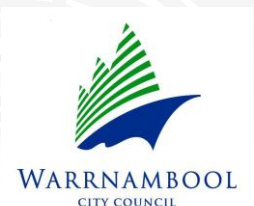


South West Healthy Kids

A community needs assessment project in West Warrnambool & Moyne

Finding out the physical activity and healthy
eating needs of our children and families



Presentation overview

- ✓ An overview of the needs assessment project
- ✓ Recapping what we did to 'find out'
- ✓ A summary of key findings *(Note: at this stage findings are mainly reported at a regional or local government level; community level findings will be reported and available in Sept/Oct)*
- ✓ What is the local information telling us?
- ✓ Next steps: using the information to make decisions about how best to respond

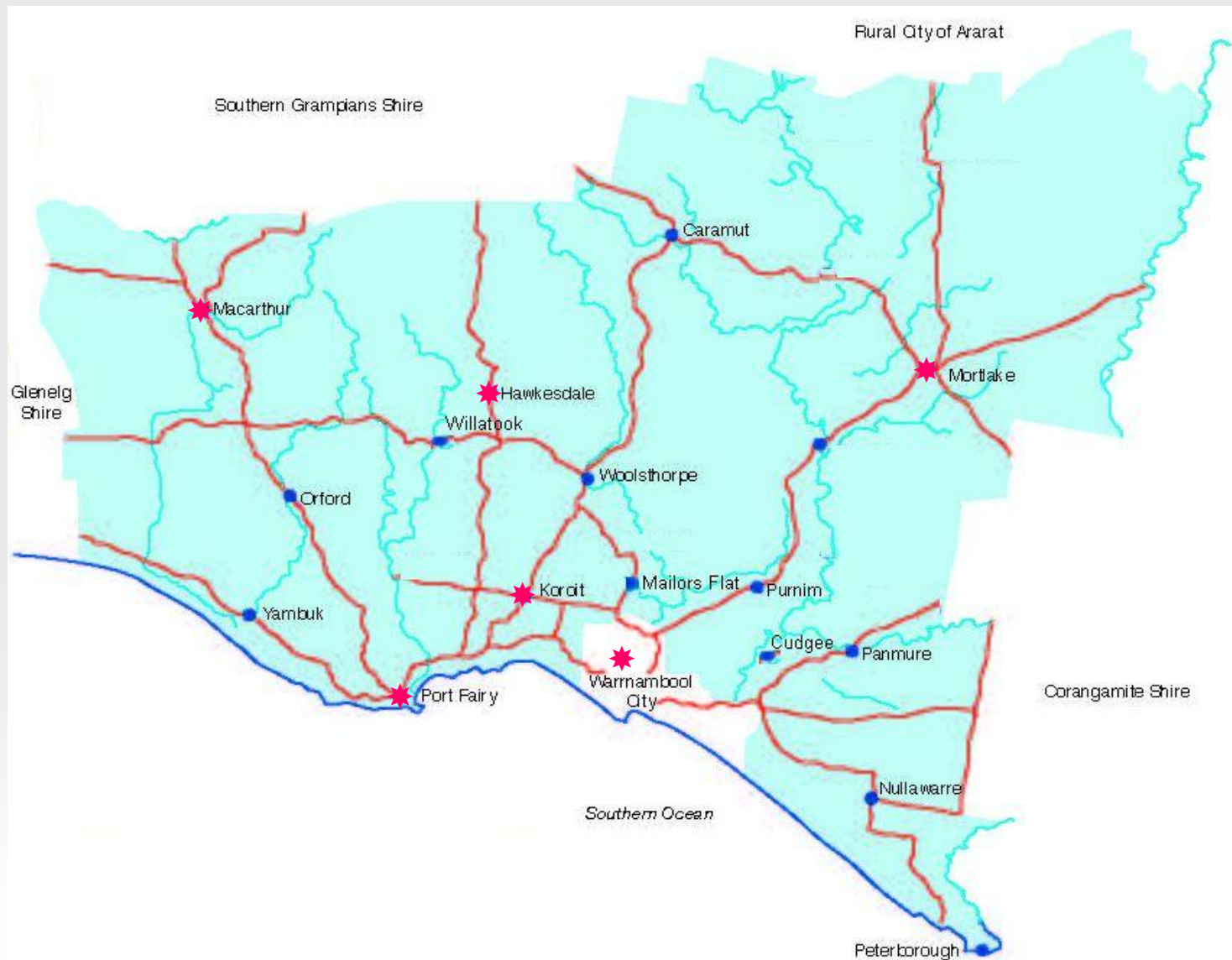
Note: The rationale for 'why' SWHK is focussing on obesity and overweight, physical activity and nutrition in children is not a focus of this session - see previous session

Project objectives

- In six 'communities of interest' the SWHK community needs assessment project set out to:
 - ✓ **establish baseline data of current healthy eating and physical activity policy and practice** in key children's settings
 - ✓ **identify local factors** which make it easy or hard for our children to be active and eat well
 - ✓ **understand local views:** key concerns, opportunities and potential gaps
 - ✓ **involve local community based stakeholders** who have vital roles to play in shaping environments and providing local healthy eating and physical activity opportunities for children
 - ✓ **use the findings to help us make decisions** about how best to act locally to address the current poor eating & physical activity habits in our children

Success is more likely if program design is grounded by evidence and data and incorporates a process to capture the voice of those it aims to help

'Communities of interest'



Project partners

- A collaborative partnership of local government, community and health agencies including:
 - ✓ Warrnambool City Council
 - ✓ Moyne Shire Council
 - ✓ Brophy Family & Youth Services: School Focussed Youth Services
 - ✓ Moyne Health Services
 - ✓ Terang & Mortlake Health Service – Mortlake Community Health
 - ✓ South West Healthcare – Warrnambool & Macarthur Community Health
 - ✓ South West Sport
 - ✓ Foodbank Victoria - Barwon South West
- And community based stakeholders in key children's settings in the 'communities of interest'

Key project methodology

Activity	No. completed in Warrnambool	No. completed in Moyne	Total no.
Key stakeholder interviews	19 (2 schools, 6 sports, 1 kinder, 4 community, 6 LG)	22 (8 schools, 7 sports, 4 preschools & 3 LG/community)	41* (*Including 4 'cluster' interviews)
School principal surveys	2 (1 x DEECD + 1 x Catholic)	8 (5 x DEECD + 3 x Catholic)	10 (6 x DEECD + 4 Catholic)
Community sports club surveys	4 (Netball, cricket, basketball, karate)	5 (Tennis, lifesaving, football/Auskick, netball, cricket, swimming)	10
Lunchbox audits	3 classes @ WWPS = 30 audits	27 classes @ 6 schools = 270 audits	30 classes @ 7 schools = 300 audits
Classroom teacher surveys	3 @ WWPS	27 (from 6 schools)	30 (7 from schools)
Parent focus groups	4 groups (Approx. 45 people)	5 groups (Approx. 36 people)	9 groups (Approx. 80 people)
Parent/carer survey	16	44	67* (*Corangamite)
Student engagement	44 @ WWPS (Years 5 & 6)	123 kids (Years 4, 5 , 6) (St Patrick's Port Fairy, St Patrick's Koroit, Macarthur & Hawkesdale)	167 kids

Other project activities

- Community profiles
- Scan of current or recent programs and projects of relevance to SWHK
 - ✓ History and status re 'Smiles for Miles'
 - ✓ History of 'Kids go for your life'
 - ✓ Moyne community planning project
 - ✓ West Warrnambool: WAVE, Open Space Analysis, Healthy Moves
- Reviewing the policy context and academic evidence*

Findings: agencies are well placed to take action

- There is a good understanding of the issue
 - ✓ 78% believe they have a role to play in addressing childhood obesity
 - ✓ 37% think the community has an issue with obesity/overweight; 12% did not
 - ✓ 68% report that eating well and being active are very important to children's development and learning
- There are organisational structures supporting health & wellbeing:
 - ✓ 70% schools have a health & wellbeing coordinator/committee - mostly teachers, school leadership, student support staff
- Agencies have established partnerships: 80% with local government, 40% community health/welfare agencies
- There is a culture of involvement & communication: schools, kinders and sports all provide opportunities for parents, families, kids
- Promoting physical activity and nutrition is already a priority for many agencies
 - ✓ Physical activity is embedded across various council plans
 - ✓ Community health agencies are working in each community

Findings: Schools settings

- In schools the most common physical activity initiatives reported:
 - ✓ PE classes (100%)
 - ✓ Active After School program & school sport (70%); walk/ride to school (50%)
 - ✓ Schools provide equipment, playgrounds and spaces for physical activity
 - ✓ 33% report timetabling of PE/sport is consistent with appropriate education sector requirements and guidelines
- In schools the most common healthy eating activities reported:
 - ✓ Vegetable garden, kitchen garden program, gardening club (90%)
 - ✓ Daily fruit & promoting water consumption (60%)
 - ✓ Most report excluding high sugar drinks and confectionary from canteens
- Considerable variation is evident among activities delivered

Findings: Schools settings

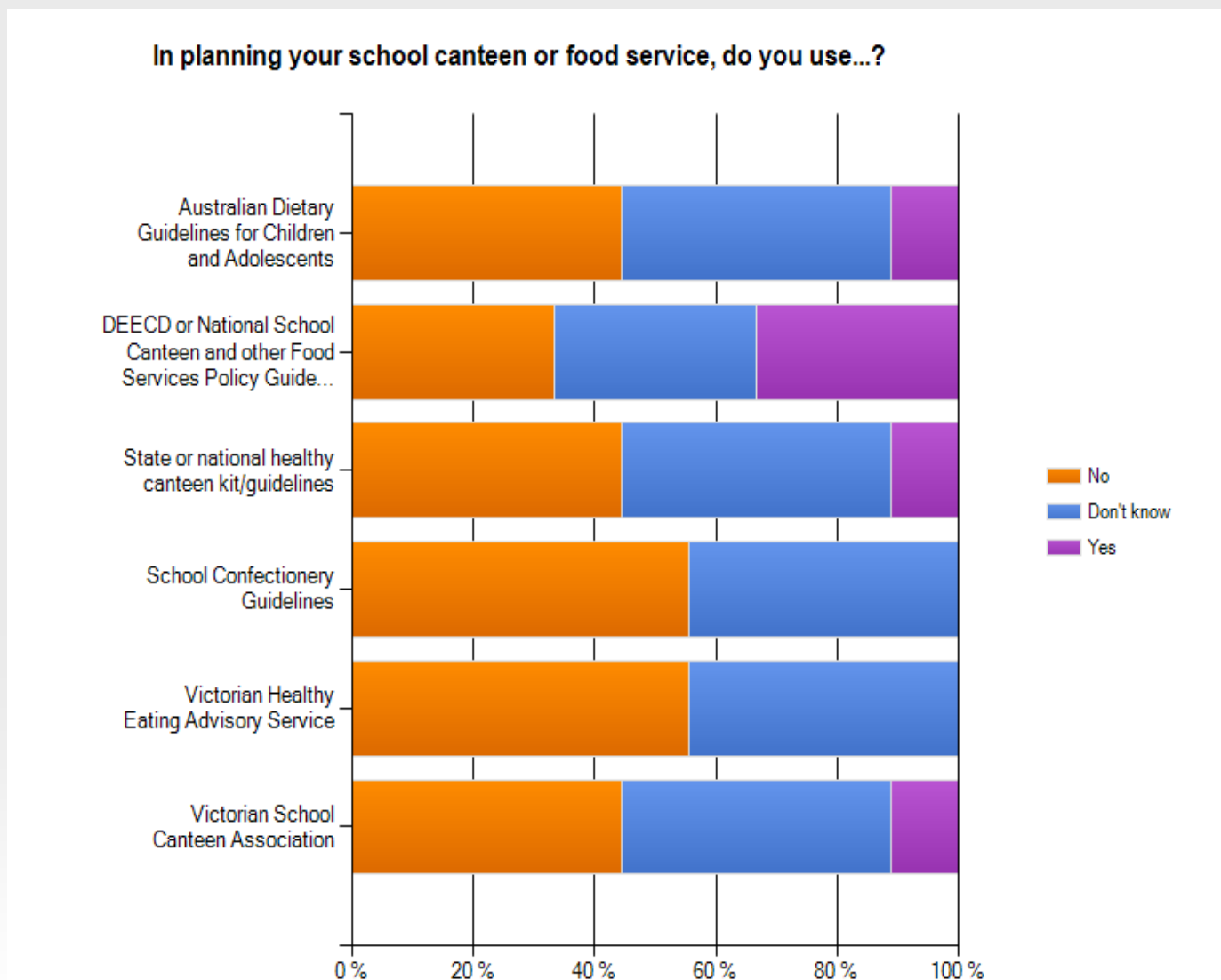
- Critical success factors include:
 - ✓ being embedded into the curriculum, having dedicated staff (PE)
 - ✓ having strong support from teachers and parents
 - ✓ combining health and environmental messages
- Concerns include:
 - ✓ Parental role modelling - need more support to reach/influence the home environment
 - ✓ Whole school approach to PE – all teachers being capable of delivering quality PE
 - ✓ Kids not eating breakfast & related impacts on concentration, mood

Findings: Early childhood settings

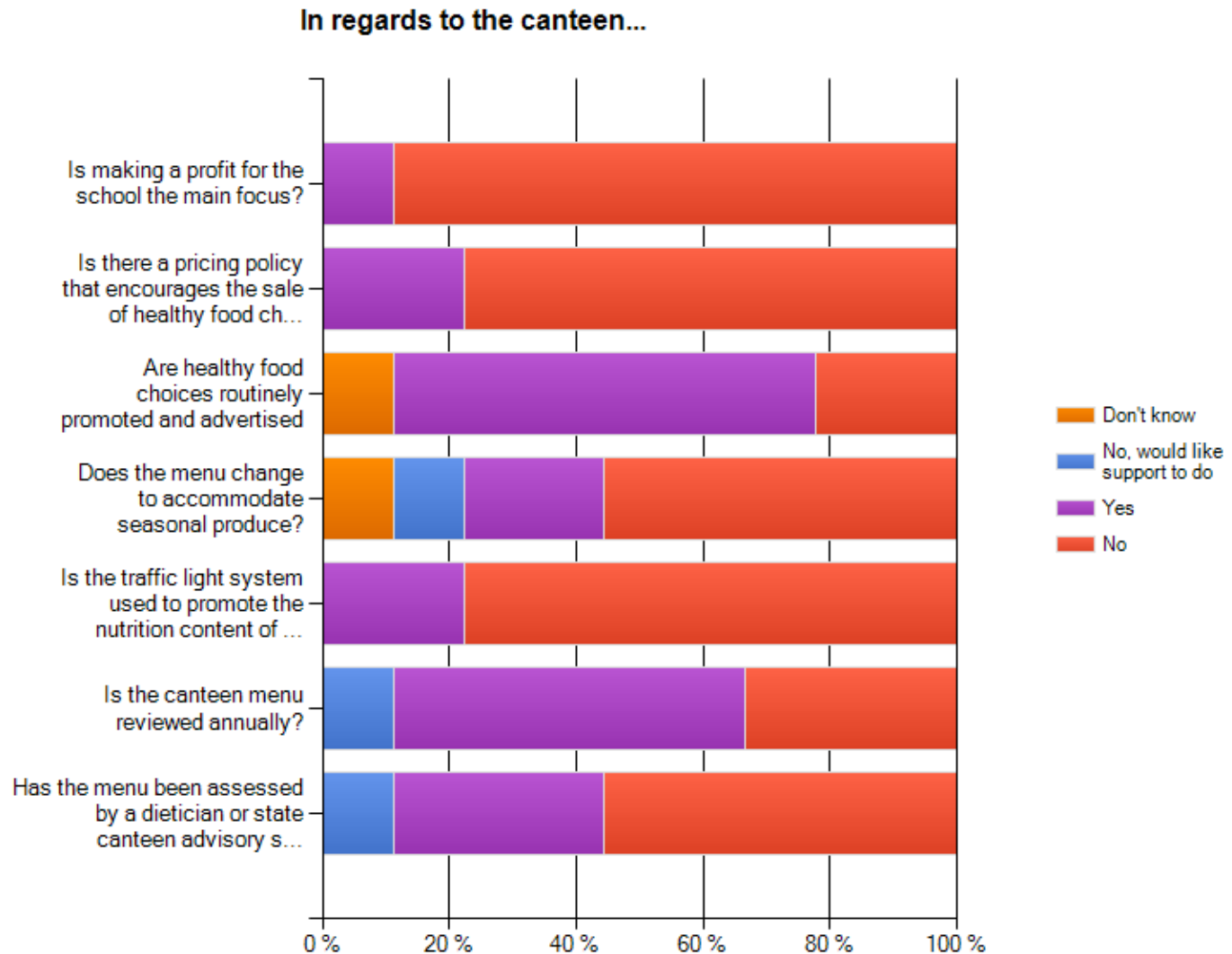
- The most popular healthy eating activities include:
 - ✓ nutrition policy – via national childcare accreditation & council
 - ✓ delivering 'Smiles for Miles' including promoting water
 - ✓ educating parents about lunchboxes
- The most popular physical activity initiatives include:
 - ✓ active play sessions embedded in the curriculum
 - ✓ portable play equipment and spaces
 - ✓ delivering 'Smiles for Mile's and 'KGFYL'
- Critical success factors include:
 - ✓ being embedded into the curriculum
 - ✓ having strong support from parents
- Concerns include:
 - ✓ parental knowledge and skills
 - ✓ the ongoing lunchbox challenge

Findings: School canteens & other food services

- All schools provide a canteen or other food service
- 70% run by school; 30% external provider
- Days/times vary
- 90% report that profit-making is not the main focus



Findings: School canteens & other food services

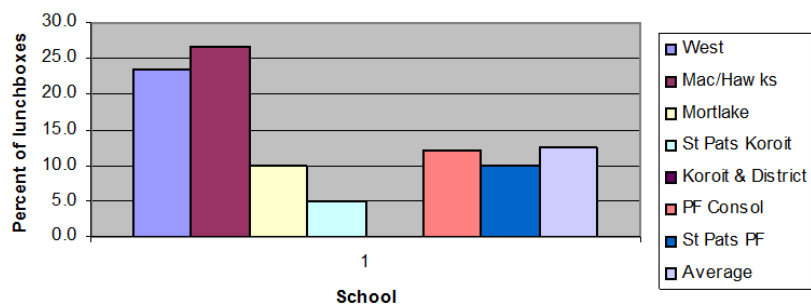


Findings: Lunchboxes

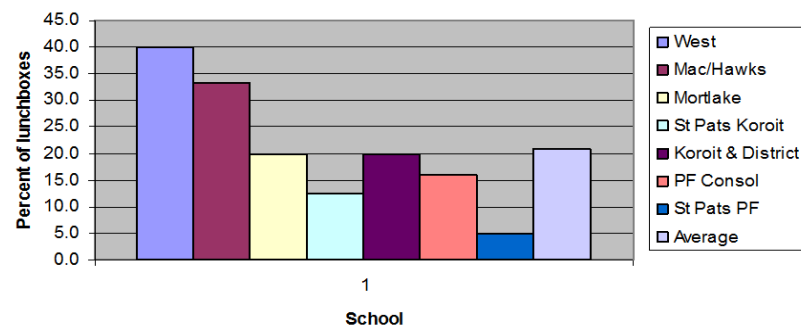
- Lunchboxes are an important source of daily food
 - All parents report their child 'always' or 'usually' takes a lunchbox to school/kinder
- 44% of kids pack their own lunchboxes; almost two thirds in West Warrnambool (61%)
- What's in lunchboxes?
 - On average 12% of lunchboxes did not contain a main meal* Particularly high in West Warrnambool at 23%
 - Few lunchboxes had vegetables (5%) or dairy (18%)
 - 28% contained no fruit*; 43% in West Warrnambool
 - 61% contained biscuits*; 22% two or more serves of biscuits
 - 50% contained at least one serve packaged snacks; 21% had two or more; in West Warrnambool 40% had two or more packaged snacks
 - Low numbers of sweetened drinks (8%)*; 20% in Mortlake

Findings: Lunchboxes continued...

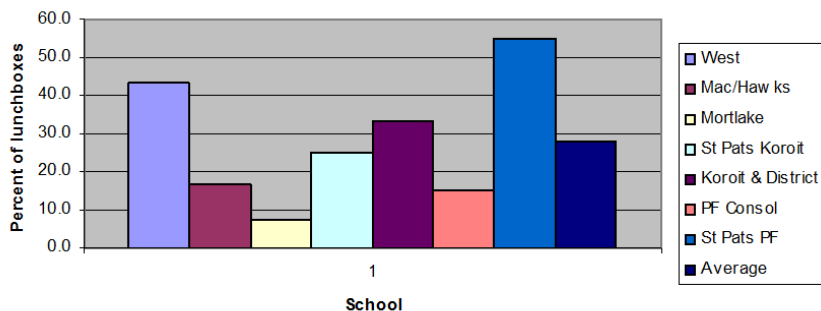
Lunchboxes without a main meal



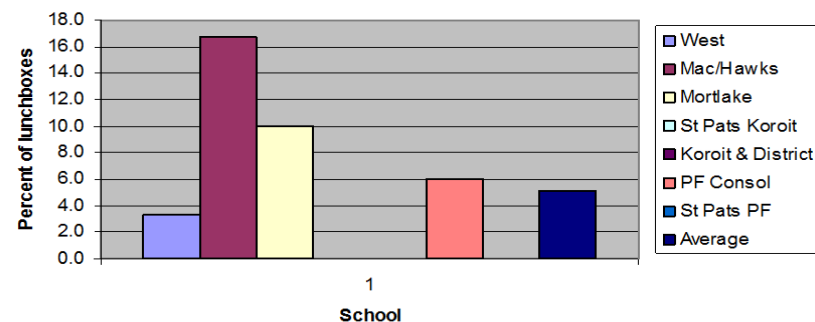
Lunchboxes with 2 or more packaged snacks



No fruit



At least one vegie



Findings: Sports settings

- Clubs focus on providing opportunities for juniors to develop skills and participate in junior sports programs
 - ✓ Strengths: providing a local program, a fun program, safe facilities, quality coaching
 - ✓ Concerns: poor parental role modelling, transitioning into competition, sustaining volunteer numbers
- Nine of thirteen clubs interviewed reported healthy eating is not currently a part of their program
 - ✓ 71% have junior or family activities that involve foods such as pizza, pies and sausage sizzles
 - ✓ Main concerns: parental role modelling; lack healthy food options in venue canteens
- Club canteens: *(Small nos limit findings)*
 - ✓ No clubs use the Healthy Club Canteen Kit or a dietician to assess their canteen menu
 - ✓ One club has a pricing policy to encourage the purchase of healthy foods
 - ✓ No clubs use the traffic light labelling system for their foods

Dietary habits and the home food environment

- 96% parents report kids 'usually' or 'always' eat breakfast everyday:
 - 82% kids report they usually eat breakfast everyday (75% WW & 85% Moyne)
- 86% of parents report their family 'always' or 'usually' drinks water as the main drink and 82% report limiting sweet drinks to half a cup or less per day:
 - ✓ In West Warrnambool 35% of kids drink water when thirsty; 48% drink sweetened beverages including 16% drink soft drink
 - ✓ In Moyne 61% of kids drink water while 30% drink sweetened drinks - mostly cordial and juice
- 97% of parents/carers report that their children 'always' or 'usually' eat two serves of fruit each day
 - ✓ 86% kids report they usually eat fruit everyday;
 - ✓ In West Warrnambool 34% don't usually eat fruit each day
- 33% of parents report that their kids 'never' or 'sometimes' eat five serves of vegetables each day
 - ✓ 85% kids usually eat vegies with dinner

Dietary habits and the home food environment

- 77% of parents discourage high fat or high sugar foods as part of everyday snacks and 73% have takeaway meals once a week or less:
 - ✓ 31% of kids have no rules at home about eating sweet biscuits, cakes, lollies and chips.
 - ✓ 55% of kids in West Warrnambool have no rules; 23% in Moyne
- According to the kids, mum still does most of the cooking (47%) and food shopping (55%)
- 95% of kids eat home cooked meals:
 - ✓ 73% of parents report their family eats together once a day without the TV on
 - ✓ 78% of kids report their family usually eats dinner together
 - ✓ 46% of kids usually eating in front of the TV; in West Warrnambool 75% of kids usually eat dinner in front of the TV
- 30% of parents report 'never' and 66% report 'sometimes' using food as a reward
- 65% of kids report that they 'sometimes' pester their parents/carers for unhealthy/junk food; 16% 'often' pester

Physical activity habits and the home environment

- 94% of parents/carers report their kids 'always' or 'usually' spend at least 60 minutes every day being active or playing
 - ✓ 89% of parents/carers report their kids 'always' or 'usually' do regular organised weekly physical activity or sport;
 - ✓ 69% of kids 'always' or 'often' do sport after school or on weekends
 - ✓ 82% of parents report their kids 'always' or 'usually' prefer to play outside;
 - ✓ 75% of kids 'always' or 'often' play outside after school or on weekends
 - ✓ 68% of kids are 'often' allowed to play without an adult watching
- 78% of kids report their family encourages them to play sport/be active
- 69% of parents/carers report 'always' or 'usually' setting time limits for TV/DVD watching, games consoles or computer play to less than 2 hours per day:
 - ✓ 31% of parents report 'never or 'sometimes' setting limits
 - ✓ 48% of kids have rules at home about watching TV

Physical activity habits and the home environment

- 76% of parents/carers report their kids 'never' have a TV or gaming console in their bedroom
 - 50% of kids have a DVD/TV or gaming console in their bedroom; 75% in West Warrnambool
- 62% of parents report 'always' or 'usually' walking or cycling for short trips around the neighbourhood where possible:
 - ✓ 38% of parents 'never or 'sometimes' use active transport to travel short trips
 - ✓ Across all communities 37% of kids usually get to & from school by car; 34% take the bus and 30% walk/ride/scooter
 - ✓ In West Warrnambool 50% of kids usually travel by car and 50% by walking/bike/scooter
 - ✓ In Moyne 32% of kids travel by car; 23% walk/ride and 45% take the bus
- 39% of kids 'sometimes' or 'often' avoid sport or physical activity because they think they are no good at it
- 81% of kids have great places to play near home

What makes it easy for families to eat well?

- Parent/carer views -

- The main factors identified include:
 - ✓ **Good planning and being organised** including weekly menu planning
 - ✓ **Eating together** and having family meals
 - ✓ **Using rules in the home to limit consumption or restrict access to unhealthy foods**

What makes it hard for families to eat well?

- Parent/carer views -

- The main factors identified include:
 - **Time pressures/busy schedules and work demands**
 - ✓ 54% of kids report their parents are 'sometimes' or 'often' too busy to cook
 - ✓ Key stakeholder agencies identify lack of time/work demands on parents as a key barrier
 - **Issues of access, availability and cost of fresh foods**
 - ✓ Particularly evident for Moyne families where living rurally means greater distances are travelled and foods available are more limited
 - ✓ 90% of kids can get easily to and from shops selling fresh food;
 - ✓ 50% of kids can get to and from shops selling fresh food by walking
 - **Kids wanting/pestering for unhealthy food**
 - **Kids being fussy eaters**

What makes it easy for families to be active?

- Parent/carers views -

- The main factors identified include:
 - ✓ **Having regular organised family outings/activities/games**
 - ✓ **Encouraging children to play outside**
 - ✓ **Limiting electronic game/screen/TV time**
 - ✓ **Being involved** with a sport club/having a variety of sports clubs available

What makes it hard for families to be active?

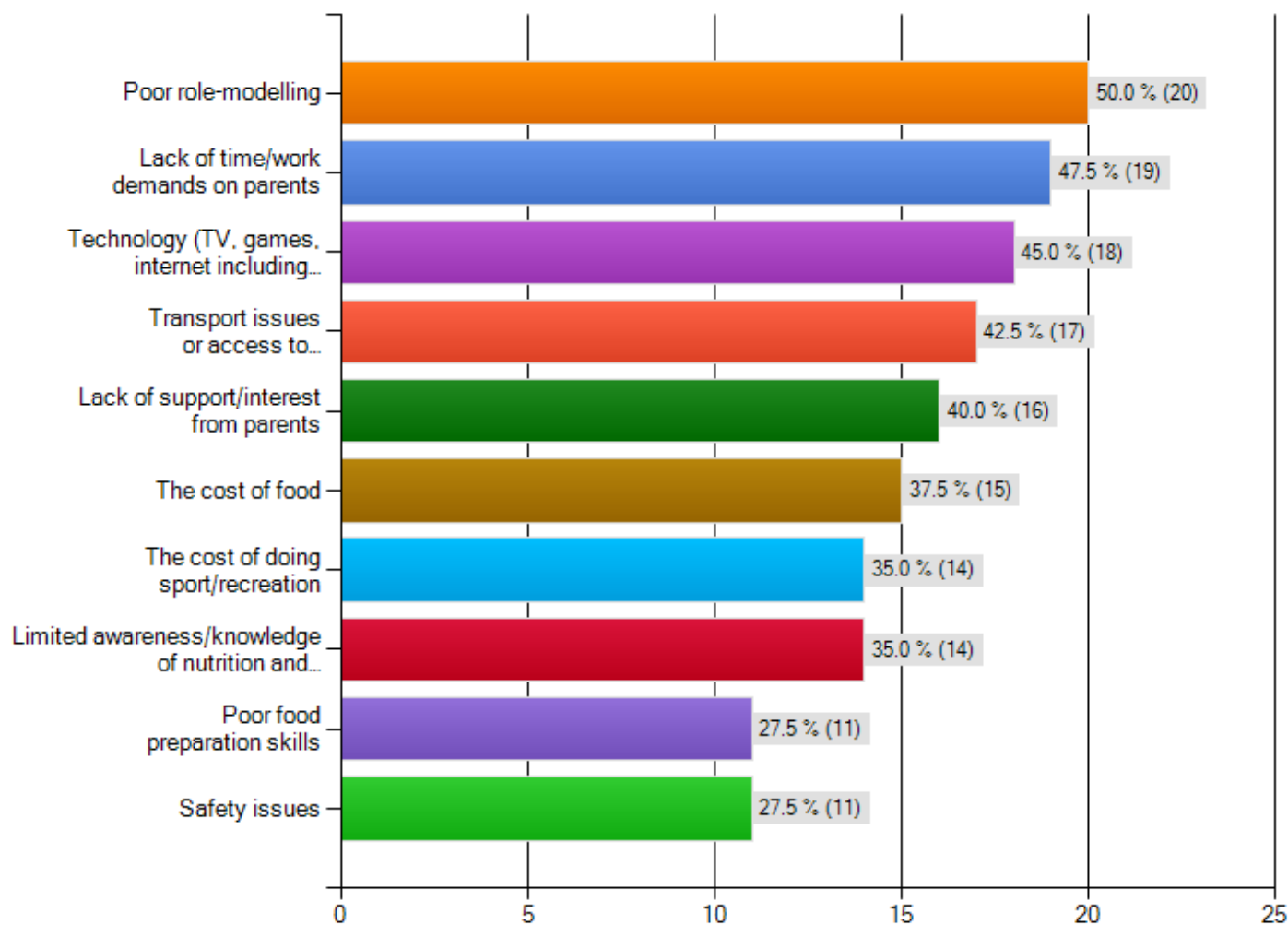
- Parent/carer views -

- The main barriers identified include:
 - ✓ **Time pressures** including: work demands, being too busy; the time it takes to get to activities; being too tired
 - ✓ **Costs** associated with participating
 - ✓ **Times** not suiting
 - ✓ **Weather**
- Moyne parents are concerned more with weather and transport issues
- Warrnambool parents are more concerned with costs & affordability

What makes it hard for families to eat well and be active?

- Key stakeholder agency views -

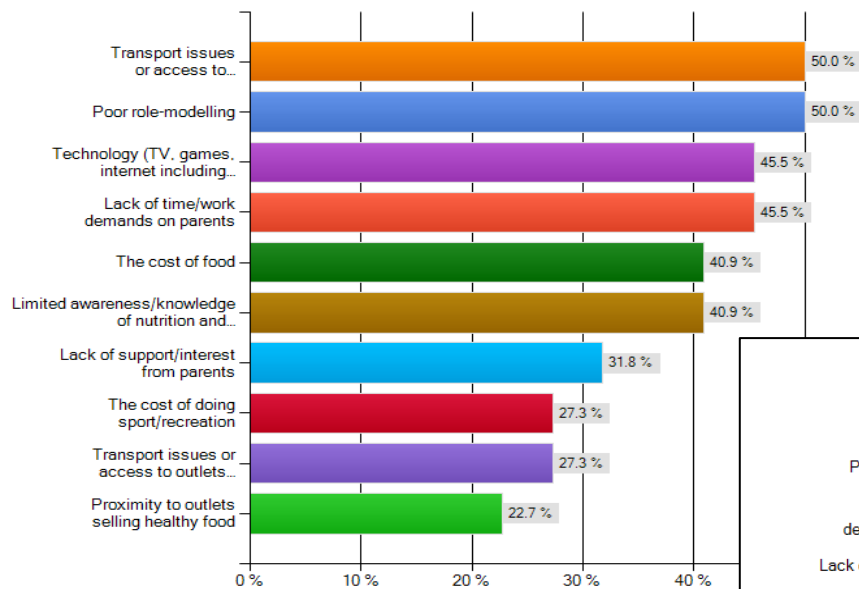
Top ten issues and barriers to kids being active and eating well in Warrnambool and Moyne



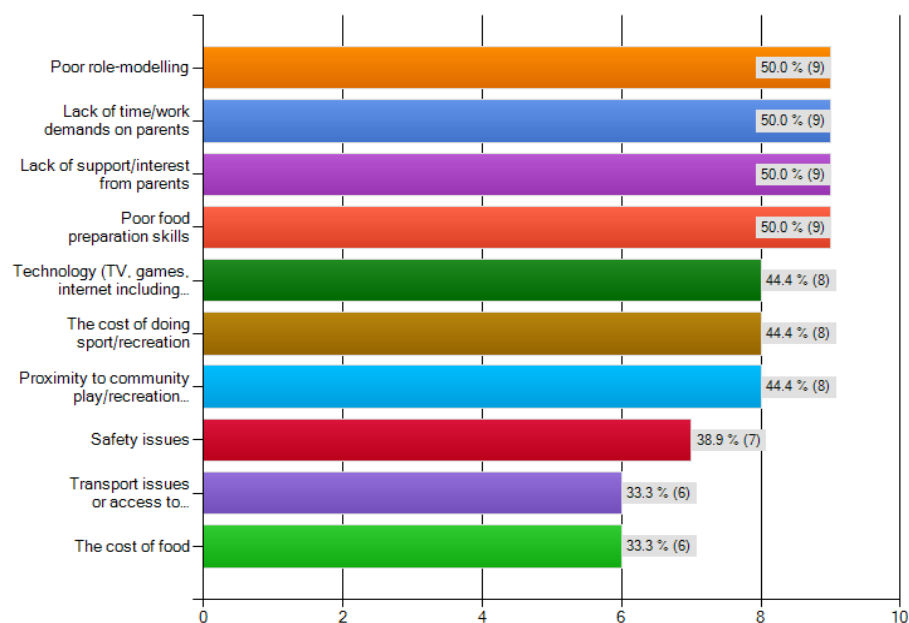
What makes it hard for families to eat well and be active?

- Key stakeholder agency views -

Barriers to kids being active and eating well in Moynel



Top ten issues and barriers to kids being active and eating well in Warrnambool



Findings: gaps and opportunities

In general there is currently a greater focus on:

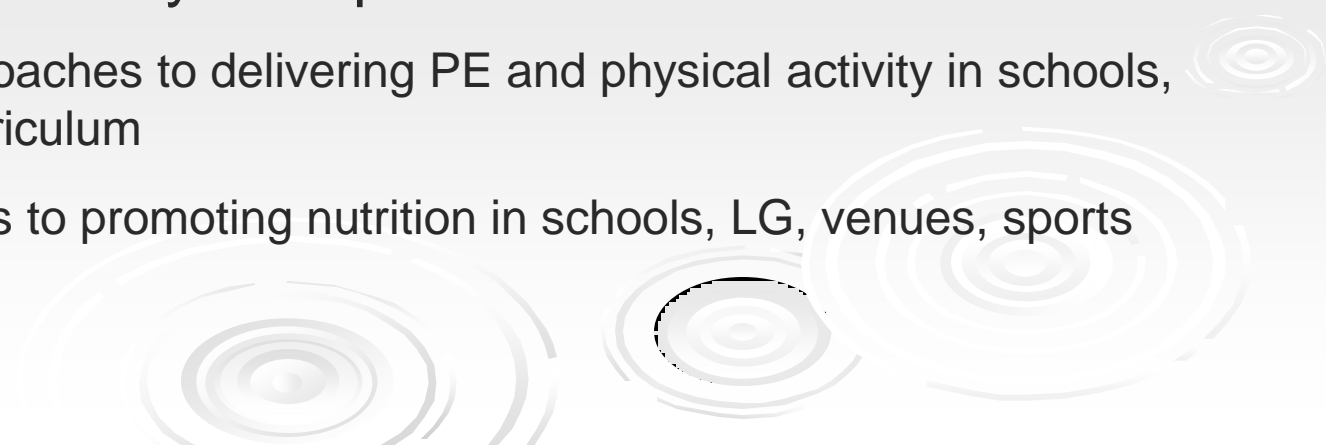
- physical activity than food
- promoting fruit than vegetables

Few strategies focus on:

- limiting the consumption of energy dense nutrient poor food
- reducing sedentary behaviour
- the development of fundamental motor skills (FMS)

There is an opportunity to explore further:

- whole school approaches to delivering PE and physical activity in schools, and an 'active' curriculum
- holistic approaches to promoting nutrition in schools, LG, venues, sports



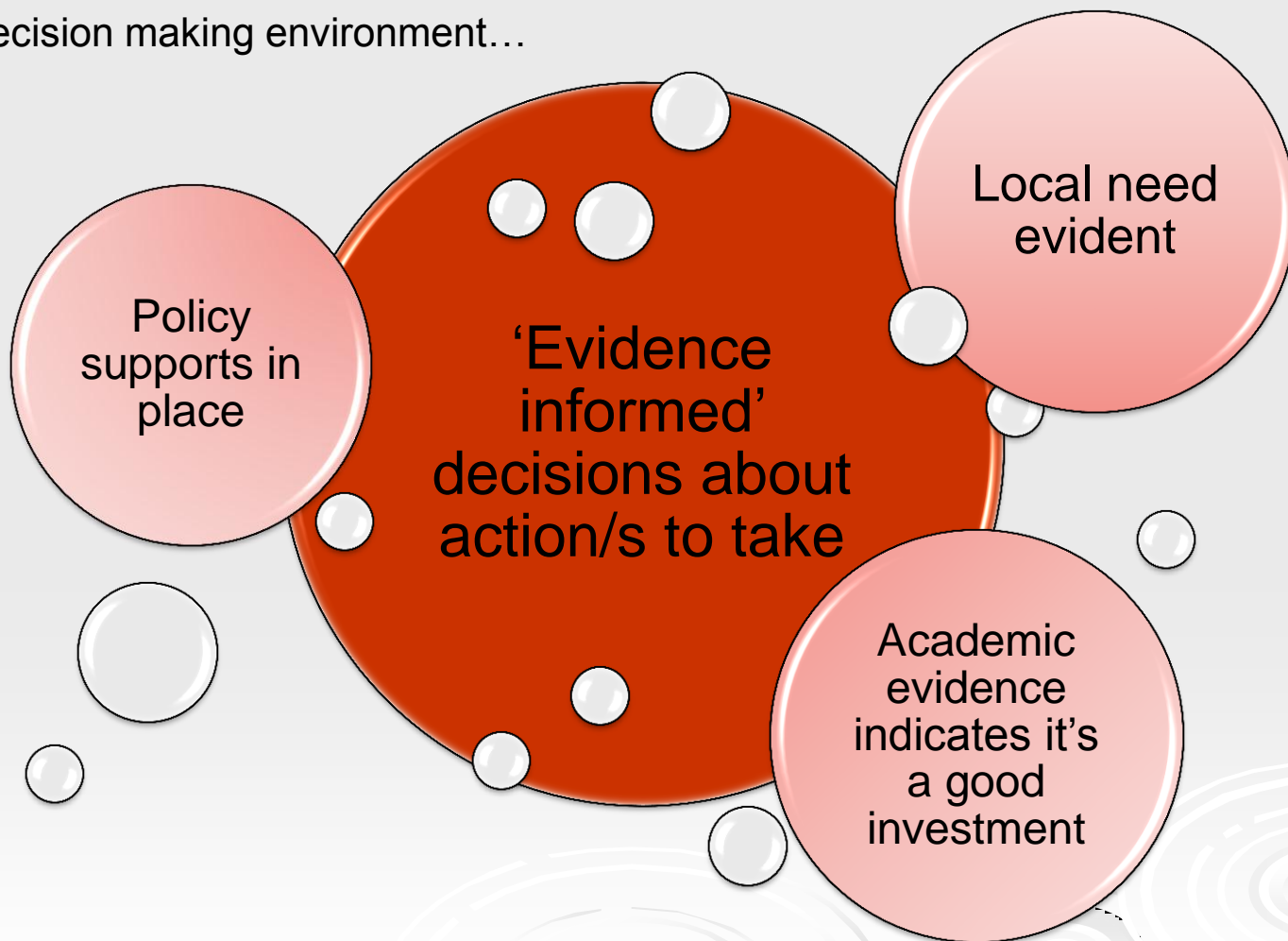
Findings: opportunities and gaps

There is support for strategies that:

- improve affordability of physical activity opportunities
- increase access to, and availability of healthy food and physical activity opportunities
- reach/influence the home environment including: parent education/skill development programs (including new parents) in food preparation, shopping, budgeting and meal planning
- reduce reliance on volunteers in community sport
- increase low/no cost physical activity options such as infrastructure supports – walking/cycling paths, playground equipment in parks, safer crossings
- continue or expand support /funding for existing programs such as walk/ride to school, active after school, healthy breakfast, food education

Making informed decisions about a local response to consolidate obesity prevention efforts

The decision making environment...



Being mindful of key state and national initiatives & programs*

A local response requires effort, not just by individuals, but by their families, communities and the wider society with local solutions aligning to key state and national initiatives and programs.

State

[Victorian Public HWB Plan](#)

[Victorian Prevention Community Model](#)

[Victorian Healthy Eating Enterprise & Healthy Food Charter](#)

Health Promotion for Children & Young People Policy

[Victorian Prevention & Health Promotion Achievement Program](#)

[Healthy Eating Advisory Service](#)

[Mandated timetabling PE/sport](#)

[School Canteens & Other Food Services Policy](#) & [School Confectionary Guidelines](#)

[Healthy Sporting Environments](#)

Aboriginal nutrition and physical activity strategy

National

[Australian National Preventive Health Agency](#)

National Partnership Agreement Preventive Health

[National Quality Framework & Standard for Early Childhood Education and Care](#)

[National Get Up and Grow \(0-5\)](#)

'Measure Up' & 'SWAP IT' campaigns
Australian [Dietary](#) & National [Physical Activity Guidelines](#)

[Stephanie Alexander Kitchen Garden Program](#)

[National Healthy Schools Canteen](#)

[Eat Smart Play Smart \(OHSC\)](#)

[Active After-school communities](#)

[National Cycling Strategy](#)

Regional

[Great South Coast Regional Strategic Plan](#)

[Warrnambool HWB Plan](#)

[Moyne HWB Plan](#)

[Eat Well Be Active SW Vic](#)

[Healthy Moves](#)

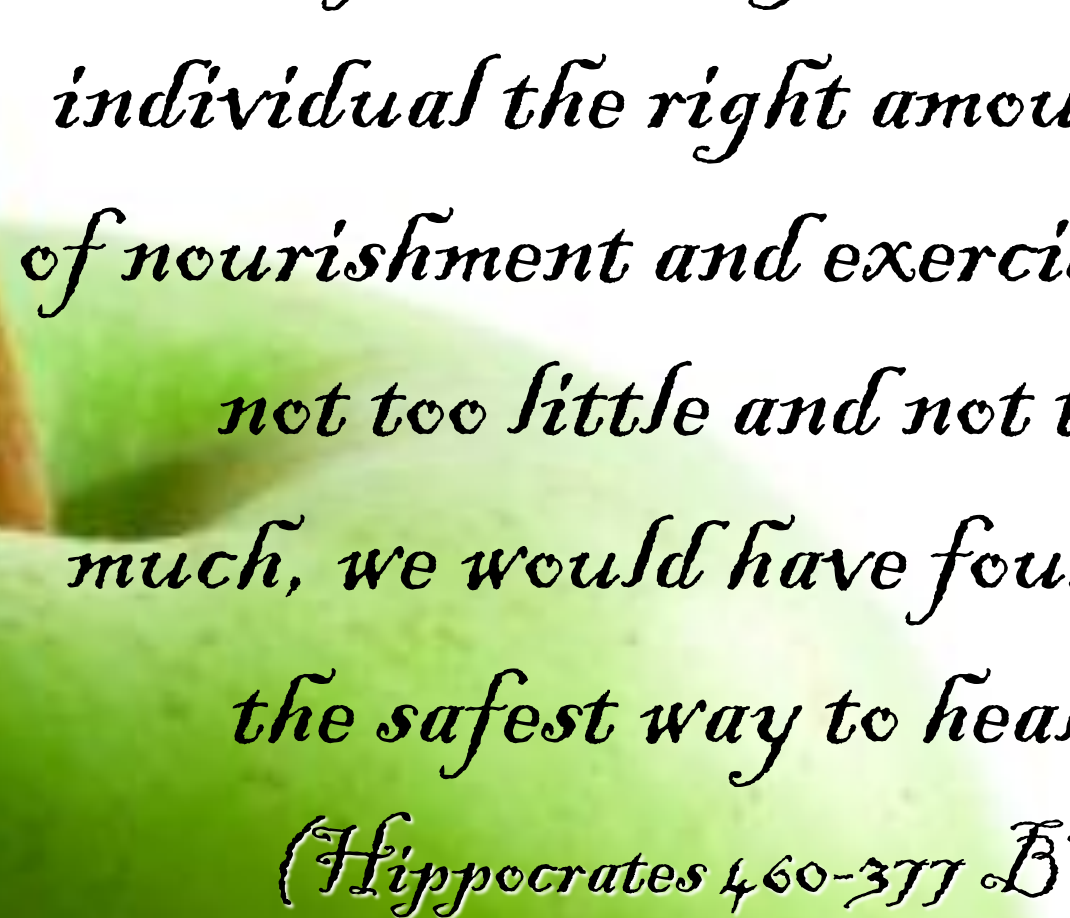
[Healthy Sporting](#)

[Environments - SW](#)

**South West
Healthy Kids**

Being mindful of the academic research*

- The best bets.... what does the evidence show us? (**The session after lunch...*)
- We reviewed key evidence summaries about obesity prevention in children to get an idea of what has been shown to work:
 - ✓ DEECD Bulletin: *Child outcomes. Maintaining a healthy body weight: risk factors for overweight and obesity in Victorian children*
 - ✓ Dept. Health: Evidence summaries re healthy eating and fruit and veg consumption in children
 - ✓ COOPS Evidence summaries re community based obesity prevention
 - ✓ National prevention taskforce: *Obesity in Australia – a need for urgent action*
 - ✓ Cochrane Collaboration's Review, 2011: *Interventions for preventing obesity in children*
 - ✓ PANORG (Physical Activity Nutrition Research Group) *Evidence update on obesity prevention, March 2012*

A close-up photograph of a bright green apple. A cinnamon stick is inserted into the hole at the top of the apple, where the core would be. The apple is in sharp focus, while the background is blurred. The text is overlaid on the right side of the image.

*If we could give every
individual the right amount
of nourishment and exercise,
not too little and not too
much, we would have found
the safest way to health
(Hippocrates 460-377 BC)*