.

Partners

Gudjagang Ngara li-dhi Aboriginal Corporation

Mingaletta Aboriginal & Torres Strait Islander Corporation

Ngaimpe Aboriginal Corporation (The Glen)

Ngiyang Aboriginal Pregnancy, Child & Family Health Service

Nunyarra Aboriginal Health Unit

Yerin Aboriginal Health Services

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Lyndon Bauer

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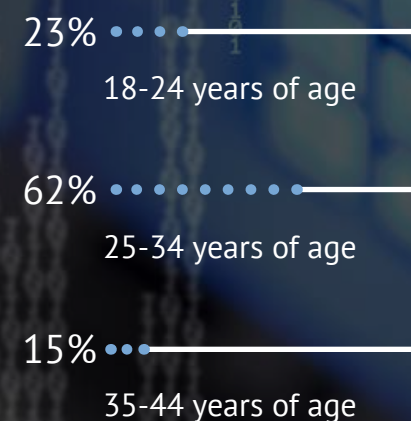
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Health Promotion Website

The health promotion website offers a versatile platform for promoting health promotion projects, distributing information and resources, and engaging with the community and other stakeholders.

www.healthpromotion.com.au

YouTube channel age range



What did we achieve?

Between the start of July 2017 and the end of June 2018 we had:

19 871	unique visitors with May 2018 having the highest number of unique visitors at 3 749
57 130	total visits
105 095	page views (1.84 pages per visit)

The most popular downloads were:

1	Nutrition Resources for the Classrooms	13 017
2	Active Over 50 timetable	8 501
3	The Magic Lunchbox storybook	6 823
4	Central Coast Walking Groups	6 722
5	Family Activation Pack (kick card)	6 183

The most popular pages viewed were:

1	Health Promotion home page	29 199
2	The Magic Lunchbox (home page)	9 140
3	Active Over 50	5 700
4	The Magic Lunchbox (resources page)	4 400
5	Family Activation Pack	2 578

Major changes impacting on the website this year included the exit from the Active Over 50 program, with people now being presented with information on the NSW Health Active and Healthy website.

The website is complemented by our other major on-line platform the Central Coast Health Promotion YouTube Channel, CC Health Promotion.

Who watches our YouTube channel?



From 1 July 2017 to 30 June 2018:

Most people watching videos on our YouTube channel are in the 18-44 years **age range** (62%). Total watch time by age group:

23%	18-24 yrs
62%	25-34 yrs
15%	35-44 yrs

The total **number of views** was 45 311 which was an increase of 20% on the previous year, with a total **watch time** of 90 743 minutes, an increase of 15% on the previous year.

The average view duration was 2 minutes. Our content was:

 shared 353 times and
 liked 94 times.

Most people viewed our videos:

54%	on computer
29%	by mobile phone
15%	on tablet

Most traffic to the channel came through:

52%	YouTube's suggested videos
21%	Websites
15%	YouTube's search function

The top three videos were:

- 1 *Getting off the floor safely after a fall*
8 064 views
- 2 *Game Sense - Netball - Session One - Team Warm-up*
7 373 views
- 3 *Falls Prevention - reducing hazards at home*
4 050 views

Five other **Game Sense** videos feature in the top 10 videos for the most number of views.

Less than one third of the views are from Australia 29%. The rest are from overseas, giving our work an international profile:

19%	United States of America
17%	United Kingdom
4.3%	New Zealand

Look out for ...

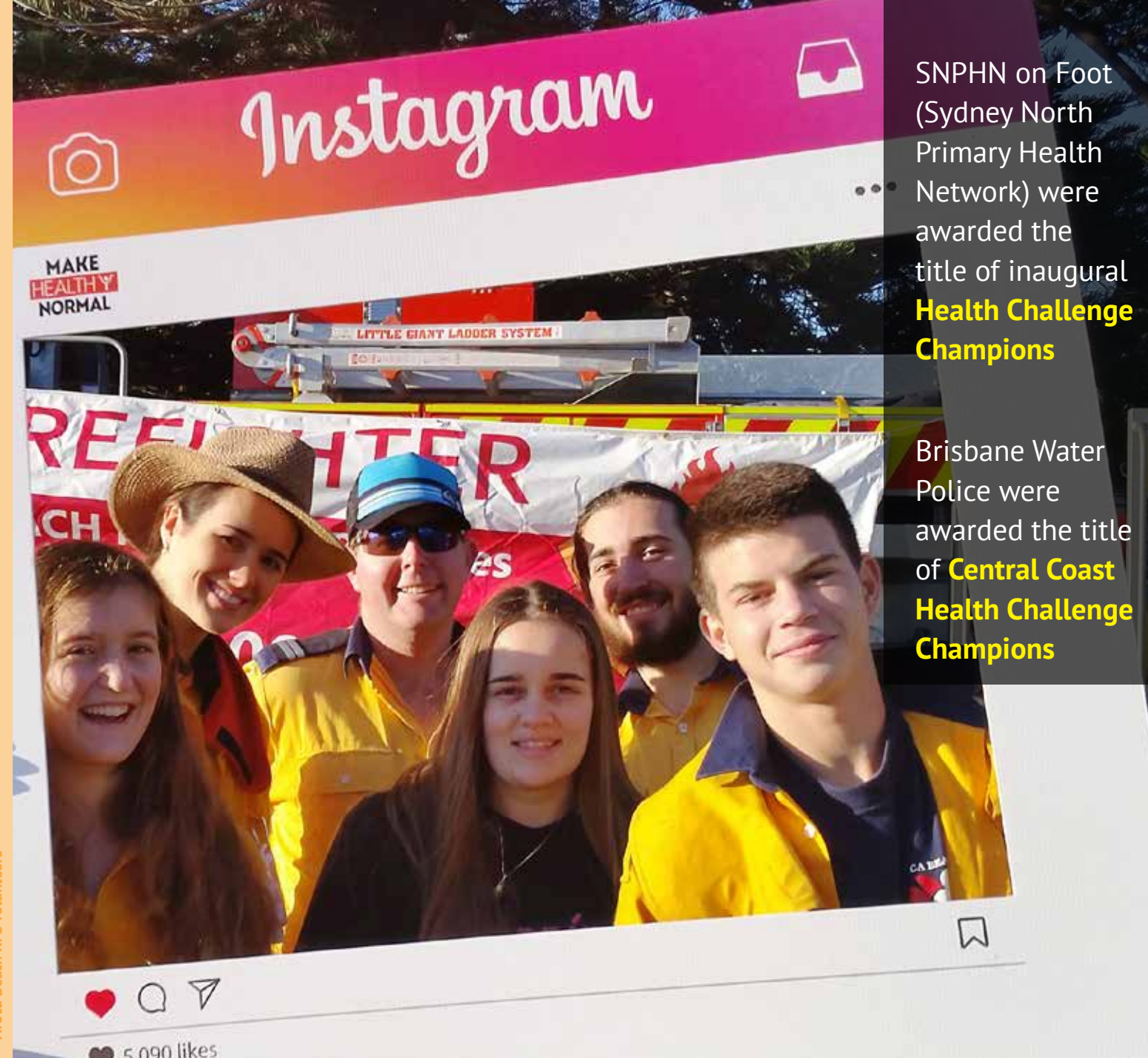
A new website is currently under development using the WordPress platform and will be launched soon.

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Monique Wilding
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Short & Sharp

Avoca Beach RFS volunteers



SNPHN on Foot (Sydney North Primary Health Network) were awarded the title of inaugural **Health Challenge Champions**

Brisbane Water Police were awarded the title of **Central Coast Health Challenge Champions**

What did we achieve?

It was another beautiful winter's day for the 5 Lands Walk 2018. With the theme of *Connecting People to People and People to Place* more than 22,000 people took part in the free, day-long festival, along 10 kilometres of the Coast's spectacular coastline.

The walk covers the five lands of MacMasters Beach, Copacabana, Avoca Beach, North Avoca and Terrigal with each of the five lands offering a different cultural experience.

Walkers also got the chance to learn more about Make Healthy Normal, a campaign which aims to increase awareness of overweight and obesity as a public health issue and to motivate people to reassess their lifestyle choices and create a new, healthy normal by accessing some of the many free programs available such as the Get Healthy Information & Coaching Service and Go4Fun. Small steps can make a big difference.

www.makehealthynormal.nsw.gov.au

Look out for ...

Get set for 5 Lands Walk 2019!

Partners

5 Lands Walk Steering Committee

NSW Ministry of Health - Centre for Population Health
Make Healthy Normal Team

Central Coast Local Health District and Department of Premier & Cabinet (Central Coast) Regional Leadership Executive Sub-Committee

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Liquor License Applications

The Central Coast Health Local Health District opposes liquor license applications where increased outlet density is likely to increase alcohol related harm.

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5 Lands Walk 2017

Why are we doing this?

To encourage active living and a healthy lifestyle and support what is arguably the largest community participation event on the Central Coast.

How did we do it?

Working with the 5 Lands Walk (5LW) Committee, Department of Premier & Cabinet, Central Coast Regional Leadership Executive Sub-Committee chaired by the Central Coast Local Health District (CCLHD) Chief Executive, Dr Andrew Montague, Make Healthy Normal (NSW Health) and various CCLHD departments, staff and community were encouraged to participate in the 5 Lands Walk 2018.

Key initiatives included:

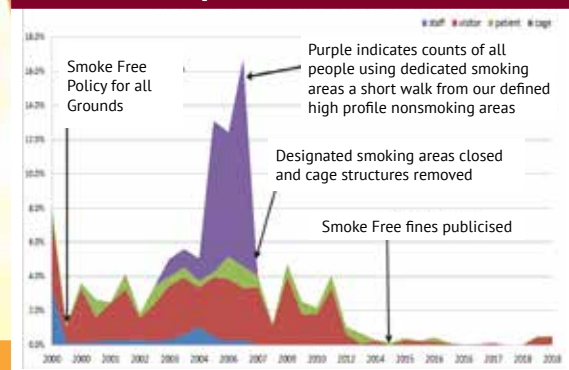
- CCLHD CE led Health Challenge – a simple challenge issued to Central Coast based and neighboring organisations to join in the 5LW
- Make Healthy Normal (MHN) stall at Avoca Beach – including Health Challenge checkpoint/rest stop, Instagram photo frame activity, free fresh fruit, water refills, games, merchandise, recipe cards and healthy eating and active living promotion program information
- Aboriginal (smoking prevention themed) art display at North Avoca
- Health promoting resources including sun protective, 5LW / CCLHD branded hats and water bottles, MHN recipe cards.

5 Lands Walk

Liquor License Applications



Proportion of people smoking in high profile areas @ Gosford Hospital 2000-2018



Proportion of people smoking in high profile areas @ Wyong Hospital 2000-2018



Smoke-free Health Service

The story for smoking on the grounds of the Central Coast Local Health District (CCLHD) is that initially in 2000 around 1 in 10 of all people in the high profile areas were smoking. In 2013 it dropped to less than 1 in 100 ie less than 1%.

From 2016 until recently the numbers were negligible or zero, however the redevelopment of both Gosford and Wyong sites has resulted in the loss of "no smoking" signs, and interruption of the no-smoking announcements over the PA systems. This loss has seen a return of smoking to about 1 in 200 at Gosford and 1 in 100 at Wyong.

We are addressing the problem through reinstalling no smoking signage on the Gosford Hospital site and amending some signage at Wyong Hospital. We are also working with the Re-development Unit, Gosford, in regard to the re-location of speakers on the Gosford site for the broadcast of non-smoking messages to patients, visitors and staff.

Because non-smoking has become part of the social norm on CCLHD grounds, those few people smoking now are very noticeable to everyone.

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Foost Flash

We know that creating a happy relaxed environment for children and families to eat in is a great start for children to eat well.

In May this year, Health Promotion hosted a guest speaker to discuss this issue plus more in a fun practical way: encouraging us all to Eat Colourful!

To gain maximum advantage and reach, we coordinated three professional development workshops with practical activities and interactive sessions across all our child health projects over two consecutive days.

Kate Weinger, Dietitian from Foost addressed 54 local Primary Teachers, 51 Out of School Hours Care Educators, and 56 Early Childcare Service Educators in a whirlwind visit to the Central Coast.

We also squeezed in a more practical supported playgroup session, with 17 families attending.

At all sessions, attendees were exposed to a magnitude of educational ideas involving food and how to create excitement for children to explore the colourful world of fruit and vegetables.

Resource packs were provided with practical activities and examples to implement the information learnt back in their workplace and at home.

Offering this professional development across both the childcare and primary school settings was consistently well received, and made great use of this experienced presenter and more importantly ensured consistency of message.

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Active & Healthy website

Research shows that people aged 50 and over can substantially reduce their risk of a fall by doing moderate exercise for at least 30 minutes on most days of the week, and by incorporating balance and leg strength exercises, such as those found on the Active & Healthy website, into their daily routine.

On the Active & Healthy website, as at 30 June 2018, there were 51 programs available to people aged 50 and over on the Central Coast. This includes Tai Chi, Qigong, Gentle Exercise, Aqua, Cycling Groups, Yoga, Pilates, LiFE & Otago Exercise Programs, Dance and Stepping On. Of those 51 programs, 23 are current or former Active Over 50 providers.

Look out for ...

Keep visiting activeandhealthy.nsw.gov.au to witness the increasing number of exercise providers and exercise programs available to over 50's on the Central Coast!

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How will you be active today?

Put down the screen and roll some dice!

The activity resource is aimed at children aged between 4 - 6 years old, but can be used for children of any age. The resource encourages children to be more physically active every day, across a wide range of activities and games to continually develop their fundamental movement skills.

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Smoke Free Health Service

Foost Flash

Active & Healthy website

How will you be active today?



Publications, Major Committees and Presentations

Publications

Kajons N, David M, Gowland-Ella J, Lewis P, Batchelor S. (2018). Thirsty? Choose Water! Behavioural interventions and water stations in secondary schools a two-by-two factorial randomised controlled trial. *BMC Public Health* 2018, 18(1):788.

Stuart GM, Kale HL. Fall prevention in central coast community pharmacies. *Health Promot J Austral*. 2018;29:204–207. <https://doi.org/10.1002/hpja.167>

Bauer L, Smith J, Kajons N, Tutt D. Five years of health promoting work with bottle shops on the Central Coast of NSW Australia. How can we best ensure outlets check ID?. *Health Promot J Austral*. 2018;29:140–143. <https://doi.org/10.1002/hpja.169>

Major Committees

- **COHEAL Steering Committee.** A cross-agency collaboration established on the Coast to deliver an integrated approach to enhance the health and wellbeing of children both now and into the future
- **Thirsty? Choose Water! Advisory Group** meets to guide and advise the Research Team on the implementation of the TRG project.
- **Get Healthy at Work the NSW** Get Healthy at Work Local Health District Network facilitates information sharing about local and state-wide promotion and internal implementation of GHaW.
- **Live Life Well @ School** State-wide Key Contact Group guides and supports the implementation of the statewide Live Life Well @ School program in primary schools.
- **NSW Crunch & Sip Advisory Group** guides and supports the implementation of the Crunch&Sip® in primary schools. Crunch&Sip® is a set time in primary schools for students to “refuel” on vegetables, salad and fruit and “rehydrate” with water. Students who are not hungry and are well hydrated perform better in the classroom, show increased concentration, and are less likely to be irritable and disruptive.
- **Munch & Move** attends and presents at the Central Coast Early Educators quarterly breakfasts offering program updates, resource promotion and upcoming initiatives. The Central Coast Early Childhood Educators network is an opportunity for educators to share good practice, meet other educators and receive professional development on all aspects of their service.
- **CCLHD Breastfeeding and Infant Feeding** Reference Group support the implementation of a comprehensive and integrated plan for breastfeeding on the Central Coast in line with the policy framework document.

- **NSW LHD Canteen Advisory Network** supports and shares canteen related issues amongst all the Local Health District members across NSW.
- **Healthy Built Environment Local Health District Network** (HBE LHD Network) serves as an informal network for collaboration on, and collective resolution of, built environment issues across LHDs. The network also facilitates information exchange about local and state-wide healthy built environment initiatives and built-environment related issues of interest and relevance to LHDs both nationally and internationally.
- **Central Coast Diabetes Advisory Group.** The Central Coast Diabetes Advisory Group comprises various departments of the Central Coast Local Health District and the Hunter New England and Central Coast Primary Health Network. The Group meets regularly throughout the year to discuss and plan action on diabetes prevention and management on the Central Coast. As a result of a consultative planning day in 2016 with both local and state stakeholders a new Central Coast Diabetes Plan, is now available.
- **Wyong Licensed Premises Liaison Group** discusses and provides advice on Development Applications, Social Impact Statements and license applications in relation to licensed premises as well as other alcohol related issues. Includes representation from CCLHD, Tuggerah Police Command and Central Coast Council.
- **Tuggerah Lakes and Brisbane Waters Liquor Accords.** Liquor Accords are made up of local liquor retailers including clubs, pubs and packaged liquor outlets, as well as local police commands, local councils, RMS, NSW Liquor and Gaming, and the Local Health District. Accords aim to improve safety in entertainment areas and reduce alcohol-related anti-social behaviour, offences and violence.
- **Smoke-free Health Care Working Group** works to implement the NSW Health Smoke-free Health Care Policy by ensuring that:
 - All CCLHD buildings, grounds and vehicles are smoke free
 - All clients are asked about their smoking status, and that smokers are supported to manage their nicotine dependence
 - A system is in place to support staff to quit or manage their nicotine dependence
- **NRT Educational Content Advisory Group** provides advice, direction and guidance to ensure that education and training around the NSW Health Smoke-free Health Care Policy is best practice and educationally sound.
- **Healthy Food & Drink Policy Implementation Group.** The group is guiding the delivery of the Framework on the Central Coast. Members include corporate services, corporate communications, nutrition, nurses and midwife's association, health services union, junior medical officers, workforce and culture, and health promotion.
- **Population Health Intelligence Systems Nutrition Working Group.** The group is led by Ministry of Health and includes LHD representatives supporting the development and testing of an online monitoring and evaluation system reporting on the Framework.
- **Healthy Choices in Health Facilities Network of Practice.** The network of practice provides a forum for all LHDs to share information and build knowledge in partnership with the Ministry of Health to implement the Framework.

Presentations

- **Activate Your Space** was presented at NSW Health Promotion Annual Forum on 16th March as part of a panel discussion on approaches to collaboration and community empowerment.
- **Let's Talk: Women & Heart Disease** for the Heart Foundation at Mingara Recreation Club. Health Promotion was invited to present a session on women their heart health and risk factors for heart disease. Around 150 people attended the day. The talk covered local health data on women in relationship to risk and causal factors for heart disease and heart attack.
- **Smoking Cessation** training was attended by 30 third year medical students; integral to the training was the introduction of students to motivational interviewing methodology. The method has application for medical students in their communication with patients across all fields. For example; in the areas smoking cessation, alcohol and other drug management, addictive behaviours and weight management to name a few.

Our Team



Chad Partridge

Central Coast School Canteens

“Encouraging lifelong physical and mental wellbeing in a fun, safe and supportive environment” is the philosophy of one of our newest Health Promotion team members Chad Partridge, who uses this to guide everything he touches.

Growing up in the regional areas of the Hunter Valley, Chad was always participating in sport especially rugby union being a NSW Country representative. As injury and the inevitability of adulthood approached, Chad followed many career paths throughout his early 20s until finding his drive for health and education. Completing a Bachelor of Education in Secondary PDHPE at the University of Newcastle, Chad spent his teaching years working in Outdoor Education at the Sydney Academy of Sport developing and implementing programs aimed at getting children and teenagers more physically active.

Living on the Central Coast for the past 7 years and joining our Health Promotion team last November, Chad has brought his expertise and passion for physical and mental well-being to our office in hope to inspire better health for the greater Central Coast community.

He is also our can do new technology whizz!

Nina Kingon

Go4Fun

Nina is a Dietitian with a passion for preventative health, social equity and sustainable change. She completed a Bachelor of Applied Science (Exercise and Sport Science)/Bachelor of Science (Nutrition) Honours and is an Accredited Practising Dietitian. Nina has varied dietetics experience including clinical roles at the Children's Hospital Westmead and Sydney Local Health District, as well as in food industry for Early Childhood Settings.

Full of enthusiasm to advocate healthy lifestyle choices for families on the Central Coast Nina is a perfect fit to co-ordinate the Go4Fun program.

Returning to the Central Coast after many years, she is enjoying spending time in the beautiful national parks, local beaches or sampling local produce at the farmers markets or cafes.

Hannah Bartman

Alcohol

Hannah was born and raised in Canada and spent many years living in, working in, and exploring the Rocky Mountains. She spent her early adult years travelling and working abroad and has previously completed working stints in Scotland, Venezuela, and India before entering Australia on a working holiday in 2011.

Hannah made the permanent move to Australia in 2013 and completed a Bachelors of Human Sciences, majoring in Public Health: Policy and Promotion at Macquarie University in 2017. Before starting work in health promotion she worked at a boarding school in Sydney.

In her spare time Hannah is an avid runner (getting back into it after having a baby), and can be seen pounding the pavement around the Central Coast with the aim of hoping to complete the Central Coast Half Marathon for the second time this year.

Welcome to Chad, Nina and Hannah

Health advocacy is
exciting ...

it is fun ...

it is challenging ...

sometimes not easy.

It is about making things
happen that will benefit the
health of the Community.

Advocacy can:

- involve strong relationships and partnerships
- gain consensus and generate solutions
- be creative, innovative, and have commitment for the long haul
- be free from confrontation or conflict
- challenge established or entrenched values, structures and custom.

Advocacy has no prescribed or clearly determined method but is rather about finding the best combination of strategies to further change or achieve the best results, the word “advocate” actually comes from a Latin word meaning “to be called to stand beside”.

And new to Health
Promotion in 2018

