



## Community Programs

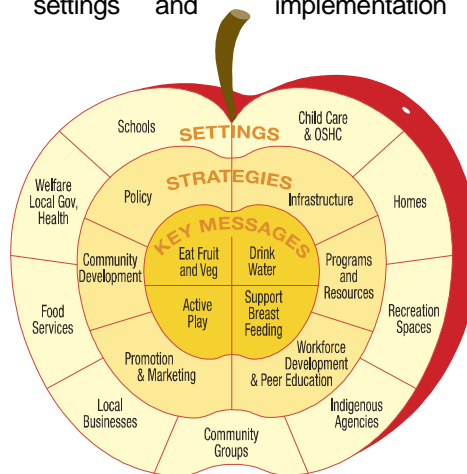
### Executive Summary of the Sixth Progress Report, 2008/2009

#### Background

The *eat well be active* (*ewba*) Community Programs aim to contribute to the healthy weight of children, young people (0-18 years) and their families through increasing healthy eating and physical activity. The programs recognise the importance of addressing environmental factors, working in partnership across sectors and using a community development approach when looking to produce sustainable change at the community level. *ewba* comprises two linked projects – one in Morphett Vale (southern metropolitan Adelaide, population 23,000) implemented by Southern Primary Health and one in the Rural City of Murray Bridge (Hills Mallee country region, population 18,000) implemented by Murray Mallee Community Health Service.

The initial budget and timeframe allocated by SA Health has been increased to \$2.6 million over five years to allow for an increased intervention and evaluation follow-up period and the costs of large sample size anthropometric data collection.

The *ewba* Action Plan framework was developed through significant community consultation strengthened with the best available evidence and guided by the *ewba* guiding principles. The framework (see figure) depicts the four key messages that are addressed by the portfolio of strategies across a range of settings and implementation commenced in February 2006.



**Figure. ewba Action Plan framework**

#### Implementation

The majority of the Action Plans in each community have been implemented, and significant time and resources are now dedicated to building sustainability of *ewba* strategies and action in the communities. Currently implementation will continue in both communities until the end of June 2010.

Implementation highlights for 2008/09 include;

- Over 80% of pre and primary schools have a healthy eating policy .
- 80% of child care centres and 75% of preschools in Morphett Vale have initiated or completed development of an active play policy

- Strong interest from schools in Morphett Vale and Murray Bridge to develop Physical Activity policies.
- Over 20 workforce development sessions delivered for early childhood, education and youth workers in Morphett Vale and Murray Bridge.
- Over 130 primary students and over 50 high school students engaged in *ewba* Peer leader programs.
- A further 13 water filter facilities have been installed in Murray Bridge, including eight in community facilities. Two new water facilities in Morphett Vale with three new water facilities planned in three Morphett Vale high schools.
- 16 active play kits are being developed for FDC for loan to FDC Careproviders in Murray Bridge and Morphett Vale.
- 50 new mum's packs promoting breastfeeding and active play for Aboriginal mums in Morphett Vale and Murray Bridge
- Development and dissemination of an *ewba* Newsletter to all stakeholders in December, March and June.
- Redevelopment and upgrade of the *ewba* website with new links, information for stakeholders and an *ewba* community stories page.

## Evaluation

The aims of *eat well be active* are being evaluated using mixed methods. The *ewba* evaluation comprises quantitative outcome measures together with a range of qualitative methods, in order to determine the visible outcomes of the project, community impact, understand the process of community change, and describe implications for practice.

The *ewba* Baseline Data Report (part 2) is being printed. Data gathered from surveying parents, primary schools (principals, teachers, canteen managers, out-of-school-hours-care), early childhood settings (Family Day Care, Long Day Care and Pre-schools) and the youth sector (high school principals and canteen managers) will be reported. Child Youth and Women's Health Service 2006 de-identified data on breastfeeding rates and physical measures of 4-5 year old children have been analysed and reported.

The quasi-experimental cross-sectional measures of intervention and comparison communities will be collected in September – November 2009. Measures will be taken using the same tools and methods as conducted for baseline in September – November 2006.

The qualitative components of the evaluation including interviews and focus groups with key stakeholders, perceived impacts and message uptake by school-aged children ('post-box' and 'photo-posters'), reach and message uptake in the community (on-the-spot community interviews), case studies, and context analyses continue to be collected and analysed.

The PhD work on "Transferability of a mainstream community-based childhood obesity prevention program to Aboriginal people" will further strengthen the evaluation with relevance to equity, through understanding the effectiveness and meaning of a mainstream program to aboriginal people and communities.

## Communication and dissemination

Professional communication about *ewba* continues with another peer-reviewed paper published this project report period and a further two papers at the submission stage. In addition a further two papers are being prepared for submission. The *ewba* team have been very busy presenting at National and State conferences and continue to receive requests to share experiences and resources both locally and nationally.

***ewba* webpages:** <http://www.health.sa.gov.au/pehs/branches/health-promotion/hp-eat-well-be-active.htm>