

# Health Promotion Action

2020-21  
Year in Review



Health  
Central Coast  
Local Health District

# Health Promotion Action 2020-21

Year in Review

## *ACKNOWLEDGEMENT OF COUNTRY*

We wish to acknowledge the Darkinyung (Darkinjung) people as traditional custodians of the land on which we live and work, and pay our respects to Elders past, present and future.

### **CENTRAL COAST HEALTH PROMOTION SERVICE**

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Health  
Central Coast  
Local Health District



## 2020-2021

# Director's Report

Thank you for taking the time to read about the work of Central Coast Health Promotion Service over the past 12 months. I always relish the opportunity to look back on, and share, the work of our team. In our busy working lives where we're constantly thinking only about the next task, it's very easy to miss the opportunity to reflect on what's been achieved, but our Year in Review provides that chance to take stock. Reading the report, I'm so proud of the amazing results, both in terms of quality and quantity, that the team have been able to achieve. What's more, this has all been done in challenging circumstances. Indeed, each year our annual report focuses on a theme, and it would have been very easy for us to look, like we did last year, at how we have adapted our work in response to the COVID-19 pandemic. Over the past 12 months, this adaptability included our team supporting the District Public Health Unit's COVID response by providing a range of support, including contact tracing, daily welfare checks and logistical support.

However, with health promotion more important now than ever before, this year we really wanted to take an even closer look at the impact of our substantive project work. That's why this year's theme is about telling the stories behind the numbers; what does our work actually translate to in terms of real impact for real people.

Evidence is a contested space, and as a service we are learning to become more comfortable and confident with demonstrating the value of the work we do. To support this, economic evaluations are well underway for our Alcohol Sales to Minors (see page 34) and Thirsty? Choose Water! (see page 22) research programs, and there will be an increasing emphasis across all of our programs to not only show this value, but provide a compelling narrative – the story – alongside the numbers.

In order to achieve that value, the role of a health promotion professional is one that requires keeping abreast of current literature to continually inform and refine our core work, and undertaking formal evidence reviews before embarking on any significant new piece of work.

It also requires regular engagement with the community and key stakeholders. Of course, face-to-face engagement has, for the most part, been out of the question for the past year, however, we are utilising more sophisticated methods of engagement – both in terms of delivery and evaluation of its impact. For example, this year we have utilised social media and search engine artificial intelligence to help target, test and hone community messages (see page 19).

On top of delivering this great work in the aftermath of the first wave of COVID and getting ourselves back to 'full speed', we had the small matter of a full office relocation this year. I'm pleased to say we are now happily housed in the beautiful new Central Coast Clinical School and Research Institute. I hope you enjoy reading some of the stories behind our numbers. Much like last year, this year's report also showcases health promotion activity delivered by other services across Central Coast Local Health District, and for those reading the electronic version, there are one or two surprises in store too.

Nicole Kajons

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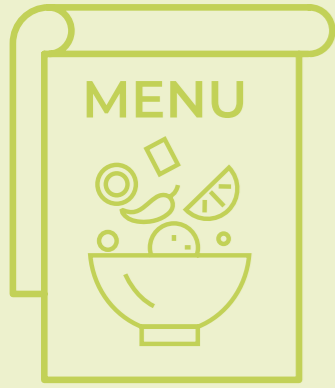
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Navigate back to Contents page by clicking >> on bottom right of page

To view the interactive copy online visit the [Health Promotion Service website](https://www.health.nsw.gov.au/health-promotion-service).



50% ↑



### HEALTHY MENU REVIEW SCHEME

50% increase in early childhood education and care services passing our Healthy Menu Review Scheme to meet nutrition guidelines.



### FOOD RELIEF

### LUNCHBOX CONNECTION

Piloted food relief program Lunchbox Connection for families in primary schools in San Remo and Blue Haven.



### AQUA SPRINT GAME

### THIRSTY? CHOOSE WATER!

Thirsty? Choose Water! campaign launched to encourage adolescents to choose water over sugary drinks, including release of behaviour change game Aqua Sprint.



### 829 REFERRALS

#### GET HEALTHY SERVICE

829 health professional referrals to the Get Healthy Service – more than double the target.

# 2020-2021 Highlights



### 2,321 ENGAGEMENTS

#### SAY NO TO VAPING

Say No to Vaping campaign launched to tackle the issue of teen vaping on the Coast, with campaign materials shared by local schools and organisations generating 2,321 engagements.



### 132 PARTICIPANTS

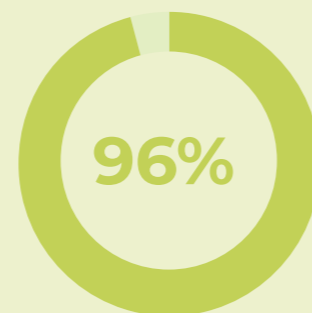
#### HEALTHY AND ACTIVE FOR LIFE ONLINE

132 participants recruited to Healthy and Active for Life Online, a new program aimed at older adults.



#### HEALTHY SCHOOL CANTEEN STRATEGY

96% of Central Coast public schools now meeting the NSW Healthy School Canteen Strategy.



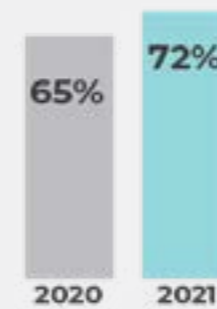
#### ABORIGINAL LUNCHBOX CONNECTION

Funding secured for Aboriginal Lunchbox Connection program, resulting in 100% of Aboriginal students and families in two suburbs receiving a lunchbox pack and being offered ongoing support.





## THE NUMBERS



Central Coast ECEC services meeting at least 70% of the recommended Munch & Move practices

## THE PARTNERS

- CCLHD Nutrition Services
- Central Coast Early Childhood Educators' Network
- Centre for Population Health
- Family day care providers
- NSW Department of Education
- Munch & Move project officers from other NSW LHDs
- TAFE NSW Ourimbah Children's Services
- CCLHD Nunyara Aboriginal Health Unit

## THE STORY

# Munch & Move

## Introducing healthy habits at an early age

### Why are we doing this?

Nearly a quarter of Australian children are already above a healthy weight by the age of four. Being above a healthy weight as a young child can impact a person's health for the rest of their life. This is why childhood overweight and obesity is identified as one of the most significant public health challenges of the 21st century.

Children spend a significant amount of their first 2,000 days (conception to age five) in early childhood education and care (ECEC) services, making them excellent settings to lay the foundations for lifelong good health and wellbeing. Munch & Move provides a framework for ECEC settings to realise this potential by creating a supportive environment for healthy eating and active living.

### How did we do it?

[Munch & Move](#) is a fun, play-based program underpinned by 16 recommended practices for ECEC services to meet. These practices address physical activity, healthy eating and small screen use. NSW Centre for Population Health (CPH) provides educators with a training package, resources and state-wide events, such as conferences. We supplement this with tailored support for Central Coast ECEC services and educators. In 2020-21, we focused particular attention on the three practices with the lowest achievement – successful menu review, physical activity policy and screen use policy. Activity from Health Promotion and Nutrition Services included the following:

- In response to limitations created by the COVID-19 pandemic, adapting our Munch & Move support model to virtual means. This included 33 of 50 targeted follow-up consultations with services on practice achievement being conducted by Skype, phone and/or email, ensuring support was maintained for services throughout.
- An incentivised physical activity and screen time policy drive to increase the number of ECEC services submitting their policies for review by our team.
- Reviewing and providing feedback on 25 services' menus to ensure they meet NSW Health nutritional guidelines under our Healthy Menu Award Scheme.
- Developing new resources on how to adapt recipes to make them healthier, including a [tutorial video](#) demonstrating how services could assess the healthiness of their menu and what they need to do to meet the recommended nutritional requirements, a dedicated [menu assessment webpage](#), and a communications toolkit for services to use.
- Providing professional development opportunities for local services, including Cooks' Network workshops featuring topics such as 'Adjusting menus for fat, sugar and salt', 'How to ensure there is enough dairy on the menu' and 'How to adapt recipes to make them healthier'.
- Producing and distributing quarterly editions of the [Munch & Move and Goodbite nutrition newsletters](#), as well as three editions of the Cook's Corner newsletter to ECEC services. We also conducted an evaluation of the Goodbite newsletter

to assess preferred delivery method, level of complexity, usefulness, as well as desired content topics.

- Promoting and managing local participation in CPH-organised events and training including its state-wide Healthy Eating Active Play Conference.

In addition to support for ECECs, Nutrition Services presented to two Parent Engagement and Learning (PEAL) program groups run by Uniting Care, providing nutrition information directly to 16 local families.

### Achievements

- The percentage of Central Coast ECEC services meeting at least 70% of the recommended Munch & Move practices grew from 65% last year to 72% this year, which is six percentage points above the state average. This equates to 98 of the 137 participating Central Coast services.
- 34 services submitted their physical activity and screen time policies for review. Ten services were successful with their current policies, 22 services were successful after revisions and just two services are due to respond to requested revisions.
  - Central Coast compliance with the recommended physical activity policy practice improved from 5.5 percentage points below the state average to above the state average.
  - Compliance with the screen time policy practice increased by five percentage points to 40.4%.
- Long-term work with Central Coast Council to ensure its ECEC service policies address key Munch & Move recommendations resulted in eight services each adopting all key recommendations into their policies simultaneously.
- The proportion of services with a successful menu review grew by more than 50% from 25% to 38.5%, which is seven percentage points above the state average. Services reviewed

this year achieved an average rating of 4.3 out of 5 stars.

- The Healthy Menu Review Scheme is a finalist in the Excellence in Improvement and Innovation category for the 2021 Caring for the Coast Awards.
- First-time support for services wanting to go ovo-lacto vegetarian with their menus, including developing a menu checklist, resulting in two services successfully meeting NSW Health guidelines.
- Local promotions led to an additional 31 ECEC staff (26 cooks) enrolling in the Healthy Menu Planning webinar series and 20 completing it, so far. This contributed to an increase in the proportion of services with appropriately trained cooks from 64.8% to 71.4%. This saw the Central Coast rise from almost four percentage points below the state average for this practice to 1.5 percentage points above state average.
- Two Cooks' Network workshops both attracted approximately 20 services.
- 70 ECEC services requested our selection of transition to school resources for families. Over the past two years, 98 different services (71% of our Munch & Move services) have ordered our resources.
- Participation in the Munch & Move eLearning program training was boosted by a local incentive scheme, with 106 educators enrolling in and 49 completing the training.
- A targeted virtual workshop delivered to all staff at the Central Coast's three Department of Education (DoE) preschools resulted in a revision of their physical activity and screen time policies to form a combined policy. The combined policy is being used as a model by CPH in its work with the DoE Early Learning Team at a state level.
- The Healthy Eating Active Play Conference attracted 26 Central Coast delegates, including staff from 24 different ECEC services and local representatives from both the Department of Education and TAFE NSW.



## THE NUMBERS



46

SCHOOLS

utilised our transition to school resources

## THE PARTNERS

Association of Independent Schools NSW  
 Catholic Schools – Diocese of Broken Bay  
 CCLHD Nutrition Services  
 Central Coast primary schools  
 Centre for Population Health  
 Healthy Kids Association  
 Live Life Well @ School project officers from other NSW LHDs  
 NSW Department of Education  
 NSW Ministry of Health  
 NSW School Link

## THE STORY

# Live Life Well @ School

Using a whole-school approach to promote healthy eating and physical activity in primary schools

### Why are we doing this?

According to the 2018–2019 NSW Population Health Survey, on the Central Coast:

- Only 4.4% of children aged 2–15 years eat the recommended amount of vegetables.
- More than a third (35.9%) of children aged 2–15 years don't eat the recommended amount of fruit.
- Nearly three quarters (72.9%) of children aged 5–15 years do not get adequate amounts of physical activity.

Nutrition and physical activity contributes to maintaining a healthy weight, general health and wellbeing. With 27,196 primary school students on the Central Coast, the primary school setting presents an invaluable opportunity to promote healthy lifestyle behaviours in the community and support the development of those behaviours into adulthood.

### How did we do it?

Workshops and resources were provided in innovative ways to support continued promotion of healthy eating and physical activity among Central Coast primary schools throughout the disruptions of COVID-19.

PDHPE Network and School Garden workshops were moved from face-to-face to online. More than a third (35%) of primary schools attended at least one professional development workshop run by the Health Promotion Service, with some schools attending all three events and up to six staff from one school attending an event.

Health Week activities were conducted by 54% (43) of schools, with multiple schools ordering more than one activity. They were provided in both electronic and print form and included:

- [Vege Adventure](#) to promote fruit and vegetables during Crunch and Sip break for kindergarten, year 1 and year 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.

Forty-six schools utilised our transition to school resources such as a jigsaw puzzle with healthy lunchbox tips, an active game incorporating health promotion messages, and the [Make their Meals Count](#) resource.

To ensure our resources continue to prove valuable for schools, we surveyed them to determine how they communicate health information to their community and how the Health Promotion Service could best support this. Of the schools who completed the survey (30%), 87% reported providing healthy lifestyle information to their families.

Interestingly, only a third of schools reported the way they communicate with parents and carers had changed as a result of COVID-19 disruptions. Among the schools surveyed, the top three preferences for the distribution of new health content were the school newsletter, followed by school based apps, and then social media.

Following an expression of interest process, we also distributed PDHPE Network equipment to schools to assist in creating a supportive environment for physical activity.

In addition, we provided consultation to Catholic Schools Diocese of Broken Bay to support them in updating their Nutrition in Schools Policy, in collaboration with Northern Sydney LHD.

### Achievements

- Maintaining engagement with Health Promotion resources despite disruptions within the school environment caused by COVID-19.
- Using innovative technology to deliver professional development to Central Coast teachers, with the vast majority indicating they would attend future online events.

### Look out for...

The Live Life Well @ School program remains under review with research and consultation underway to develop the new state-wide Primary Schools Healthy Eating Active Living strategy.



## THE STORY

# Lunchbox Connection

Helping students to access healthy lunches and connecting their families to community services

### Why are we doing this?

According to the Australian Institute of Families Studies, food insecurity prevalence estimates for the Australia general population range from 4–13%, although prevalence is much higher for some population groups experiencing disadvantage or vulnerability. Based on current population estimates, this means well over three million Australians may not have sufficient access to food.

In addition, it is well known that natural disasters and pandemics can have significant social and economic impacts on affected individuals, families and communities, including their risk of food insecurity. The Northlakes and Blue Haven school communities have been impacted by bushfires, floods (twice in one year) and the COVID-19 pandemic.

The Health Promotion Service has been working in this community via the place-based Activate Your Space (see page 28) and primary schools-based Live Life Well @ School (see page 10) initiatives. The [San Remo Neighbourhood Centre \(Epicentre\)](#) and both primary schools raised food insecurity as a concern for their community. This led to the collaborative development of Lunchbox Connection.

The project has two main aims:

- Improve access to healthy foods for families.
- Support families to receive wraparound community services that meet their needs, now and into the future.

### How did we do it?

Lunchbox Connection was first piloted in term 4 2020. It was underpinned by three main components:

- The lunchbox pack – an insulated lunchbox containing healthy lunchbox information, emergency relief directories, a coupon for a \$20 Coles voucher for redemption via appointment at the Epicentre, the Epicentre newsletter and a drink bottle.
- The Student Pantry – schools were provided with nutrition advice and some financial assistance to improve the existing pantry, along with a supply of nutrient-dense non-perishable foods and fresh fruit for students without lunch.
- Teachers helping families to make an appointment at the Epicentre.

Health Promotion supported the program with project management, resource development, nutrition expertise and funding. We also established a working group to review and

advise on the program that included representation from Health Promotion, the Department of Education, Nunyara Aboriginal Health Unit, Aboriginal Education Consultative Group, Schools as Community Centres and the Aboriginal Environmental Health Unit. After the initial pilot, the project received NSW Environmental Health Unit funding to support Aboriginal and Torres Strait Islander families, recognising the higher likelihood of food insecurity among this group. Funding would also support the high population of Aboriginal and Torres Strait Island students at the local primary schools – 22% at Northlakes and 14% at Blue Haven. We launched Aboriginal Lunchbox Connection in term 1 2021. This involved two additional components:

- Employing an Aboriginal community liaison officer two days per week at the Epicentre.
- Providing weekly food hampers containing nutrient-dense foods for a healthy lunchbox, supporting families to access healthy foods and build relationships with the service.

Over the six months, all Aboriginal and Torres Strait Islander families in both schools were offered the program. Once established, staff ran a Quick Meals for Kooris (see page 54) healthy cooking session with parents and carers from families accessing the program.

We also continued to offer the Lunchbox Connection program to non-Aboriginal students identified by the schools as in need, while the Epicentre connected their families to wraparound services.

### Achievements

- 100% (192) of Aboriginal students and families provided with a lunchbox pack and offered the Aboriginal Lunchbox Connection program.
- 60 Aboriginal families with a total of 261 family members now engaged with the Epicentre, receiving weekly food hampers, while 61 referrals were made to other support services to address their needs. Data from the 2016 census revealed there are 837 people in San Remo and Blue Haven identifying as Aboriginal or Torres Strait Islander. This means the program has potentially supported 31% of the total Aboriginal population in the area.
- 32 non-Aboriginal families received a lunchbox pack and offered the Lunchbox Connection program.
- 12 non-Aboriginal families accessed support at the Epicentre, with 10 referrals made to other support services and programs.

### Look out for...

- Continued development of the Aboriginal Lunchbox Connection program, with a focus on transition to school and sustainable support for families experiencing food insecurity.
- More support for non-Aboriginal families.

## THE NUMBERS



100%

192 ABORIGINAL STUDENTS AND FAMILIES

Aboriginal students at Northlakes and Blue Haven public schools and their families provided with a lunchbox pack and offered the Aboriginal Lunchbox Connection program

## THE PARTNERS

San Remo Neighbourhood Centre (Epicentre)

Aboriginal Education Consultative Group

Blue Haven Public School

CCLHD Nunyara Aboriginal Health Unit

Northlakes Public School

NSW Department of Education

NSW Environmental Health Unit

Schools as Community Centres



## THE STORY

# Healthy School Canteens

Supporting primary and secondary schools to increase the availability of healthy food and drink options in their canteens

### Why are we doing this?

Childhood overweight and obesity is an increasingly complicated and concerning public health issue. Currently in NSW there are 1.13 million students aged between 5–16 years of age and it has been reported that one in five of these, equating to 226,000 students, are considered above a healthy weight range.

Children who are above a healthy weight are more likely to have poorer health and wellbeing, compared to children at a healthy weight. For example, they have an increased risk of developing weight-related health issues like asthma, insulin resistance, high blood pressure and high cholesterol, which are risk factors for chronic disease. Children can also develop emotional health concerns, like depression and anxiety. They are also more likely to remain above a healthy weight into adulthood, placing them at an increased risk of developing chronic disease later in life.

A range of individual, social and economic risk factors have led to an environment that promotes excessive energy (kilojoule) intake, while decreasing opportunities for incidental and physical activity. The school canteen is an opportunity to promote healthier everyday food and drink choices for school students, and is part of a coordinated health promotion strategy aiming to encourage healthy eating and physical activity for students at school.

### How did we do it?

In partnership with CCLHD Nutrition Services, the Health Promotion Service uses a range of approaches to support schools and their canteens to increase the availability and promotion of healthy food and drinks. These approaches are built around the framework provided by NSW Government's Healthy School

Canteen Strategy, and include:

- Evaluating canteen menus and providing feedback on areas of improvement.
- Assisting canteen managers to complete their applications when applying for their NSW Menu Check accreditation.
- Providing funding incentives for canteens to purchase specialised equipment that can be used to improve the food and drink choices available to students.
- Hosting Canteen Network meetings online to provide opportunities for canteen managers to network, share ideas and discuss a range of related topics.
- Supporting and growing the Central Coast Canteen Managers Facebook group to encourage easier communication and collaboration within this community.
- Continuing to support the canteens quarterly newsletter, Apple Cart, which provides a summary of helpful information that has been delivered throughout the school term.
- Providing primary and secondary schools with local recognition of their achievements through the Central Coast Healthy School Canteen Award.

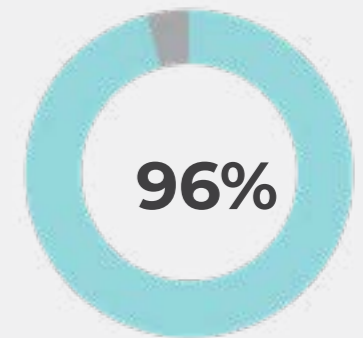
### Achievements

- 96% of public primary and secondary schools on the Coast are now meeting the NSW Healthy School Canteen Strategy, exceeding the state average of 92.3%.
- Supported school canteens to complete their two-year menu checks, with many canteen managers demonstrating extensive knowledge and understanding of the strategy. Currently, 33 out of 34 primary schools and four out of six secondary schools across all education sectors (public, independent and Catholic) have passed their two-year menu checks.
- Adopted new technologies to provide continual support in a COVID-safe environment. This included introducing online network meetings and professional development opportunities, relaunching the Apple Cart newsletter, and growing the Canteen Managers Facebook group.
- Refreshed the Central Coast Canteen Network.

### Look out for...

- State-wide review of Healthy School Canteen Strategy support model.
- Launch of a state-wide centralised support service.
- Innovative online resources and interactive digital case studies showcasing Central Coast canteens on the Health Promotion website.
- More schools supporting healthy eating behaviours through the adoption of the NSW Healthy School Canteen Strategy.

## THE NUMBERS



primary and secondary schools on the Coast meeting the NSW Healthy School Canteen Strategy, exceeding the state average of 92.3%

## THE PARTNERS

CCLHD Nutrition Services (joint project lead)  
 Association of Independent Schools NSW  
 Broken Bay Catholic Diocese  
 Centre for Population Health  
 Healthy Kids Association  
 NSW Department of Education





Gorokan Public School garden garlic

## THE STORY

# Central Coast School Garden Interest Group

A network to share expertise and ideas for the school kitchen garden

### Why are we doing this?

A whole-of-school approach to health promotion is best practice to promote healthy behaviours amongst school students; a school garden can be one aspect of this approach. Participation in a school garden program has been shown to help improve knowledge and confidence in relation to growing, preparing, cooking and eating a diverse range of fresh foods among Australian children. Further, it can empower students to make healthy food and activity choices in order to promote personal and community health and wellbeing.

Approximately 40% of schools surveyed in the NSW School Physical Activity and Nutrition Survey (SPANS) 2015 have a school kitchen garden, with a higher proportion of rural (62.5%) than urban (36.1%) schools. For some schools, the garden contributes to curriculum activities, cooking classes, school sustainability commitments, focused student wellbeing activities and produce for healthy fundraising and the school canteen.

### How did we do it?

We held our first-ever online workshop in term 4 2020, which presented an opportunity to reconnect the network after more than 12 months.

- Christine Freeman, principal at Rumbalara Environmental Education Centre, presented an overview of the Sustainable Schools Grant.
- Point Clare Public School, previous recipients of the grant, presented their school's progress as a result of the funding.
- We premiered our [Patch to Plate recipe videos](#).
- The virtual garden tour featured videos and images submitted by Empire Bay Public School, Mannering Park Public School and Gorokan Public School.
- Health promotion officer Nina Kingon presented a new segment, Chop and Chat – culinary conversation starters such as 'Do carrots really help you see in the dark?'

- Gorokan Public School teacher Kelly King presented an interactive activity – how to make seed tape. All participants received the resources to participate in the activity prior to the workshop.

Term 1 2021's online workshop had a focus on native bees.

- Ben MacAndrews, from the Wild Pollinator, presented on native bees and the benefits for kitchen garden produce and biodiversity. He also demonstrated how to build a bee hotel using readily available materials.
- Christine Freeman presented shelf-ready curriculum resources relating to native bees.
- The Chop and Chat session focused on examples of biodiversity in human biology and the importance for human health.

In addition to the workshops, we moderate a private Facebook group to enable members to share ideas and issues on a continual basis.

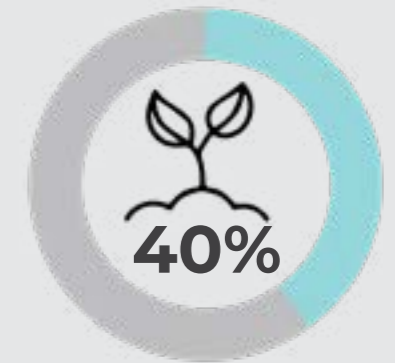
### Achievements

- Increased engagement with the School Garden Interest Group, with a quarter of all Central Coast schools attending at least one workshop and up to four teachers attending from one school.
- 100% of teachers at both workshops indicated they would attend another online school gardens network.
- Innovative delivery of a hands-on activity, how to make seed tape, via video conference.
- Increased opportunities for schools to share ideas and expertise via the virtual garden tour. Feedback demonstrated networking and sharing ideas was valuable to teachers.
- The Chop and Chat segment reinforces the link between the school garden, environment and human health by featuring conversation starters and quirky facts. One participant indicated already using them in class the next day!
- More than 450 views of our Patch to Plate recipe videos on YouTube. Positive feedback included: "The recipes and recipe videos help to make the Paddock to Plate more achievable" and "You have done a great job with the recipe part to show that cooking is achievable in the classroom."

### Look out for...

The Harvest for Health Grant, a partnership between Health Promotion and Rumbalara Environmental Education Centre. The grant is designed to support the creation of supportive school environments for healthy eating, physical activity and environmental sustainability via school produce gardens and/or kitchens.

## THE NUMBERS



schools surveyed in the NSW School Physical Activity and Nutrition Survey who have a school garden

## THE PARTNERS

Rumbalara Environmental Education Centre  
 Association of Independent Schools NSW  
 Catholic schools – Diocese of Broken Bay  
 Central Coast primary schools  
 NSW Department of Education



## THE STORY

# Go4Fun

Improving the self-esteem, eating habits and physical activity levels of children above a healthy weight

### Why are we doing this?

[Go4Fun](#) is a free 10-week program for NSW children aged 7-13 who are above a healthy weight, and their families. Run by trained health professionals, it's a fun way to build self-esteem and learn about eating well, staying active and living a healthy life. The program encourages children to develop healthy habits, fosters families learning together, and supports parents and carers to provide healthy home environments.

There are an estimated 30,422 children aged 7-13 on the Central Coast, meaning the Go4Fun program has the potential to support a large number of local children.

On average, children who complete the Go4Fun program achieve statistically significant improvements in self-esteem, increases in vegetable, fruit and water consumption, and increases in physical activity.

### How did we do it?

With a global pandemic greatly affecting delivery of programs and the way we work with families, in 2020-21 our focus was on creating community awareness, shifting towards digital communication platforms for promotion and engagement, and creating greater flexibility and adaptability in the program and within the program team.

We also embraced a greater focus on future programs and longer-term sustainability of community engagement by exploring new ways of working with stakeholders and partners. This included:

- Passionate and dedicated program leaders who came together to support COVID-safe delivery of programs and embraced the opportunity for professional and program development.

- Offering Go4Fun Online as an alternative to face-to-face programs for Central Coast families during COVID-19.
- Creating COVID-safe plans and procedures to ensure safety of all our staff and program participants, while maintaining a fun learning environment.
- Developing and adapting program resources to better suit a COVID-safe environment. This included the production of a "virtual supermarket tour" to take families on a shopping adventure to learn how to read labels and choose healthier options at the supermarket. We involved our Go4Fun leaders in creating the tour and piloted it at our programs, with excellent feedback from both program leaders and families.
- Organising fun and active end-of-term celebrations to reward the commitment and achievements of all families involved, including a trip to Flip Out for one group and a night of bowling for the other.
- Executing dynamic creative advertisement campaigns using Facebook and Google Ad's artificial intelligence, testing messages to see what resonated best with parents to help inform future campaigns.
- Exploring new advertising platforms such as Spotify and Google display and search to increase program awareness.

### Achievements

- Successfully delivered two COVID-safe programs during term 2 2021, at Killarney Vale Public School and Green Point Community Centre, with 15 eligible participants and an 80% attendance rate.
- Secured a new partnership with Bungree Aboriginal Association to deliver future Aboriginal Go4Fun programs to our Aboriginal community on the Central Coast.
- Across three bursts of digital advertising on Facebook, Spotify and Google, running for approximately three months in total, achieved:
  - 262,050 reach (excludes Google)
  - 721,861 impressions
  - 6,693 link clicks at a cost per link click of just \$0.81, making it significantly more efficient than the healthcare sector average of \$1.80

### Look out for...

- Aboriginal Go4Fun run jointly with Bungree Aboriginal Association in coming terms.
- A Go4Fun TV commercial coming to your screens soon.
- Pool programs over the summer terms.

## THE NUMBERS



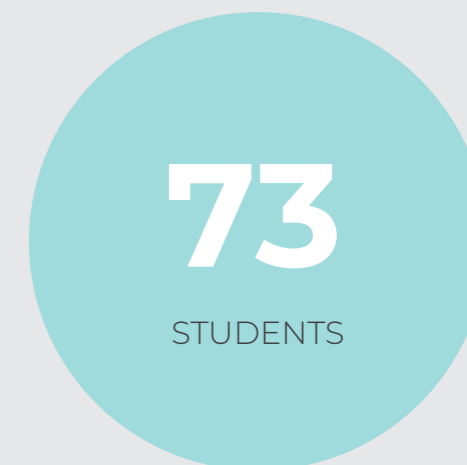
attendance rate  
across two programs

## THE PARTNERS

Bungree Aboriginal Association  
Better Health Company  
Centre for Population Health  
Green Point Community Centre  
Killarney Vale Public School



## THE NUMBERS



from three Central Coast secondary schools took part in the YourWay pilot

## THE STORY

# YourWay

Engaging and empowering students to develop sustainable solutions for health issue in their school

### Why are we doing this?

One in five secondary school students aged 12–18 are above a healthy weight range and less than 20% meet the national recommendation of 60 minutes a day of physical activity. Reports also indicate teenagers are more likely to participate in risky behaviour, while one in seven young people experiences mental wellbeing issues – a figure that is on the rise.

A literature review conducted by the Health Promotion team found there are limited health interventions that achieve sustainable success in targeting young people and encouraging healthy behaviour change to reverse these health trends. There is also an abundance of evidence that suggests including young people throughout the decision-making process will yield better, sustainable results.

This evidence forms the foundation of YourWay, an initiative that combines the principles of student-centred whole-school approaches, with the collaborative power of 'design thinking'. Students are provided a supportive environment to raise health issues important to them and their school. This allows them to develop and lead innovative projects in healthy eating, physical activity, risky behaviour and wellbeing that will contribute to improving health outcomes for young people in their school.

### How did we do it?

We initiated a small pilot to deliver YourWay to students between years 8–11 at three Central Coast high schools. A different version of YourWay was implemented at each school, with variations in the year group involved, as well as the number and length of

workshops trialled with the students. Even though the delivery mode was different, all schools followed the same design thinking process.

Participating students were led through the seven stages of the YourWay design thinking model. Each group investigated, identified, brainstormed, prototyped, tested, launched and evaluated their ideas for addressing a variety of health concerns acknowledged by their student cohorts.

Each of the stages of YourWay were delivered through inclusive, high-energy teaching practices, devised to increase the creativity and collaboration of each group. This approach ensured each participant was able to have the best opportunity to have their voice and opinion heard.

As the groups moved through each stage of the design thinking process, ideas were explained and, using a silent polling technique, voted on to decide which path the group would follow. Throughout the delivery of pilot, observations along with teacher and student feedback have been gathered and will guide future development of the YourWay program.

### Achievements

The YourWay pilot was delivered to 73 students from three Central Coast secondary schools. A variety of projects were identified for schools to pursue:

- Funky Fruit Friday promoting the consumption of fruit
- Portable water stations at school sporting events
- Increased access to sports equipment at recess and lunch
- Purchasing of African drums to encourage cultural dance as a medium to increase physical activity
- In-school sporting competitions
- Organisation of vaping workshops and creation of vaping resources
- Student peer learning about risky behaviours

### Look out for...

Implementation of the YourWay program in a further three Central Coast Secondary schools.



## THE NUMBERS



**85**  
SCHOOLS

across NSW involved in  
the Thirsty? Choose Water!  
research program

## THE PARTNERS

- Central Coast Local Health District volunteer workforce
- Hunter New England Local Health District
- Mid North Coast Local Health District
- NSW Department of Education
- NSW Ministry of Health
- NSW Regional Health Partners
- NSW Schools Infrastructure – Hunter New England and Mid North Coast
- Secondary schools within each health district

## THE STORY

# Thirsty? Choose Water! research project

Supporting students to choose water over sugary drinks

### Why are we doing this?

Nearly half (45.4%) of NSW children aged 5–15 years regularly drink sweetened drinks. According to the 2016 census, there are 921,193 children 5–14, meaning there are well over 400,000 children in NSW who regularly drinking sweetened drinks. Furthermore, children aged 12–15 years are more likely to drink sweetened drinks regularly (60.3%) compared with children aged 5–11 years (36.4%).

Thirsty? Choose Water! addresses this increase during adolescence by promoting water as the main drink of choice and discouraging sugary drink consumption within the secondary school setting. It adopts a whole-of-school approach, with three main strategies: PDHPE class lessons, school-wide promotions and the installation of a chilled water station on school grounds.

There is a scarcity of Australian studies on school-based interventions to reduce sugary drink intake for secondary school students. This research project aims to address this.

### How did we do it?

Thirsty? Choose Water! has now involved 85 schools across five local health districts via two grants, the Translational Research Grants Scheme (TRGS) and Medical Research Future Fund (MRFF). The research was piloted initially within Central Coast Local Health District and then progressed in three phases:

- Phase one (2017–2020): TRGS study where the intervention was tested in the Central Coast, Illawarra Shoalhaven and South Western Sydney local health districts involving a total of 61 schools.

- Phase two (2019–2021): MRFF study where the intervention was tested in the Mid North Coast and Hunter New England local health districts involving 24 schools with the aim to further extend the research to inner and outer regional and remote areas.
- Phase three (2021): an audit of the installation of chilled water stations and current concerns regarding student consumption of sugary drinks amongst teachers in secondary schools via phone and online surveys. Teachers expressed a high level of concern and a need for both chilled water station installation and a coordinated health promotion strategy to address this. PDHPE teachers went in the draw to win a chilled water station by completing the online survey.

Results of the TRGS and MRFF have demonstrated positive outcomes in drink selection amongst adolescents and a high level of acceptability of the intervention by schools.

### Achievements

- 85 schools across NSW have been involved in the research.
- The intervention has been rigorously evaluated and demonstrated positive outcomes for student drink choice

within secondary schools across major cities, inner and outer regional and remote areas.

- All three research phases have confirmed that the chilled water stations are both popular and well suited to the secondary school environment.
- Thirsty? Choose Water! is now an evidence-based intervention to help address the current expressed needs of PDHPE teachers.

### Look out for...

- Publication of additional Translational Research Grant Scheme and Medical Research Future Fund research papers.
- Further translation of the Thirsty? Choose Water! intervention.
- Thirsty? Choose Water! activities among the seven schools across Central Coast, Mid North Coast and Hunter New England who won a chilled water station.



## THE STORY

# Thirsty? Choose Water! translational resources

Turning a research project into a public behaviour change campaign

### Why are we doing this?

Results from our Thirsty? Choose Water! research project (see page 22) indicated educational resources were effective in encouraging teens to choose more water and discouraging sugary drinks.

At the end of the study, we shared these materials publicly to spread the benefits of choosing water beyond just those who took part in the research. Funding was also provided from NSW Health's Translational Research Grant Scheme to supplement materials created for the research with additional 'translational' resources that would help continue its legacy and build on the behaviour change inroads it had made.

### How did we do it?

Following an extensive procurement process, we commissioned communications agency P4 Group to devise and implement an integrated communications campaign based around the following facets:

- An updated Thirsty? Choose Water! brand and water drop character to help bring it to life and in line with an adolescent audience. This involved testing different options, including the existing brand, with high school students.
- Media relations with updates on the research findings and including case studies of schools who took part.
- An [animation](#) featuring the new water drop character and newly developed sugary drink characters summarising the benefits of drinking water over sugary drinks.
- Factsheets for [students](#) and [parents and carers](#) with information and tips to get them choosing water.
- Graphics with facts and messages encouraging consumption of water for use with traditional and social media and on other communications channels.
- A new, more public-friendly [Thirsty? Choose Water! website](#) with dedicated sections for teachers, students and parents and carers, including features such as a sugary drinks calculator and mythbusters, and housing all of our new creative assets.
- Work with a specialist development company to produce a fun and engaging behaviour change app called Aqua Sprint,

available on the [Apple App](#) and [Google Play](#) stores.

- Organic and paid-for Facebook activity to promote the new website and specific resources.
- A [fundraising pack](#) with ideas, advice and promotional resources to support schools who wish to fundraise for a chilled water station.

This activity was supported by a [school toolkit](#) to help schools implement the Thirsty program into their curriculum and school environment. The toolkit contained stage 4 lesson plans, classroom activities, PDHPE teacher training and promotional materials. We also developed a Friends of Thirsty starter pack with free resources including posters and stationery to encourage take up of the program.

Through an additional funding source, we ran a competition to give away chilled water stations to two secondary schools on the Central Coast. The competition asked schools to tell us how they would continue the legacy of the Thirsty research by promoting the benefits of drinking water in their school.

### Achievements

- 805 website sessions in the eight weeks following its launch.
- 188 downloads our Aqua Sprint app and a five-star average rating on both Apple and Google.
- During the one-month Facebook marketing campaign:
  - 73,342 people reached
  - 231,935 impressions
  - 252 unique landing page views at a cost per link click of \$0.95
  - \$12.59 average cost per app install during the course of the paid-for Facebook campaign
  - 61 goal completions (i.e. resource or app downloads, or lead generation forms completed) for a goal completion rate of 7.56%
- 288 views of our animation on YouTube.
- 10 articles resulting from media relations activity, with a 486,372 reach and 100% positive sentiment.
- Nine positive testimonials or case studies from schools in three different LHD areas who are successfully implementing the Thirsty program in their curriculum.
- Seven Central Coast high schools entering our chiller competition, each indicating continued implementation of the Thirsty program in their curriculum and use of our resources.

## THE NUMBERS



805

WEBSITE VISITS

in the eight weeks following its launch

## THE PARTNERS

NSW LHDs – Hunter New England; Illawarra Shoalhaven; Mid North Coast; South Western Sydney

NSW School Infrastructure – Hunter New England; Mid North Coast

Secondary schools on the Central Coast

Thirsty? Choose Water! Advisory Group



## THE STORY

# Get Healthy Information and Coaching Service

Supporting people to set and achieve personal healthy lifestyle goals

### Why are we doing this?

Leading an unhealthy lifestyle can cause serious health issues like type 2 diabetes, high blood pressure, heart disease, strokes, some cancers, mental illness, and many chronic diseases. Fortunately, it's never too late to make lifestyle changes that can improve your health.

[The Get Healthy Information and Coaching Service](#) is a telephone-based coaching service designed to help people make those positive lifestyle changes. The service is overseen by NSW Health and sees participants receive up to 10 free telephone-based health coaching calls over six months from a qualified health professional. Coaches work with individuals to set personalised healthy lifestyle goals on:

- healthy eating
- becoming more active
- reaching and achieving a healthy weight
- reducing alcohol intake
- achieving a healthy weight gain in pregnancy

Get Healthy has the potential to support a large number of people in our communities as data from the NSW Population Health Survey in 2019 estimates on the Central Coast 57.3% of adults (aged 16 or over) are overweight or obese. According to population estimates, this equates to 158,566 people in our region. NSW Health identifies referrals from health professionals, particularly midwives, to the Get Healthy Service as a key performance target for our LHD.

### How did we do it?

To increase enrolments for Get Healthy, we develop partnerships with health professionals who can refer people to the service, including those within the District and in general practice. As such, we routinely provide health professionals with information, data, resources and any additional support, including training, they need to make referrals. Specifically, in 2020–21 we supported the rollout of NSW Health's e-maternity digital referrals training to midwives, providing incentives to drive participation.

We also volunteered to participate in a four-month pilot trial for a new Get Healthy Cancer Program, working closely with CCLHD's Cancer Services team to drive referrals. Additionally, we were one of only four districts to pilot promotion of the revamped Get Healthy [Alcohol Reduction Program](#). We quickly secured support from five partners to spread the word, including drug and alcohol, older people's mental health and Aboriginal services from the District and Hunter New England and Central Coast Primary Health Network. We provided presentations to arm partners with knowledge about the program, working with each to draw up their own action plan. Activity included an emphasis on communication pathways including websites, digital newsletters, local print publications and social media. Messages were aimed at both health professionals and the general public, and unique codes were supplied to track what activity worked best. We also produced and distributed stickers to health professionals for them to stick on their laptops or tablet devices as a reminder of the service and the telephone number and web address for referring.

### Achievements

- 935 Central Coast residents registered for Get Healthy during 2020–21, of which 829 were referrals from CCLHD health professionals. This is more than double the target set by NSW Health for health professional referrals.
- By far the largest proportion (around half) of referrals came from NSW Health's key referral target group of midwives.
- 598 people registered for the Get Healthy in Pregnancy program, beating our target of 487.
- 29 referrals from CCLHD health professionals during the cancer program pilot campaign, representing 10% of referrals in NSW. Of those referred, more than 80% enrolled in the program, compared to an average of 64% across the whole the state.
- 351 enrolments into the program, made up of:
  - 144 Get Healthy in Pregnancy
  - 103 Get Healthy Standard Program
  - 83 Diabetes Program
  - 20 Pilot Cancer Program
- 36 midwives completed the e-maternity digital training along with pre- and post- surveys, representing more than a third of the antenatal staff.

### Look out for...

- Professional development training in weight management for local pharmacists, delivered in partnership with the Pharmaceutical Society of Australia.
- Prescription covers promoting Get Healthy to pharmacists.

## THE NUMBERS



935

REGISTRATIONS

to the Get Healthy Service  
from Central Coast residents

## THE PARTNERS

CCLHD departments and services – Cancer; Diabetes Centre; Drug & Alcohol; Nunyara Aboriginal Health Unit; Osteoporosis Re-fracture Prevention; Specialist Mental Health Services for Older People

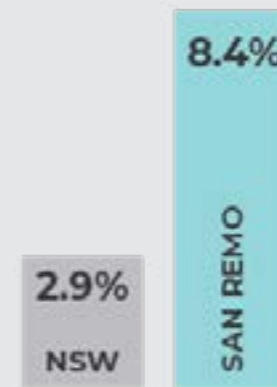
CCLHD health professionals including midwives, dietitians and chronic care teams

Centre for Population Health

Hunter New England and Central Coast Primary Health Network



## THE NUMBERS



San Remo population identifying as Aboriginal or Torres Strait Islander – much higher than NSW

## THE PARTNERS

- Aboriginal Education Consultation Group
- Primary / secondary schools in Blue Haven, Budgewoi, Lake Haven
- CCLHD Nunyara Aboriginal Health Unit
- Central Coast Council
- COHEAL
- Environmental Health Unit
- NSW Department of Education
- Office of Sport
- San Remo Neighbourhood Centre (Epicentre)
- Roads and Maritime Services
- Schools as Community Centres
- TAFE NSW

## THE STORY

# Activate Your Space

A collaborative, place-based approach to increasing physical activity, healthy eating and social connectedness in suburbs with poorer health

### Why are we doing this?

Activate Your Space has progressed from its primary focus to increase physical activity participation in local communities, to a broader focus of the environment that supports the health and wellbeing of a community.

The Childhood Obesity/Healthy Eating Active Living Committee (COHEAL) has identified the suburb of San Remo as a priority area in which to work collaboratively due to its high health inequities and complex needs.

San Remo's population of 4,351 has a high proportion of young families, with 953 children aged 0–14 years, making up more than a fifth of the population. Its SEIFA (Socio-Economic Indexes for Areas) score is 932.1, compared to Gosford Central District's 985.9 and NSW's 1001. There are 365 residents identifying as Aboriginal or Torres Strait Islander. This is 8.4% of the population, compared to NSW's 2.9%.

In a short space of time the community has been hit by fires, floods, and COVID-19, which has seen more families than usual in need of support. The community tends to be "over-consulted", so our approach focused on understanding the best way to find out the immediate needs of this area and then how to support them.

San Remo also has a well-established neighbourhood centre that provides a strong anchor within the community for networking, community consultation and for sustainable initiatives to be trialled and established.

Place-based work is a shift for Health Promotion, with our work generally across settings in a whole-of-population approach.

We are learning what our role in this work looks like, and our approach in this community will be evaluated to form a model to apply to other suburbs on the Central Coast in relation to need and/or opportunity.

### How did we do it?

We consulted with stakeholders and champions within the community, like the San Remo Neighbourhood Centre (Epicentre), who could help us understand health-related issues important to the community.

We identified and prioritised opportunities to address some of the issues raised and assisted the community, government and non-government organisations to put actions into place, including:

- Establishing a working group on food relief and access to wraparound support services and programs in the San Remo and nearby Blue Haven suburb.

- Successfully applying for a grant through the NSW Environmental Health Unit for a pilot food relief project for families in primary schools at San Remo and Blue Haven.
- Promoting Central Coast Council's consultation on the upgrade to John Pete Howard Reserve and conducting our own face-to-face surveys with park users about what they want in the new playspace. This information was fed back to Central Coast Council for consideration.
- Conducting pathway observations at John Pete Howard Reserve, counting the number of people using the park and the shared pathway around Budgewoi Lake. This added to data collected over the past three years to form a larger picture of physical activity in the area.
- Collaborating with Northlakes High School, three local primary schools and Central Coast Council to develop a transition to high school artwork project. This will contribute to the aesthetics of the new playspace at John Pete Howard Reserve and serve as a way for the students to feel more connected with the high school and their local community.

In addition, we engaged the COHEAL Working Group on our activities, as well as other opportunities to work in the San Remo area. We have also earmarked San Remo as an area of priority to saturate with existing Health Promotion projects.

### Achievements

- Strong relationships developed with San Remo Neighbourhood Centre, Northlakes Primary School, Blue Haven Public School and Northlakes High School to drive priority actions.
- Devised and implemented Lunchbox Connection (see page 12), a pilot food relief program for families of school-aged children. Identified students, along with their families, are being supported to bring a healthy lunch to school by being

given a lunchbox, water bottle, 'what to pack in a lunchbox' resource, access to the school pantry for emergency food and a local supermarket voucher.

- Secured funding to pilot Aboriginal Lunchbox Connection in Blue Haven and Northlakes primary schools. This enabled a part-time Aboriginal community liaison officer to be employed in San Remo Neighbourhood Centre to coordinate the project for Aboriginal families, including linking with other wraparound support services.
- 72 community engagement surveys received for the playspace upgrade at John Pete Howard Reserve. Construction of the new playspace is underway.
- 36 Aboriginal students from Northlakes, Blue Haven and Budgewoi public schools will be involved in creating Aboriginal artwork that will be installed at the reserve.
- COHEAL is investigating options for including amenities and a pedestrian crossing at the reserve with Central Coast Council.
- The Office of Sport is seeking feedback from local schools on barriers to uptake of Active Kids Vouchers in San Remo and suggestions on ways to engage more students in physical activity outside of school.
- Northlakes Primary School to host future Go4Fun program.

### Look out for...

- The new playspace at John Pete Howard Reserve, including the Aboriginal artworks produced by local schools.
- Observations continuing at the reserve to see whether the playspace upgrade increases the use of both the reserve and existing pathway around the Budgewoi Lake.
- A new San Remo/Blue Haven Physical Activity challenge led by the Office of Sport in partnership the Health Promotion Service and San Remo Neighbourhood Centre.



## THE STORY

# Go Active 2 Work

Encouraging adults to walk, cycle or take public transport to work

### Why are we doing this?

Physical activity is vital for us to maintain good health, however, on the Central Coast well over a third (38.1%) of adults aged 16 years or over are insufficiently active. This means an estimated 105,434 Central Coast residents do not get the recommended minimum 150 minutes of moderate or vigorous physical activity a week.

Active transport – that is walking, cycling or taking public transport – provides a convenient way to accumulate some, if not all, of the physical activity required to maintain and improve health and wellbeing.

Go Active 2 Work (GA2W) aims to get more Central Coast adults active by encouraging and supporting increased use of active transport for trips to work.

### How did we do it?

Capitalising on COVID-19-motivated bike sales and ownership and visibly increased levels of recreational walking and cycling in the community, whilst also working within COVID-19 restrictions, we employed a variety of communication strategies to raise awareness amongst CCLHD staff and the Central Coast community about the benefits of active transport, the enablers and the opportunities (e.g. new walking and cycling infrastructure, programs and events).

Whilst recognising the real and perceived barriers to active transport for many Coasties, we endeavoured to attract ‘champions’ that could help normalise walking and cycling as modes of transport on the Coast.

Staff and community were encouraged to register on the [GA2W webpage](#), after which they received a GA2W welcome pack and the monthly GA2W e-news, including a reminder about Central Coast Go Active 2 Work Day – the third Wednesday every month. In October 2020, we celebrated Go Active 2 Work Day’s tenth anniversary with events in Gosford City Centre and at Wyong Hospital.

The Central Coast GA2W Days provided Coasties with a regular nudge and opportunity to join in a cycle, walk or public transport trip to work. When not restricted by COVID-19, Gosford-based workers had the 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.

We promoted major events such as Diabetes Australia Walk to Work Day, National Ride2Work Day and World Bicycle Day through a variety of internal and external communications channels, raising the profile of walking and cycling as healthy, easy, low cost and environmentally friendly transport options for short trips.

On behalf of CCLHD staff, we continue to work with CCLHD Redevelopment on delivery of the Gosford Hospital Workplace Travel Plan and the Wyong Hospital Green/Workplace Travel Plan and maintain advocacy for the provision of bicycle parking and end-of-trip facilities (change, shower and locker facilities).

In a bid to get more local business and workplaces on board the active transport bandwagon, we cross-promote NSW Health’s Get Healthy at Work program, particularly the Active Travel focus area, September and Biketober events.

### Achievements

- Grew the GA2W community to 377 staff and community members.
- Provision of new secure staff bicycle parking facility within the new Gosford Hospital multi-storey parking station, new public bike parking in the pedestrianised section of Holden Street, and end-of-trip facilities in the new Central Coast Clinical School and Research Institute building.

### Look out for...

- Commissioning of the new secure staff bicycle parking within the new Gosford Hospital multi-storey parking station.
- Commissioning of new secure staff bicycle parking and end-of-trip facilities in the new Block H at Wyong Hospital.
- Broadening the focus to encourage choosing active travel for any short trip.

## THE NUMBERS



**377**  
MEMBERS

of the Go Active 2 Work  
community

## THE PARTNERS

Bicycle Network

Bicycle NSW

Central Coast Council

Central Coast Bicycle User Group

Transport for NSW, Roads and Maritime  
Services





## THE NUMBERS



**132**

PARTICIPANTS

recruited across three quarterly programs

## THE STORY

# Healthy and Active for Life

Increasing older adults' knowledge, skills and confidence to lead healthy and active lives

### Why are we doing this?

It's estimated there are 102,340 people aged 60 or over living on the Central Coast. This makes up more than a quarter (28.6%) of the population and is much higher than the state average (23.2%). It is anticipated that over the next 15 years that number will increase by nearly a third to 135,160.

Compared to their less active peers, older adults who are physically active have:

- Lower rates of death, coronary heart disease, high blood pressure, stroke, type 2 diabetes, colon cancer and breast cancer.
- Higher levels of functional health, a lower risk of falling and better cognitive function.

Healthy and Active for Life is a free 10-week online program for people aged 60 or over, or Aboriginal or Torres Strait Islander people aged 45 or over. Participants receive telephone support from their own phone coach, along with self-paced interactive healthy eating and lifestyle modules and exercise videos to do

in their home each week. The program is administered by NSW Health and delivered locally by Central Coast Health Promotion.

### How did we do it?

Older people's ability to be physically active in a social setting has been greatly impacted by the COVID-19 pandemic. In response, NSW Health fast-tracked an online version of the Healthy and Active for Life program, beginning in September 2020 and running every quarter thereafter.

Each quarter we recruit and train local exercise physiologists and fitness instructors as phone coaches to support participants through the program.

Participants are recruited through a concerted communications effort. This involves public relations, organic social media content and advertising in community magazines, newspapers, radio and on Facebook.

Program participants are encouraged to stay engaged in physical activity after the program by referring them to local exercise classes or outdoor pursuits. Our phone coaches also refer

participants to the free NSW Health Get Healthy Service (see page 26) as another avenue for ongoing healthy lifestyle support. With the program in its infancy, the Health Promotion team and phone coaches have helped adapt it over the year, by providing feedback to NSW Health about ways to make the program easier for older people to navigate and stay engaged.

### Achievements

Five phone coaches contracted and continuing with the program to date.

- 132 participants recruited across three quarterly programs with a 70% retention rate throughout the 10-week program.
- 26 participants referred to the Get Healthy Service.
- Across four Facebook advertising campaigns that ran for only approximately a month in total:
  - 28,245 reach
  - 44,796 impressions
  - 1,484 link clicks at an average click-through rate of 3.31%, significantly beating the Facebook healthcare sector average of 0.83%
  - A cost per link click of just \$0.25, making it much more efficient than the Facebook healthcare sector average of \$1.80

### Look out for...

Face-to-face Healthy and Active for Life programs in the near future.

## THE PARTNERS

Centre for Population Health



## THE NUMBERS



5,304

estimated number of 16–17-year-olds in NSW who obtained alcohol through sales to minors

## THE STORY

# Alcohol Sales to Minors

Reducing the supply of alcohol to under-18s

### Why are we doing this?

According to the most recent Australian Secondary Students' Alcohol and Drug Survey, 29% of 16–17-year-olds are current drinkers (had a drink in the last seven days). Based on Australian Bureau of Statistics population figures, this would equate to 53,034 16-17 year olds in NSW alone.

The survey also indicates 5% of 16–17-year-olds who are considered current drinkers, or 2,652 people, purchased alcohol in the last seven days. An additional 2,652 obtained their alcohol from a minor who purchased their own alcohol within the same week. This means 5,304 16-17-year-olds in NSW obtained alcohol through illicit alcohol sales to minors in that week alone.

### How did we do it?

This project typically sees us conduct surveys based on 18 and 19-year-olds approaching packaged liquor outlets and attempting to purchase alcohol without producing ID to monitor compliance with ID checking practices.

While COVID-19 prevented us from carrying out the surveys this year, we were able to work with the Foundation of Alcohol Research and Education (FARE) to provide a body of evidence to support controlled purchase operations (using an undercover minor to attempt to buy alcohol) when the Liquor Act 2009 was up for review.

Additionally, in July 2020 we won grant funding to partner with Hunter Medical Research Institute to conduct an economic

evaluation of the project. We are currently comparing our existing model of surveys and site visits to the cost of controlled purchase operations and subsequent outcomes. This evaluation is ongoing and results are due to be finalised later in 2021.

### Achievements

In December 2020, a legislative change allowed controlled purchase operations to be conducted for same-day alcohol deliveries.

### Look out for...

The finalised economic evaluation report which will inform a business case to utilise for further advocacy supporting controlled operations.

## THE PARTNERS

FARE

Hunter Medical Research Institute  
NSW Liquor and Gaming – Compliance



## THE STORY

# Say No to Vaping

Highlighting the health risks of using e-cigarettes to young people

### Why are we doing this?

In February 2021, a group of Central Coast youths made headlines when they used an e-cigarette on public transport. When the story was posted on ABC Radio's Facebook page, it created the most engagement from any story to date in 2021, with nearly 1,000 shares and more than 4,200 comments.

There was local outcry not only over the incident, but also regarding the lack of trustworthy information available about e-cigarettes, such as whether they are healthier than standard cigarettes, or a gateway to smoking tobacco.

This need for reputable information and resources was echoed during engagement with secondary school teachers and students through our YourWay program (see page 20) and through the day-to-day conversations we have with local schools and community organisations who work with young people.

Research into the risks associated with e-cigarette use is still emerging, however it suggests regular e-cigarette use is likely to have adverse health effects. Many e-cigarettes produce or emit vapour containing chemicals and toxins like formaldehyde and heavy metals that cause serious lung damage and even cancer.

Most contain nicotine, the same highly addictive chemical that's in regular cigarettes, despite this being illegal in Australia. The concern over e-cigarette use by young people isn't limited to the Central Coast; in 2017 one in five Australian students aged 16–17 had used an e-cigarette, and for those aged 12–15, one in 10 had tried one. With 80% of long-term smokers beginning by the age of 20, and serious links between e-cigarette use by young people and tobacco smoking, it is an alarming trend.

### How did we do it?

We set about developing a campaign that would provide the clear, trustworthy information and resources that our schools and community were desperate for.

We engaged a number of stakeholders to inform the development of campaign messages and resources, including secondary schools students and teachers, health promotion staff from other LHDs across the state, the District's Youth Health team and medical professionals.

A campaign titled Say No to Vaping was launched to coincide with World No Tobacco Day in May. It featured media relations activity, social media posts on the District and Health Promotion Facebook

pages and a dedicated [campaign webpage](#) with information and downloadable resources. Additionally, we distributed a communications toolkit directly to more than 150 local schools, organisations, and other CCLHD services to disseminate messages. The toolkit included animations, infographics, posters, social media tiles, mythbusters, FAQs and template newsletter copy. In addition to the campaign itself, other activity from the Health Promotion team has seen:

- Presentations to PDHPE and wellbeing head teachers, CCLHD's Youth Health and Child and Adolescent Mental Health Service to inform them of the health risks associated with e-cigarettes and support them to disseminate the message to at-risk groups.
- Regular liaison with secondary school principals and Brisbane Water and Tuggerah Lakes police districts to gain support and insight into the use of e-cigarettes amongst young people.
- Production of a [video featuring Dr Lyndon Bauer](#) answering some of the burning questions about e-cigarettes, uploaded to our YouTube channel.

### Achievements

- In the week following the campaign's launch, the Health Promotion website experienced:
  - 145% increase in traffic
  - 90% increase in page views
- 981 visits to the dedicated campaign webpage in the first month.
- Eight pieces of media coverage across print, online and broadcast, including on NBN, Star 104.5 and Coast Community News.
- Nine schools and community organisations such as sporting clubs sharing the campaign material on their social media.
- Two Facebook posts about the campaign on CCLHD channels generating a reach of 6,278, 6,484 impressions, 358 engagements (likes, comments, shares) and 599 post clicks.
- 24 social media posts (Facebook and Instagram) about the campaign from external organisations generating 2,321 engagements (likes, comments, shares).
- 919 views of campaign animations on social media.
- Two articles posted by schools on their website in support of the campaign.
- 562 views of our e-cigarette video on YouTube.

### Look out for...

Pre-recorded presentations for schools, primary school-focused resources and ongoing engagement and collaboration with the Central Coast community to further evolve the campaign.

## THE NUMBERS

145% ↑

increase in traffic to Health Promotion in the week of the campaign's launch, including



981  
VISITS

to the dedicated  
campaign webpage

## THE PARTNERS

Brisbane Water Police District

Central Coast secondary schools – principals,  
head teachers wellbeing, head teachers PDHPE

CCLHD Public Health

NSW Ministry of Health

Tuggerah Lakes Police District

# Smoke free because of me

Please respect other patients, families, visitors and staff by not smoking on Hospital grounds



## THE STORY

# Smoke-free LHD

Reducing smoking on hospital grounds

### Why are we doing this?

Under the Smoke-free Environment Act 2000 and the introduction of a smoke-free by-law in 2013, it is illegal to smoke on CCLHD grounds and fines can be issued for breaching this policy. Smoke-free policies work to reduce smoking and exposure to environmental tobacco smoke on hospital grounds. Research into this area highlights many ways to ensure policy compliance such as: communication and awareness raising, signage, enforcement, penalties for breaches, availability of nicotine replacement therapy (NRT), comprehensive smoking bans, mechanisms for monitoring compliance, and organisational changes. Despite this, smoke-free policy compliance is often reported to be sub-optimal and may be impacted by a number of challenges, particularly poor enforcement due to staff fear of aggression when approaching smokers. This means additional work is required to help get the message across and tackle some of these barriers.

### How did we do it?

Smoke-free LHD activity supports patients, staff and visitors to comply with the smoke-free by-law. Some of the ways Health Promotion does this includes:

- Participating in a Smoke Free Working Group, made up of representatives from a number of CCLHD departments, to plan strategies to implement our smoke-free policy.
- Conducting quarterly smoking counts in high-traffic areas at both Gosford and Wyong hospitals to monitor the effectiveness of these strategies.
- Involvement in the Excellence in Smoking Cessation Training, Education and Resources (ESTER) Project, an initiative to embed smoking cessation training in NSW Health services.
- Working with NSW Ministry of Health and Cancer Institute NSW to change clinical practice, championing for smoking status to become mandatory on patients' electronic medical records to help facilitate smoking cessation in an in-patient setting.

Patients are also supported through NRT vending machines at both Gosford and Wyong emergency departments, where they can purchase nicotine gum well below cost price.

In addition to this ongoing activity and intervention, in 2020–21 we:

- Oversaw installation of new signage in high-risk areas, such as Gosford Hospital's emergency department, car park and on Holden Street.
- Recorded and edited an educational video demonstrating how to approach people smoking on hospital grounds in an appropriate manner, which has been uploaded to the CCLHD staff intranet. With fear of aggression an issue for health service staff approaching smokers who are breaching smoke-free policies, the video aims to develop a standard protocol to facilitate low-risk and effective interactions between staff and smokers on CCLHD grounds.
- Issued an all-staff memo from CCLHD's chief executive on World No Tobacco Day to highlight our smoke-free policy and the resources available on our intranet to help people stop smoking, including our new educational video.
- Designed new 'Smoke Free Because of Me' posters that will soon be displayed inside hospital grounds.
- Drafted a paper on 'Assessing the responses of smokers to requests to stop smoking on hospital grounds'. The paper highlights that out of 200 interactions with people smoking on CCLHD grounds, only two low-levels of verbal aggression were found, showing the risk of encountering aggression when approaching smokers is minimal.

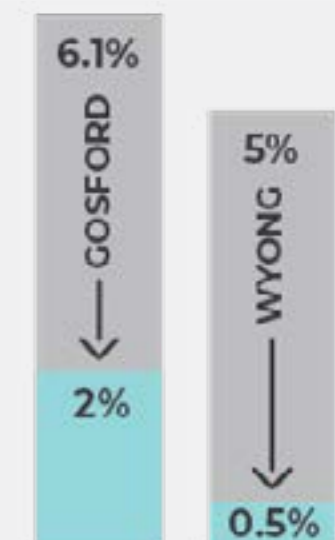
### Achievements

- Since the introduction of the by-law, smoking in high-profile areas has significantly reduced at both Gosford and Wyong hospitals. Our smoking count observations have shown:
  - Gosford Hospital: a drop from 6.1% of people in identified areas smoking to 2% (as of March 2020)
  - Wyong Hospital: drop from 5% to 0.5% (as of September 2020)
- The World No Tobacco Day all-staff email resulted in 163 visits to our smoke-free LHD intranet page.
- Our educational video has been viewed 116 times on the staff intranet.
- The paper 'Assessing the responses of smokers to requests to stop smoking on hospital grounds' was published in the Health Promotion Journal of Australia.

### Look out for...

A focus on ensuring the surrounding grounds of the new Central Coast Clinical School and Research Institute are smoke free, with Holden Street firmly in our sights.

## THE NUMBERS



percentages of people in identified smoking areas at Gosford and Wyong hospitals

## THE PARTNERS

Cancer Institute NSW

CCLHD departments and services – Communications; Education and Training; Fleet; outpatient services on Holden Street; Public Health; Security; Staff Health

CCLHD staff who ensure NRT is available to both staff and patients

Lynne Bickerstaff – Director of Nursing and Midwifery and Smoke Free Working Group Executive Sponsor

NSW Ministry of Health



## THE NUMBERS



1,200+

older residents reached via aged care provider presentations

## THE PARTNERS

Aged care providers

CCLHD departments and services – geriatric and rehabilitation units; Occupational Therapy; Osteoporosis Re-fracture Prevention

Private podiatrists

Retirement villages

Senior organisations

TAFE NSW Gosford

## THE STORY

# Falls are Preventable

Preventing falls and injury from falls by supporting older adults to be active, healthy and live independently

### Why are we doing this?

For an older person, a fall can be very serious and lead to loss of confidence, mobility and independence, and in some cases can be fatal. Fear of falling often restricts mobility, which increases the risk of falling. Falls are one of the main reasons older people go into aged care.

It's estimated there are 79,170 people aged 65 or over on the Central Coast – more than a fifth (22.1%) of the population, and well above the NSW average of 17.4%. Statistics show around a quarter of people aged 65 or over fall each year, with half of these experiencing more than one fall. One in two people over 80 years old fall each year.

This means more than 19,000 people on the Central Coast will experience at least one fall this year. And with our older population expected to increase significantly over the next few years, falls prevention is an increasingly important aspect of our work.

### How did we do it?

A major part of our work involves delivering presentations on active healthy ageing to key stakeholders. Presentations were restricted this year due to the COVID pandemic, however, we were still able to deliver a number to senior organisations such as retirement villages, church friendship groups and Probus to support and empower older adults to take action to reduce their risk of falls.

We also delivered a falls presentation to TAFE Gosford students studying a Certificate 111 in Individual Support (Ageing, Home and Community) to arm the next generation of aged care workers with knowledge on how to reduce falls for older people.

Presentations were also given to aged care providers to increase staff knowledge, ability and confidence in identifying falls risks. As a result of positive feedback received, we extended our support to include both Commonwealth Home Support and Home Care Packages providers. Additionally, we gave presentations directly

to older people living in aged care facilities, meaning we were able to address falls from both a personal and professional perspective.

We also provide ongoing support, resources and information to health professionals, both private and CCLHD staff. This includes providing them with falls prevention packs to give to patients who require surgery following a fall. This year we updated three 'Falls are Preventable' factsheets to include the latest information and tips.

We also made an approach to local private radiology services to see if our [Falls are Preventable factsheet](#) could be linked to the GP electronic x-ray and bone density report, or attached to a patient's results and records.

### Achievements

- Four falls presentations delivered to seniors' organisations and two delivered to TAFE Gosford students.
- Presentation on our aged care support offering delivered to Hunter and Central Coast Sector Support Network members.

- Eight aged care provider presentations given to direct care workers, with potential to reach more than 1,200 older residents who live independently in their own homes. This represents nearly a quarter (23.5%) of private aged care providers on the Central Coast – well above our annual target to conduct presentations to 10% of providers.
- 2,000 falls prevention packs distributed to patients with the support of other CCLHD departments.
- 15 [Falls are Preventable DVD requests](#) from health professionals across NSW.
- Partnership with radiology centre established to help distribute falls resources to its patients.

### Look out for...

Further support for students studying a Certificate 111 in Individual Support (Ageing, Home and Community), this time at TAFE Wyong. We are also investigating partnering with aged care providers, retirement villages and child care centres on an intergenerational project.



## THE NUMBERS



**3,500**  
INFORMATION PACKS

mailed to all aged  
care homes and  
organisations

## THE PARTNERS

- Aged care providers
- Commonwealth Home Support Program
- Health professionals – allied health and nursing
- Home care providers
- Primary carers
- TAFE NSW and registered training organisations

## THE STORY

# Nutrition and the elderly

Addressing poor eating habits, frailty and malnutrition in older adults

### Why are we doing this?

The Central Coast has a greater proportion of older people compared with the NSW state average. In 2021, 17.4% of the New South Wales population are aged 65 years or over. The Central Coast has a much higher older adult population, with 22.1% of the population aged 65 years or over.

Eating patterns of older people affect their ability to stay healthy as they age. Poor food choices and eating patterns increase the risk of an older person becoming frail and malnourished.

It is estimated that up to 30% of older adults in NSW aged 60 years or over are malnourished. Malnutrition can result in general poor health, frailty, increased risk of falls, delayed wound healing, urinary tract infections and constipation, and a significant increase in hospital admissions, which increase healthcare costs. Additionally, many older adults have one or more chronic

conditions that could be improved with appropriate nutrition intervention.

As there are a limited number of dietitians working in the community with frail older people, it is important to build capacity among service providers caring for older people, to act as nutrition advocates. These include providers of home care packages, Home Care Service, community nurses and domiciliary nursing providers.

### How did we do it?

Nutrition Services continually provides support such as training and [resources](#) to organisations caring for older people – whether CCLHD staff, aged care facility staff or primary carers – to increase their nutrition knowledge and skills.

This helps care providers develop the skills to use basic nutrition screening tools to screen people at risk of malnutrition and

suggest or encourage simple interventions to improve food intake for older people.

Leaflets and brochures on eating well are also provided directly to older people living in the community. In addition, Nutrition Services continually advocates for improvements in the nutritional care of independent older people at both state and national levels.

Specific activity in 2020–21, included:

- Delivering a guest lecture to 30 students studying Certificate 3 Individual Support – Aging/Home and Community Care at Gosford TAFE. Details on Nutrition Services' resources were provided along with how to obtain them.
- Conducting training for new facilitators of falls prevention program Stepping On on its nutrition component.
- Working with dietitians in community allied health and TRANSPAC (the Transitional Aged Care Program) to develop nutrition resources for their clients.
- Participating in a CSIRO (Commonwealth Scientific and Industrial Research Organisation is an Australian Government) webinar on aged care and providing feedback on specialised products it is developing for market.

- Updating the [Best Practice Food and Nutrition Manual for Aged Care \(Edition 2.2\)](#) chapter on swallowing to incorporate terminology used in the International Dysphagia Diet Standardisation Initiative.

### Achievements

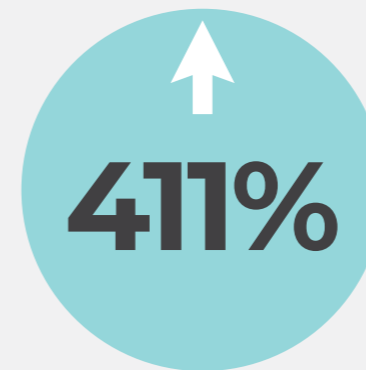
- With the assistance of the Hospital Volunteer Service, approximately 3,500 nutrition information packs were mailed to all aged care homes and organisations across Australia. Packs included promotional material for resources such as the Best Practice Food and Nutrition Manual for Aged Care, Eat Well for Life and Eating Well for Health and Independence, along with a copy of Eating Well.
- The new chapter in Best Practice Food and Nutrition Manual for Aged Care has been sent to 700 facilities who have the manual and to 3,500 aged care homes and organisations across Australia. It has also been incorporated into the electronic version of manual found on CCLHD website.

### Look out for...

Work to support reforms under the Royal Commission into Aged Care.



## THE NUMBERS



increase in young people confident in knowing how to get an STI screen following Wellbeing Day

## THE PARTNERS

CCLHD Drug and Alcohol Service  
CCLHD HIV & Related Programs

## THE STORY

# Sexual Health Wellbeing Day

Providing sexual health education to local students

### Why are we doing this?

Increasing condom use and testing rates for sexually transmitted infections (STI) among young people is a sexual health priority. Young people experience higher rates of STIs and lower screening rates when compared to the general population. In 2019, there were 2,116 chlamydia notifications in young people aged 15-24 years in NSW alone, which is almost 1.7 times the rate of people aged 25-29 years.

According to the Youth Health Framework 2017-24, more than half of chlamydia notifications in NSW are from young people aged 15-24 years old. On the Central Coast in 2019, there were more than 1,616.9 chlamydia notifications per 100,000 of the population. With a population of 333,000 at the time, this equates to an estimated 5,383 chlamydia notifications in the region.

Furthermore, in a 2018 survey by University of New South Wales Sydney of 2,303 young people aged 15-29 years old, three quarters of respondents who had sexual partners in the past 12 months said they didn't use a condom during intercourse on at least one occasion.

The Youth Health Service was invited to attend Lake Munmorah High School's Wellbeing Day to provide its year 9 students with education on sexual health.

### How did we do it?

Three social workers from Youth Health and the Drug & Alcohol Service's blood-borne virus health promotion officer delivered eight practical and interactive 45-minute workshops.

Each workshop was delivered to small groups, who were separated according to their gender. A teacher was also present

during each session in order to build their knowledge and therefore capacity to provide any follow-up support the students may have.

Youth Health delivered an evidence-based program which addressed the following key health messages:

- consent
- STI transmission and treatment
- contraception

A teacher was present during each session in order to build their capacity to offer follow-up support to the students.

A harm minimisation and sex positivity framework was applied in order to provide education and facilitate positive discussions around these topics.

### Achievements

- 101 year 9 students attended the Wellbeing Day.
- All participants were asked to complete a pre- and post-session evaluation of their knowledge:
  - 92% of participants completed the pre-evaluation survey
  - 94% completed the post-evaluation survey

- The post-session evaluation showed the following:
  - 411% increase in young people confident knowing how to get an STI screen
  - 66% increase in young people confident knowing how to practice safe sex
  - 37% increase in young people confident knowing how to have consent within a relationship

In addition to increasing the awareness of sexual health support available to a group of vulnerable young people, Youth Health strengthened its partnership with Lake Munmorah High School, where it currently runs a GP clinic. It also further developed collaboration with CCLHD's Drug & Alcohol Service and HIV & Related Programs.

### Look out for...

Attendance at more Wellbeing Days at local schools in 2022.



## THE NUMBERS



aged 12–24 engaged  
at YOUTH BOOTHS

## THE PARTNERS

CCLHD departments and services:

Drug & Alcohol

Headspace

HIV & Related Programs

Holden Street Clinic

Out of Home Care Health Pathways

Oral Health

Public Health

Sexual Health

## THE STORY

# Youth Booth

Bringing health services to young people through a mobile booth

### Why are we doing this?

Youth Booth is a mobile outreach service that enables young people 12–24 years old to access a variety of health services from one location. Recognising young people fail to access many health services, the booth is held in youth-friendly locations that are trusted and familiar to young people. Its purpose is to address basic health needs on the day, as well as facilitate speciality health care follow-up and referral.

Statistics show the importance of providing young people with service information and education in order to increase their capacity and health literacy. For example:

- One in three young people don't think controlling someone is a form of violence.
- Approximately a third of adolescents experience some type of violence from an intimate partner, with an estimated 12% experiencing physical violence.

- In 2019, around 14% of 18–24-year-olds in Australia consumed more than 11 standard drinks on one occasion at least monthly, while around a third had recently used an illicit drug.

Youth Health works alongside a number of services to directly address these issues by delivering health information and screening on the day.

### How did we do it?

Each year, six Youth Booths are booked within the local community. However, due to COVID-19, three were cancelled at the end of 2020.

In 2021, Youth Booth was held at the following community organisations:

- National Aboriginal Islander Skills Development Association
- Coast Shelter Refuge
- TLK Youth College (alternative school)

Stakeholders and partners come together to work cooperatively by running the booths to deliver tailored brief intervention.

Young people visit each booth and spend one-on-one time with a health worker, allowing an individualised health assessment to be completed, with recommendations for follow-up.

Young people are given the opportunity to discuss a number of health-related issues, such as oral health check-ups, building healthy relationships, catch-up immunisations, mental health check-ins, safer behaviours surrounding alcohol and other drugs, as well as sexual health.

This year, Youth Health expanded the services offered at the booths to include immunisations and height and weight measurement.

### Achievements

- 55 young people between the ages of 12–24 engaged at Youth Booths.
- More than a third (36%) provided STI samples testing for chlamydia and gonorrhoea. No positive results were returned.

- 44 immunisations provided, including catch-up schedules and flu vaccines.
- More than a third (36%) identified as Aboriginal or Torres Strait Islander.
- Youth Health received a direct counselling referral as a result of issues identified at Youth Booth. Young people have also been linked into other appropriate services based on their health needs.
- Key partnerships formed with local health services to organise and facilitate each Youth Booth.

### Look out for...

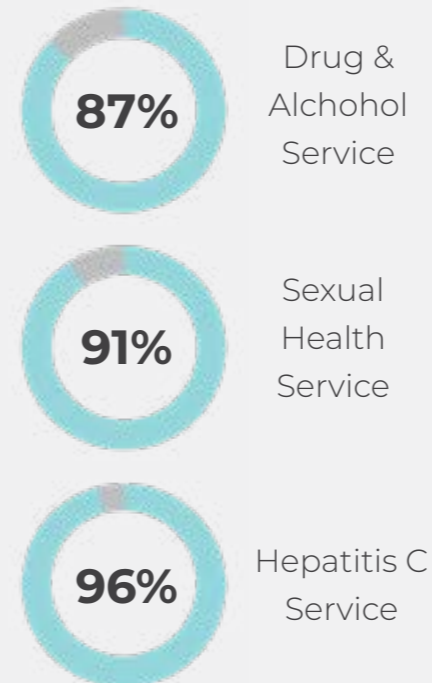
Youth Booth in 2022! Youth Health plans for a further six with host agencies in the local community.





## THE NUMBERS

Percentage of attendees who said their knowledge increased by service



## THE PARTNERS

Bungree Aboriginal Association  
 CCLHD departments and services:  
 Drug & Alcohol  
 HIV & Related Programs  
 Liver Clinic  
 Nunyara Aboriginal Health Unit  
 Hunter New England and Central Coast  
 Primary Health Network

## THE STORY

# Bungree in-service

Joining up Aboriginal outreach services

### Why are we doing this?

As with many other health conditions, Aboriginal and Torres Strait Islander people are overrepresented in notification data for drug and alcohol and sexual health issues.

- In 2019, nearly a quarter (23%) of Aboriginal Australians had used an illicit drug in the last 12 months. This is 1.4 times higher than for non-Aboriginal Australians (16.6%).
- In 2019–20, 17% of clients seeking alcohol and other drug treatment services aged 10 or over were Aboriginal Australians.
- The rate of hepatitis B notifications among Aboriginal people in Australia is double the rate of the non-Aboriginal population, while for hepatitis C it is as much as five times higher.
- The rates of STI notifications among the Aboriginal community in Australia are three times higher for chlamydia, two and a half times higher for gonorrhoea and with increasing concerns regarding the rates of syphilis.

To help address these rates, there is a need for a multifaceted approach across the Central Coast that includes community education and health promotion initiatives. This will help increase knowledge, challenge and change misconceptions, and reduce barriers to services. It will also foster access to resources and support the development of health-seeking behaviours, such as access to testing and treatment services for hepatitis C.

### How did we do it?

Through consultation with Bungree Executive, it was identified that an education and development session for Bungree staff would help enhance their knowledge, confidence and skills on issues related to drug and alcohol, sexual health and harm minimisation to facilitate proactive engagement with their clients on such issues, and to address myths and misconceptions for themselves, their families and their community. The team developed a full-day interactive in-service program featuring key speakers from Drug & Alcohol, HIV & Related

Programs and the Primary Health Network. Topics covered included:

- Drug & Alcohol Service intake process and counselling
- Opiate Treatment Program – overview, inpatient services and opioid use and pain management
- Hepatitis C – testing via the Primary Health Network's HealthPathways portal, introduction to the SONIC project and the dried blood spot test

The afternoon involved an interactive health promotion session, with attendees split into groups to spend 30 minutes rotating between booths with information, resources and games.

### Achievements

Twenty-two community workers from Bungree attended. After the session:

- 87% of attendees said their knowledge had 'definitely' or 'somewhat' increased in the Drug & Alcohol Service, 91% in Sexual Health and 96% in Hepatitis C services.

- 100% said they were 'definitely' or 'somewhat' confident to yarn about Drug & Alcohol and Hepatitis C services, while 96% were for Sexual Health.
- 100% of attendees said they were now 'definitely' or 'somewhat' confident to support someone to access Drug & Alcohol, Sexual Health and Hepatitis C information and services.

In addition, the session has helped develop partnerships between the services, fostering future collaboration to address Aboriginal and Torres Strait Islander health issues.

### Look out for...

Blitz days – an outreach model designed to be engaging, offer a positive interaction with health staff for clients who are often stigmatised in healthcare settings, and to encourage community members to refer friends and family who may be at risk of hepatitis C.



## THE NUMBERS



## THE PARTNERS

CCLHD Drug & Alcohol Service  
Hepatitis NSW

## THE STORY

# Hepatitis C treatment campaigns

Blitzing waiting rooms to help prevent the spread of hepatitis C

### Why are we doing this?

Clearing the Path and Hep Cured are two state-wide campaigns developed by Hepatitis NSW and delivered in partnership with health districts across the state. They aim to promote health-seeking behaviours relating to hepatitis C among people who inject drugs (PWID), at settings relevant to them. The campaigns were informed by research conducted with PWID. Hepatitis C is a blood-borne virus that affects the liver. Transmission occurs when blood containing the virus enters the bloodstream of another person. In Australia, the major mode of transmission is through sharing or re-using injecting equipment. Since 2016, new treatments have made hepatitis C easier to cure, one of the key messages these campaigns aim to convey.

### How did we do it?

Hep Cured and Clearing the Path are delivered in partnership with a peer educator from Hepatitis NSW. The peer workers use their empathy, connection and experience to talk to clients accessing the Needle and Syringe Program (NSP) and Opioid Treatment Program (OTP). Their aim is to trigger a “light-bulb moment”, encouraging PWID to take positive action around hepatitis C prevention, testing or treatment. Alongside two peer workers from Hepatitis NSW, the blood-borne virus health promotion officer delivered 21 four-hour health promotion blitz sessions in OTP and NSP waiting rooms from February 2020 to June 2021. The NSP and OTP sites were set up with poster displays and promotional concertina cards, pens, hand sanitisers, drink bottles,

beanies and first aid kits. OTP hepatitis C nurses rearranged their shifts to provide testing during the session, while the Liver Clinic nurse unit manager and nurse practitioner provided NSP clients with testing, fibroscan and referrals to treatment via the outpatient clinics at Wyong and Gosford hospitals. Hepatitis NSW provided vouchers for clients who took up the offer of having a hepatitis C screen on the day. Clients who could not be tested at OTP and NSP sites were accompanied to pathology for testing. Vouchers were well received, with clients sharing the messaging with one another, leading to others actively asking about testing and treatment.

### Achievements

- More than 250 clients engaged across the 21 sessions.
- 86% of clients had heard about the changes to hepatitis C treatment.
- More than three-quarters (76%) of clients had completed a hepatitis C test in the last two years.

- 39% of clients engaged had completed or were completing hepatitis C treatment.
- Approximately 400 items of project collateral were given away over the duration of the project.
- 24 clients were tested for hepatitis C, with two returning positive results resulting in treatment being initiated.

### Look out for...

The new NSW Hepatitis C Strategy, due for publication later in 2021; OTP and NSP settings will continue to be key for hepatitis C prevention, testing and treatment.



# Short & Sharp

## Health Promotion Service

### Central Coast School PDHPE Network

The Central Coast School PDHPE Network aims to provide quality professional development opportunities for local schools, supporting primary and secondary school teachers to build their knowledge, confidence and skills.

Due to restrictions around face-to-face delivery, the Network was delivered online in 2021 for the first time in its 19-year history. This meant we were able to extend invitations to teachers from other local health districts within NSW. Peter Cardy, disability inclusion officer from the NSW School Sport Unit, provided a practical overview to support disability inclusion within the PDHPE curriculum and outlined opportunities available for students with disabilities.

The workshop had 42 attendees, of which 64% were from Central Coast schools. Of the Central Coast schools, there were nine primary, two secondary and four central schools in attendance, with as many as six teachers from one school. There was representation from each school sector, demonstrating the relevance of the topic. Among Central Coast schools, there was a 53% response rate to feedback, with 88% of participants indicating the webinar was 'very useful' and 88% indicating they were 'very likely' to use the information/activities and resources presented. It will also inform the delivery of future workshops, with three in four respondents indicating a preference for alternating face-to-face and online workshops.

### Get Healthy at Work

Australians spend about a third of their lives at work, so being healthy in the workplace is vital to maintaining and improving health. Get Healthy at Work is a NSW Health program that seeks to

improve the health of working adults and reduce the prevalence of chronic disease by helping them make small changes to modifiable lifestyle risk factors and create health-promoting workplace environments. It focuses on priority areas such as quitting smoking, healthy eating, physical activity, active travel, alcohol consumption and mental wellbeing.

The Centre for Population Health's Get Healthy at Work team offers support to workplaces via email, telephone and through the comprehensive suite of program tools and resources.

CCLHD dovetails with this support this by promoting the program to both staff and the local community. Using a variety of internal and external communication channels and events, and leveraging other relevant programs such as Go Active 2 Work (see page 30) and Munch & Move (see page 8), we contribute to an increase in business registration and engagement.

During 2020–21, six businesses, with a potential reach of 1,731 workers, registered for Get Healthy at Work – taking the total number of Central Coast businesses registered since July 2019 to 28, potentially reaching 12,391 workers.

### Healthy environments

The environments in which we live can have a major impact on our health. There is strong evidence demonstrating the links between chronic disease and lifestyles characterised by car-dominated transport, reduced opportunities for exercise, increased fast food availability and lack of social connection. Using strong and ever-emerging evidence, Health Promotion advocates for the planning, design, development and management of healthy places, and promotes utilisation of these spaces, which can support people to lead physically active, well-nourished, socially connected and healthy lives.

As part of this ongoing work, in 2020–21 we lodged written submissions regarding Gosford City Centre-based state-significant developments. These included proposals for the Central Coast

Quarter Northern Tower mixed-use development (Development Application) and Connexions mixed-use development (Secretary's Environmental Assessment Requirements).

We also provided consultation on local plans, including reviewing the Central Coast Regional Plan and supporting development of the Central Coast Future Transport Plan, Central Coast Active Lifestyle Strategy and Gosford City Centre Transport Plan.

### Healthy Food and Drink Framework

As part of a long-term approach to preventing overweight and obesity, NSW Health is aiming to make healthy food and drinks the norm and more accessible in our health facilities. Under the Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework, food retailers and outlets must meet a set of 13 healthy food and drink practices in order to make the healthy choice, an easy choice for our staff and visitors.

This year's annual state-wide audit was conducted between February and May 2021 and aimed to keep momentum from the progress previously made in spite of the effects of COVID-19 on our retailers.

The audit team, made up of CCLHD Nutrition Services and Health Promotion, did a pre-audit COVID-19 check-in interview with our retailers to determine if they were able to complete the audit this year. As a result, two retailers (one volunteer kiosk and one cafeteria) and 21 vending machines were inspected at Gosford and Woy Woy hospitals.

The audit team visited and liaised with both outlets and inspected each vending machine, working through the survey tool developed by the Ministry of Health. The completed surveys were submitted to the Healthy Food & Drink Information Service who collate the data and compile reports for each LHfD. This year's state-wide results are due later in 2021; local results will not be made public due to COVID impacts.

### Liquor license responses

There is strong national and international evidence linking the availability of alcohol with increased levels of alcohol consumption and associated harms from alcohol including, but not limited to, assault, family violence, child maltreatment and poor health outcomes. This project attempts to minimise the growth of alcohol availability in the community, especially to those already suffering disproportionate levels of alcohol related harm.

We continue to monitor development applications, notices of intent and liquor licence applications submitted in the CCLHD area. Each application is reviewed for its potential to increase alcohol-related harm in the proposed community and surrounding areas. This involves collaboration with the police, council and local community, combined with further research, to formulate a response in the form of an objection or recommendations.

Responses are submitted to the Independent Liquor & Gaming Authority for consideration and outline the unacceptable risk of harm if the applications were to be approved.

In 2020–21, we submitted a follow-up response on the expansion of BWS to Dan Murphy's in Lake Haven and an informal response to proposals for a new wine store in Long Jetty. In line with our recommendations, a new condition was placed on outlets applying to extend their boundaries by more than 50% that will see them have to submit a community impact statement.

### Smoking cessation support in mental health

More than one in five (21.4%) adults aged 16 or over on the Central Coast are current smokers, equating to 59,220 people. In addition, nearly a quarter (23.6%) of adults – or an estimated 65,308 people – suffered high or very high psychological distress.

Research indicates quitting smoking leads to improvements in mood. However, getting clients to stop smoking has not always been a priority for clinicians working in mental health.

We conducted qualitative research in the form of telephone and face-to-face interviews with psychiatrists and psychologists to determine their current views and their response to the idea that smoking cessation support could be offered to their clients.

The results of the research have been written up in two scientific peer-reviewed papers, with one already accepted for publication. The overall aim is to reorient mental health clinical practice to increase smoking cessation activities, thereby improving the mental health of clients.

### SWAP IT

*"The SWAP IT program assisted most families to make healthier changes in their child's lunchboxes, with staff noticing a visible decrease in pre-packaged foods being sent to school. I would highly recommend this program to any school looking to help students SWAP IT."*

- Lauren Johnson, teacher, Brooke Avenue Public School

The Central Coast and Mid North Coast Health Promotion services were partners in the SWAP IT Translational Research Grant Scheme research study led by Hunter New England LHD. The program aimed to support parents and carers to pack healthier lunchboxes by providing information about how to swap 'sometimes' foods for 'everyday' foods. The research demonstrated positive outcomes including the energy (kilojoules, kJ) from 'sometimes' foods in the lunchbox decreasing by more than 120kJ and 64% of parents reporting that SWAP IT helped them change what they pack in the lunchbox.

This phase of the research has now concluded and all Central Coast schools will be offered the opportunity to receive SWAP IT into the future. The program will be embedded into the range of Live Life Well @ School activities offered to Central Coast schools and assist in creating a supportive environment for healthy eating.



# Short & Sharp

## Nutrition Services

### Breastfeeding

There is compelling evidence that breastfeeding is protective against a wide range of short- and long-term health problems in infants and mothers. The National Health and Medical Research Council recommends exclusive breastfeeding for around six months and then for breastfeeding to continue alongside complementary food until 12 months of age and beyond, for as long as the mother and child desire.

Australian breastfeeding statistics show we fall well short of this recommendation. Statistics from the 2010 Australian National Infant Feeding Survey indicate 96% of mothers initiate breastfeeding. However, well under half (39%) of babies are being exclusively breastfed to three months and less than a quarter (15%) to five months.

On the Central Coast, 3,056 women birthed their babies at Gosford and Wyong hospitals in 2020. Of these women, 89% – or 2,728 – intended to breastfeed. On discharge, 90% – or 2,740 women – were breastfeeding.

The Public Health Nutrition team works in partnership with the other members of the CCLHD Breastfeeding and Infant Feeding Reference Group to provide a coordinated effort to promote, protect and support breastfeeding for Central Coast mothers and infants.

In 2020, the group oversaw an inaugural breastfeeding art competition to celebrate World Breastfeeding Week and help raise awareness about the importance of breastfeeding. The competition attracted 18 artworks from members of the community and 325 votes for the People’s Choice Award over the four days voting was open. Artworks were promoted to the Central Coast community via a virtual gallery. During August, there were 152 unique views of the virtual gallery via a [new dedicated breastfeeding page](#) on the Health Promotion website. Following its success, the competition will return in 2021.

### Quick Meals for Kooris

*“What I love about Quick Meals for Kooris is the recipes are simple and easy to make in your home, the ingredients are available in all shops, and honestly, some of the standard ingredients are in your cupboard today, right now.”*

- Kerry Groves, volunteer, San Remo Neighbourhood Centre

Feedback from the Aboriginal community and service providers commonly highlights a lack of basic cooking and food budgeting skills as barriers to eating well. Quick Meals for Kooris is a hands-on cooking program, developed to assist Aboriginal people in preparing easy, low-cost family meals using available ingredients. It aims to develop the capacity of Aboriginal health workers and community volunteers to incorporate practical cooking sessions into any of their programs designed to address food insecurity and improve nutrition intake.

A number of supportive Quick Meals for Kooris resources have been developed, such as a training manual, recipe book, a series of [recipe demonstration videos](#) and an additional video showing [how the program has been implemented](#) on the Central Coast. So far, the videos have attracted a combined 270 views on the Health Promotion Service’s YouTube channel.

In November, a new [Quick Meals for Kooris webpage](#) was created on the Health Promotion website to house all of the resources. The page has attracted 285 views with a massive five minutes 29 seconds average time per visit – well above the industry averages of between two to three minutes. The page has also attracted 135 downloads of the Quick Meals for Kooris at Home recipe book, trainers manual and recipe cards.

In addition, Nutrition Services focuses on cultivating partnerships with Aboriginal organisations and other service providers on the Central Coast to tailor its support to the needs of these organisations. This year, effective new partnerships were established with Bungree Aboriginal Association and Aboriginal learning and engagement teams from Northlakes, Gorokan and Lake Munmorah high schools.

These partnerships will see Quick Meals for Kooris resources integrated into Bungree programs, while the program will run in Northlakes, Gorokan and Lake Munmorah high schools.

# Short & Sharp

## Youth Health Service

### Employment NOW Youth Careers Expo

The 2016 census classified 14.6% of the Central Coast labour force aged 15–24 as unemployed. In addition, Youth Health identified young people as having reduced contact with community services during lockdown.

To increase young people’s knowledge of local services available to them, Youth Health teamed up with HIV & Related Programs (HARP) to exhibit at YMCA NSW’s Youth Careers Expo, held at Lake Haven Recreation Centre in May.

To engage young people, the stall featured promotional stock, resources from Play Safe (sexual health) and Your Room (drug and alcohol), and information about support on offer from CCLHD and community organisations such as LGBTI health organisation ACON, Headspace, Coast Youth Service and the Regional Youth Support Service. Staff spoke to 198 youngsters and parents, as well as teachers from up to 13 local schools, handing out 200 Youth Health and 100 Aboriginal health worker brochures.

Feedback provided by YMCA indicated 88% of young attendees ‘agreed’ or ‘strongly agreed’ the Expo was valuable to them, 83% said it improved their knowledge of local services and opportunities and 78% said they felt more confident in approaching careers pathways.

In addition, exhibiting helped strengthen relationships between Youth Health, HARP and YMCA. Plans are already in place to exhibit in 2022!

### Menstrual health

*“Such a great day with the ladies from Central Coast Youth Health Service! Lots of current and up-to-date information provided in a relaxed and comfortable environment. The ‘hands on’ practical experiences were excellent and left our girls feeling much more equipped to manage the challenges of their changing bodies.”*

- Kristy Mallon, PDHPE teacher, Erina High School

Menstrual health is often a taboo subject. Forty percent of 18–24-year-olds say they would feel uncomfortable talking to their father about period pain, while nearly two thirds say they would feel uncomfortable carrying sanitary items to the toilet. This is creating a gap in young people’s knowledge of their menstrual health and how to manage their period.

Following an invitation from Erina High School, Youth Health provided education to a group of year 7 students. The school identified a number of students living in out-of-home care, or with fathers or grandparents who may be struggling to manage their periods.

Youth Health developed an evidence-based menstrual health program that addressed the menstrual cycle, periods and sanitary products. This was delivered in a relaxed, practical and interactive 45-minute workshop to five targeted groups, totalling 83 students. Wellbeing teachers were present to increase their capacity to provide follow-up support to students, while two older students attended for peer support. Year 7 students were encouraged to speak to their senior peers if they had questions or needed help they didn’t feel comfortable asking from anyone else.

Pre- and post-workshop surveys were conducted with participants and found a 38% increase in students who reported being confident knowing how to prepare for a period. There was also a 60% increase in students who said they are confident using sanitary products, and a 37% rise in students who reported being confident they can ask questions or for help with their period.





# Short & Sharp

## HIV & Related Programs

### Diversity awareness days

Sharing positive messages about diversity helps address issues around discrimination and ignorance. It also sends an important message to our communities about CCLHD's commitment to supporting diverse groups of people.

Both International Trans Day of Visibility (31 March) and International Day Against Homophobia, Biphobia, Intersexism and Transphobia (17 May) provided perfect opportunities to do this, and were therefore promoted through concerted activity.

This included social media posts, information such as terminology guides circulated through networks or to colleagues, stalls in the main entry of Gosford Hospital, banners and flags representing communities at hospital sites, giveaway items such as pronoun badges, and presentations delivered to social workers.

Stall visitors included a range of clinical staff, local police and youth support services, along with members of the public. CCLHD library also took the opportunity to increase its collection of LGBTI resources, and this was promoted at the stalls.

Following positive feedback, the team intends to expand its activity around these days in 2022.

### Rainbow Inclusion Network

*"The Rainbow Inclusion Network is unique in its ability to bridge the gap between service providers and the sexuality and gender-diverse community. By working collaboratively as a network we have seen improved understanding among service providers of the challenges faced by our community."*

- Lachlan McGregor, community health promotion officer, ACON Hunter

The Network provides a forum for services and organisations with an interest in improving support and connection to the Central Coast's sexual and gender-diverse community. It is made up of individual members and organisational members from local government, police, volunteering, social services and housing. Members of Network identified improving support for the trans community as a priority issue to address. As a growing community, trans people require accessible services that understand the specific requirements of working with them and gender-diverse people.

As such, the Network promoted the new TransHub online resource, developed by ACON, to local Rainbow Inclusion Network members. TransHub's list of gender-affirming GPs on the Central Coast now includes four GPs operating out of five locations – two years ago there were none.

The Network also liaised with new state-wide trans youth service, Maple Leaf House, arranging for representatives to visit the Central Coast to meet relevant services. These included Regional Youth Support, Central Coast Pride, Headspace, Child and Adolescent Mental Health, Holden Street Clinic (sexual health), Wellbeing and Health Inreach Nurses, Youth Health Service and Paediatrics.

### Sticky Stuff and Nitty Gritty

HIV & Related Programs worked alongside Youth Health to arrange two capacity-building workshops to build the skills and confidence of those engaged with young people to address topics such as sexual activity, contraception, consent, and sexually transmissible infections.

Sticky Stuff was a four-hour online training session held in March and facilitated by Yfoundations, the peak non-government body for youth homelessness. Attendees were also asked to complete a two-hour self-paced training module beforehand.

Nitty Gritty was a full-day face-to-face training workshop held in May, facilitated by Family Planning NSW, the peak non-government health service for sexual health.

Both workshops emphasised accessing resources made available through Play Safe, a collective of government and non-government stakeholders working together to improve sexual health outcomes for young people.

Eight out of nine Sticky Stuff attendees either 'agreed' or 'strongly agreed' that the workshop was relevant, presenter was knowledgeable and engaging, activities were fun, and they would recommend it to colleagues. All attendees 'agreed' or 'strongly agreed' the training had improved confidence and competence in engaging with young people about sexual health.

All respondents to the Nitty Gritty post-event survey said their learning needs were met, resources were useful and applicable, they were satisfied with the course (including 80% 'highly satisfied'), and they would recommend it to colleagues.

### World AIDS Day and NSW HIV Testing Week

According to Positive Life NSW, in 2019 there were an estimated 11,721 people in NSW living with HIV. To help address this, the HIV & Related Programs team identified World AIDS Day 2020 (1 December) and NSW HIV Testing Week 2021 (1–7 June) as opportunities to promote messages around HIV testing, prevention, and management. This is particularly important at this time due to the potential impact COVID may have on HIV testing and sexual activity.

For both events, the team carried out communications activity including media releases, banners around hospital sites, promotional materials such as flyers, condoms, ribbons and business card holders, staff newsletter articles, all-staff emails, social media promotion and stalls at Gosford Hospital. While COVID prevented the annual World AIDS Day morning tea, in its place the team implemented a social media campaign that included District staff holding up signs about what World AIDS Day meant to them. This was shared through the Holden Street Clinic Facebook page, circulated through the Rainbow Inclusion Network and formed the basis of an article in the CCLHD staff newsletter. Messages held up highlighted key aspects of World AIDS Day – the history and the people who are remembered, the need to address stigma and discrimination, ongoing commitment to prevention and testing, and the global nature of HIV transmission.



## Publications

### Health Promotion Journal of Australia

Batchelor S, David M, Gowland-Ella J, Kajons N, Kingon N, Lewis P, Louis D, Trinh K (March 2021). [Encouraging Secondary School Students to choose water over sugary drinks. A descriptive analysis of intervention components.](#)

Batchelor S, Bauer L, Giles L (June 2021). [Assessing the responses of smokers to requests to stop smoking on hospital grounds](#)

## Presentations

### Mental Health Steering Committee

(September 2020)

Overview of the Health Promotion initiatives in primary schools and opportunities to work together.

### Meals on Wheels Conference

(September 2020)  
*Nutrition and the Older Person with Dementia*

### Procurement and Supply Australasia Conference

(October 2020)  
*Food and Nutrition for Older People*

### Healthy Children's Initiative Advisory Group

(November 2020)  
Providing an overview of the Thirsty? Choose Water! project, research progress to date and the translational resources developed to representatives from the Centre for Population Health, Department of Education and Association of Independent Schools NSW and catholic schools.

### Aboriginal Education Consultative Group

(February 2021)

Briefing on the upgrade to the playspace at San Remo and to invite participation in creating Aboriginal Artwork for the reserve, as well providing information on the Lunchbox Connection project.

### Central Coast Secondary School Principals Network

(March 2021)

Highlighting the Say No to Vaping preliminary campaign and gaining support in further research and quality improvement relating to e-cigarette use by young people on the Central Coast.

### Head Teachers of Wellbeing and PDHPE, Central Coast Secondary Schools – Public

(May 2021)

Outlining the Health Promotion approach, featuring YourWay and Say No to Vaping, in addressing the issue of e-cigarette use by young people on the Central Coast and providing up-to-date and validated research relating to the associated health risks.

### Sustainable School Leaders Forum

(May 2021)  
Overview of Health Promotion activities, support and collaboration opportunities available for schools.

### Prevention Health Conference

(May 2021)  
[Controlled Purchase Operations: Best Practice for Monitoring Alcohol Sales to Minors?](#)  
[Embracing a 'digital first' approach to health promotion](#)  
[Thirsty? Choose Water! A whole school approach increases water consumption by adolescents](#)

## Major Committees and Networks

### Aboriginal Lunchbox Connection Working Group

Meets fortnightly to review and advise on the program. It is facilitated by Health Promotion and has representation from the Department of Education, Nunyara Aboriginal Health Unit, Aboriginal Education Consultative Group, Schools as Community Centres and the Aboriginal Environmental Health Unit.

### Active Aging Working Group

Network of all LHDs running state-wide programs for older adults. Convened by Centre for Population Health.

### Agency for Clinical Innovation Community of Practice Frailty Taskforce

Works to develop a consistent approach across NSW to caring for people living with frailty, regardless of the care setting or location of the person. Includes CCLHD Community Nutrition team along with a range of NSW healthcare professionals from across different disciplines.

### CCLHD Breastfeeding and Infant Feeding Reference Group

Supports the implementation of a comprehensive and integrated plan for breastfeeding on the Central Coast.

### CCLHD Environmental Sustainability Committee

Established in 2021 to oversee the development and implementation of the District's Environmental Sustainability Plan, including monitoring of its effectiveness and reporting of outcomes against the plan. Core membership includes executive, management and other key positions/roles from across CCLHD.

### CCLHD Food and Nutrition Advisory Committee

Makes recommendations to the Board and/or Chief Executive in relation to the delivery and monitoring of a comprehensive patient-focussed system of nutritional care. Membership includes Nutrition, Speech Pathology, Nursing (all sites), Food Services, Mental Health, a consumer and Corporate Services.

### CCLHD Health Literacy Committee

Ensures information developed across the CCLHD for patients, clients, consumers and carers is clear and can be understood so that people can make effective decisions about their health and care. This includes reviewing and providing feedback on written information and audio-visual material.

### CCLHD Immunisation Taskforce

Supports healthcare providers and the community by disseminating information and developing immunisation strategies with the aim of protecting the community from vaccine-preventable diseases. As well as CCLHD service representatives, membership also includes Hunter New England Central Coast Primary Health Network and Yerin.

### Central Coast Canteen Network

Provides support and professional development for Central Coast canteen managers and their support staff/volunteers.

### Central Coast Regional Leadership Executive – Delivery Coordination Monitoring Committee – Traffic and Parking Subcommittee

Serves to identify, analyse and resolve traffic, parking and movement issues within Gosford city centre.

## Central Coast Health Eating and Active Living (COHEAL) Sub-Committee

Chaired by the Health Promotion Service, the committee includes representatives from a range of Central Coast government agencies who work together to reduce the prevalence of overweight and obesity in the community.

## Central Coast Youth Interagency

A forum convened by Central Coast Community Council that brings together all the organisations on the Central Coast engaged with young people, whether they are health, community, justice, accommodation, drug and alcohol, employment and education services.

## Committee on Nutrition for Older People

Chaired by Professor A Stewart Truswell AO, Emeritus Professor of Human Nutrition Sydney University, the committee includes community nutrition team representatives from across the state who share updates and provide feedback on activity.

## CONNECT NOW

A networking interagency to facilitate the exchange of information and ideas between agencies working in the northern communities on the Central Coast.

## Excellence in Smoking Cessation Training, Education and Resources (ESTER) Advisory Committee

Led by Cancer Institute NSW, the group seeks to embed smoking cessation training within NSW Health services, including leadership and governance, and the development of training.

## Get Healthy at Work LHD Network

Facilitates information sharing about local and state-wide promotion and internal implementation of GHaW.

## Get Healthy Service LHD Network

State health-led group that includes representation from each LHD within NSW. The network updates, shares and disseminates information related to the Get Health Service.

## Green Travel Plan Working Group

The Green Travel Plan Working Group was established in 2020 to support the District's implementation of the Wyong Hospital

Redevelopment Green Travel Plan. The working group is comprised of a diverse mix of CCLHD staff, mainly from Wyong Hospital. The working group will endeavour to assist in managing the increased transport demand associated with the hospital precinct. The aim of the plan is to reduce the environmental impact of travel to and from Wyong Hospital and encourage an active, healthy workforce.

## Healthy Built Environments LHD Network

Informal network for collaboration on, and collective resolution of, built environment issues across NSW 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. For example, this year, our involvement in the group saw us attend a Premiers' Priorities 'Greener Places' workshop.

## LHD Canteens Key Contacts Network

Facilitated by the Centre for Population Health, this network supports and shares canteen-related issues for primary and secondary schools amongst all key LHD contacts working with school canteens across NSW.

## Live Life Well @ School Key Contacts Group

Guides and supports the implementation of the state-wide Live Life Well @ School program in primary schools.

## Munch & Move Key Contacts Group

Guides and supports the implementation of the state-wide Munch & Move program in early childhood education and care services. Includes representation from the Centre for Population Health and LHDs across NSW.

## NSW Health Promotion Communications Network

Made up of communications professionals in health promotion teams across the state, as well as Ministry of Health representatives. Shares experiences and resources to support best-practice communications.

## NSW Health Promotion Leadership Group

Provides an opportunity for effective strategic and practical collaboration between the Centre for Population Health and health promotion teams from LHDs throughout NSW. This includes identifying strategic priorities for health promotion in

NSW, working collaboratively on major programs and initiatives, advocating for health promotion in NSW, as well as providing leadership, mentoring and oversight of professional networks and other endorsed activities.

## Prevention Research Collaboration (PRC) Strategic Advisory Board

LHD representative on PRC SAB, which has the purpose of advising the PRC on how best to fulfil its mission and on the dissemination, application and utilisation of prevention research.

## Smoking Cessation eMR Project - Pilot Site Steering Committee

Provides oversight of the project and implementation of deliverables. The Smoking Cessation eMR Project aims to increase the delivery and documentation of smoking cessation interventions across NSW Health clinical services and increase referrals to NSW Quitline. Enhancements include standardised data fields and functionality including an electronic referral mechanism to Quitline. Implementation of the enhancements will be piloted in Central Coast and Northern Sydney local health districts prior to state-wide rollout.

## NSW Network of Practice

The Network of Practice is made up of state-wide LHD representatives and Ministry of Health representatives and meets quarterly to plan and help shape the annual Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework.

## Rainbow Inclusion Network Central Coast

Established to adopt a collaborative approach to reducing stigma and discrimination, providing more inclusive services, and improving health outcomes for the region's sexuality and gender identity-diverse populations. The Network was devised and is maintained by representatives from the District's HIV & Related Programs team in partnership with ACON, and was established with support from Central Coast Community Council and Uniting.

## Smoke-Free Hospital Grounds Working Group

Develops and implements strategies to support CCLHD grounds being smoke-free and consults with services who may be impacted by smoke-free by-law expansion.

## Tobacco Control Network

A forum for tobacco control staff from LHDs, Cancer Institute and NSW Ministry of Health to share information about projects, ideas and challenges in tobacco control and the implementation of the NSW Tobacco Strategy.

## Thirsty? Choose Water! Advisory Group

Supports the Thirsty? Choose Water! Medical Research Future Fund project. It includes representation from LHD Health Promotion partners, Public Health, Centre for Preventive Health, Ministry of Health, Department of Education, Hunter Medical Research Institute, Aboriginal Health, a biostatistician and health economist.

## Tuggerah Lakes and Brisbane Waters liquor accords

Aim to improve safety and reduce alcohol-related anti-social behaviour, offences and violence. The Accords are made up of local liquor retailers including pubs, clubs, and packaged liquor outlets, NSW Liquor & Gaming, police, Central Coast Council, CCLHD and among others.

# Health Promotion Team

2021



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