



Murray Bridge

eat well be active Murray Bridge Action Plan

1. **To strengthen factors which will enable residents & workers in Murray Bridge to further support healthy eating & physical activity of children, young people & their families**
 - 1.1 Train community members as healthy eating/physical activity peer educators
 - 1.2 Workforce development for key agency staff in healthy eating & physical activity
 - 1.3 Work in partnership with community members & agencies to develop, implement & evaluate the project, including support in writing relevant grant applications & advocacy
 - 1.4 Support community participation in the activities of *eat well be active*
 - 1.5 Strengthen partnerships between agencies/community & support them to share skills, resources & learning
 - 1.6 Provide a support service for the "*eat well be active* Schools Initiative" which includes the following menu of options:
 - 1.6.1 Workforce development for pre, primary & high school staff in relation to nutrition, physical activity & staff wellbeing
 - 1.6.2 Program resources & curriculum activities (linked to training)
 - 1.6.3 Resources & training for Fundraising Committees in healthy fundraising & catering
 - 1.6.4 Healthy eating & physical activity policy development & implementation
 - 1.6.5 Peer training resources for canteen staff
 - 1.6.6 Financial support to improve drinking water facilities
 - 1.6.7 Healthy eating & physical activity peer leadership programs for primary & high school students including 'physical activity equipment packs'
 - 1.6.8 Facilitation of the 'Safe Routes to School' program for active transport in primary schools
 - 1.6.9 Out of School Hours Care physical activity & healthy eating training and resources
 - 1.6.10 Promoting the 'Active After Schools' physical activity program
 - 1.6.11 Training, resources and financial support for primary schools to reinvigorate their outdoor environments to support physical activity
2. **To significantly increase parents' healthy eating & physical activity-related awareness, knowledge & confidence**
 - 2.1 Support trained healthy eating/physical activity community peer educators, including Aboriginal members to run practical & educational activities for parents in key community locations
 - 2.2 Resources & training for early childhood workers (including health workers) in ways to increase parents' awareness, knowledge & confidence in healthy eating & physical activity
 - 2.3 Work with stakeholders to offer & promote educational &/or family fun activities for parents with a focus on healthy eating &/or physical activity
 - 2.4 Promote key healthy eating & physical activity information for parents through the media & local networks
3. **To significantly increase children & young peoples' healthy eating & physical activity-related awareness, knowledge & confidence**
 - 3.1 Refer to "*eat well be active* Schools Initiative" (1.6)
 - 3.2 Workforce development and resources for Youth agency/Child Care Centres/Family Day Care staff & Playgroup Leaders in role modelling & building physical activity & healthy eating into their programs
 - 3.3 Support trained Aboriginal healthy eating/physical activity community peer educators to run activities for/with Aboriginal children & young people
 - 3.4 Work with stakeholders to offer & promote educational &/or recreational activities for children & young people that focus on healthy eating &/or physical activity
 - 3.5 Use the media & local networks to creatively promote key messages to children and young people
4. **To significantly increase the frequency of consumption of water & decrease the frequency of consumption of high sugar drinks (eg soft drinks, cordial) in children & young people**
 - 4.1 Refer to "*eat well be active* Schools Initiative" (1.6)
 - 4.2 Work with key community settings to audit existing drinking water facilities & financially support improvements
 - 4.3 Support early childhood settings to promote water consumption through workforce development, policy and infrastructure development
 - 4.4 Use media and local networks to promote water as a drink of choice

5. **To significantly increase children & young people's consumption of fruits & vegetables & decrease frequency of consumption of high fat &/or high sugar foods (eg crisps, confectionery)**
 - 5.1 Refer to "eat well be active Schools Initiative" (1.6)
 - 5.2 Support Family Day Care & Out of School Hours Care to implement their existing nutrition policies
 - 5.3 Support child care centres to achieve/maintain State ('Start Right Eat Right') nutrition accreditation
 - 5.4 Support community agencies/clubs to develop & implement nutrition policies, incorporating guidelines around event catering & fundraising
 - 5.5 Use media & local networks to promote fruit & vegetable consumption
6. **To significantly increase the capacity of agencies that work with disadvantaged children, young people & their families to increase these families' access to healthy & affordable foods**
 - 6.1 Support budgeting programs for families
 - 6.2 Workforce development and resources for welfare & other agency staff to support budgeting & shopping for healthy food
 - 6.3 Support existing local groups to address healthy food access issues
 - 6.4 Use local media & networks to promote affordable healthy food programs & budgeting support programs
 - 6.5 Investigate public transport availability to food shops and support community calls for improvements
7. **To significantly increase the number of community locations servicing Murray Bridge families that support breastfeeding**
 - 7.1 Encourage community locations to become 'Breastfeeding welcome here' sites (Australian Breastfeeding Association).
 - 7.2 Support agencies to develop breastfeeding-friendly policies, targeting health services as role models
 - 7.3 Use media & local networks to promote breastfeeding, local support services & breastfeeding-friendly places
8. **To significantly increase children, young people & families' usage outdoor 'active' spaces**
 - 8.1 Refer to "eat well be active Schools initiative" (1.6)
 - 8.2 Support community members & local government to work together to ensure community & recreation facilities/spaces encourage children, young people and their families to be active
 - 8.3 Facilitate partnerships between relevant Aboriginal & state sports & recreation agencies & Aboriginal agencies/youth groups to provide free "come & try" physical activities for the Aboriginal community, & support establishment of Aboriginal sports teams
 - 8.4 Assist agencies & local clubs to apply for grants to support diverse community physical activities, & to upgrade/create facilities & outdoor spaces eg. playgrounds, parks, youth agencies
 - 8.5 Investigate options for promotional signage for outdoor 'active' spaces eg. parks, playgrounds
 - 8.6 Work with community agencies/clubs to incorporate physical activity & healthy eating activities into community events & where possible locate events in local parks/playgrounds/club facilities
 - 8.7 Use media & local networks to promote local, affordable physical activities & facilities
 - 8.8 Encourage community members & young people to achieve coach/umpire credentials
 - 8.9 Investigate public transport routes to physical activity facilities/spaces & support community calls for improvements
9. **To significantly increase children & young peoples' participation in physical activity**
 - 9.1 Refer to "eat well be active Schools Initiative" (1.6)
 - 9.2 Work in partnership with Family Day Care to develop & implement a physical activity policy
 - 9.3 Support early childhood agencies to develop individual physical activity policies
 - 9.4 Workforce development & resources for:
 - 9.4.1 Youth & community agency staff for building physical activity into programs
 - 9.4.2 Early Childhood staff to support them in meeting the Physical Activity accreditation requirements
 - 9.4.3 Agency & educational staff working with children under 5 in dance, music & movement, & creating supportive environments for physical activity
 - 9.4.4 Agency & educational staff working with children between 4-8 years in 'Fundamental Movement Skills'
 - 9.5 Use media & local networks to promote physical activity
10. **To increase access to affordable public liability insurance, consistent with organisational risk profiles, for community-based sport and recreation providers/facilities**
 - 10.1 Participation in a Flinders University led public liability Risk Management Insurance project
 - 10.2 Statewide advocacy through Flinders University & peak non-government organisations regarding improvements to public liability issues affecting access to physical activity opportunities

Implemented by Southern Primary Health of Southern Adelaide Health Service and
Murray Mallee Community Health Service of Country Health SA