



# All About Eating Well

A nutrition promotion skills development project





## **Summary**

*All About Eating Well* was a project that sought to enhance nutrition promotion knowledge and skills of Cancer Council Tasmania staff and volunteers, and health and community workers on King Island. The project involved three practical workshops held in different parts of the State during 2004, that covered nutrition, nutrition promotion and food ideas.

The workshops were funded by the Department of Education, Department of Health and Human Services, Eat Well Tasmania and the Cancer Council Tasmania.

A total of 29 individuals participated in the *All About Eating Well* workshops. Overall, participants provided positive feedback in relation to all aspects of the workshops. Participants of the Launceston and King Island workshops also demonstrated an increase in confidence in their (self-reported) ability to influence family, friends and the community in relation to healthy eating messages when comparing pre- and post-workshop assessments.

## **Acknowledgments**

The following people and organisations are acknowledged and thanked for their contribution to the *All About Eating Well* project:

- Department of Education, Adult and Community Education Grants Program
- Ms Julie Williams, Community Nutrition Unit (Department of Health and Human Services)
- Ms Jeltje Gillian, Community Cooking Demonstrator
- Ms Kacey Rubie, Community Dietitian (Department of Health and Human Services)
- Ms Judith Brown, North-West Regional Coordinator (The Cancer Council Tasmania)
- Ms Sarina Laidler, Health Promotion & Community Development Officer, King Island
- All the participants from all three workshops, including all the Cancer Council Tasmania's Regional Coordinators for assisting with the promotion and registration process

### **Report prepared by:**

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## 1.0 Introduction

A nutritious diet is important for overall health and wellbeing, and can help prevent a number of chronic conditions including certain cancers (NHMRC 2003\*). With these recognised links between nutrition and cancer prevention, the Cancer Council Tasmania is increasing its activity in nutrition promotion. A number of Cancer Council volunteers and staff expressed an interest in enhancing their nutrition promotion knowledge and skills.

The Cancer Council Tasmania's staff and volunteers have contact with the community through a range of channels, including one-on-one contact, group settings and community events. There is significant potential to deliver healthy eating messages to the community through these channels. Enhancing the capacity of staff and volunteers to deliver appropriate cancer prevention messages is an important part of the Cancer Council's ultimate goal, to minimise the impact of cancer on all Tasmanians.



The objectives of this project were:

- To enhance knowledge and skills of Cancer Council staff and volunteers, and other health and community workers in relation to nutrition and nutrition promotion.
- To enhance the capacity and confidence of the Cancer Council's staff and volunteers, and other health and community workers to promote healthy eating messages to the community.
- To develop a team of healthy eating 'peer educators' that will be supported beyond the life of this project to further develop their skills and become involve in nutrition-related projects and activities.
- An increased number of healthy eating messages reaching the community.

## 2.0 Methods

### 2.1 Funding

Eat Well Tasmania obtained funding from the Department of Education's Adult and Community Education Grants Program 2004 to implement the *All About Eating Well* project. Funding was initially sought to run three workshops, in Hobart, Launceston and Burnie, however the Department of Education was only able to partially fund the project and therefore only two workshops were held for Cancer Council staff, in Hobart and Launceston. Eat Well Tasmania and the Community Nutrition Unit (Department of Health and Human Services) provided

\*National Health & Medical Research Council (NHMRC) (2003), *Dietary Guidelines for Australian Adults*. Commonwealth of Australia.

additional funding and in-kind support to ensure the delivery of the project. Another workshop using the same format was conducted in Currie, King Island. This workshop was funded by Eat Well Tasmania, the Cancer Council Tasmania and the Department of Health and Human Services. A summary of the estimated budget for the project (including all three workshops) is provided in Appendix A.

## **2.2 The Workshops**

The workshop in Hobart was held on the 8<sup>th</sup> July 2004, in Launceston on the 23<sup>rd</sup> July 2004 and on King Island on the 15<sup>th</sup> October 2004. The workshops in Hobart and Launceston were first promoted to Cancer Council staff, and later promoted more widely to others. The King Island workshop was open to anyone interested and involved in promoting healthy eating. Appendix B provides an example of the promotional flier. The Hobart workshop was held at the Botanical Gardens Training Room and the Launceston Workshop was held at a Department of Health and Human Services venue in the city centre. The King Island workshop was held at the neighbourhood house.

Appendix C provides a copy of the program for the workshops. The workshops covered nutrition, nutrition promotion and food ideas. The Coordinator of the Community Nutrition Unit, Executive Officer of Eat Well Tasmania and a Community Cooking Demonstrator worked in partnership to deliver the workshops. The Community Cooking Demonstrator did not participate in the King Island workshop. The workshops involved a combination of presentations, practical problem-solving activities and food preparation activities.

Participants in the Hobart and Launceston workshops completed a feedback form (see Appendix D). The Launceston and King Island workshops were also evaluated using a 'alternative' method. Participants were asked to rate their level of confidence (on a scale of 1 to 10) in relation to the following:

- Confidence in ability to influence family in relation to healthy eating
- Confidence in ability to influence friends in relation to healthy eating
- Confidence in ability to influence community in relation to healthy eating

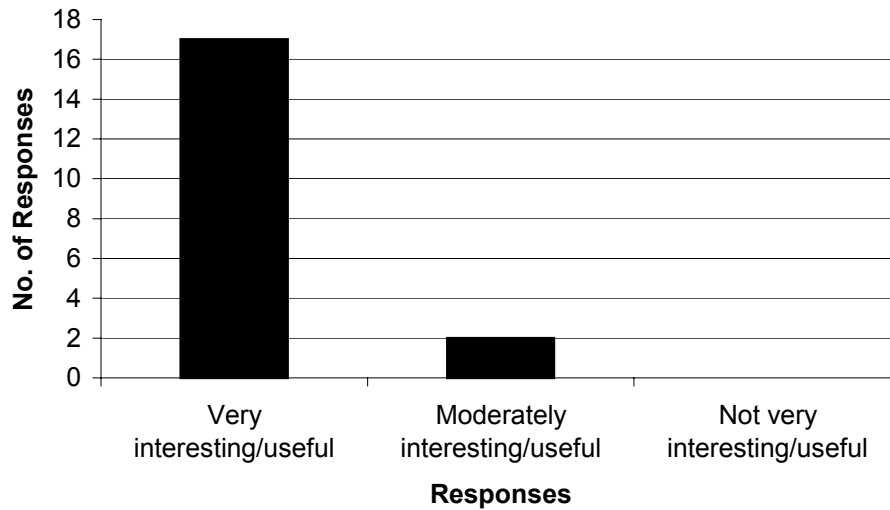
Confidence levels were assessed both before and after the workshops.

## **3.0 Results**

The workshops involved 10 participants in Hobart, 9 participants in Launceston and 10 participants in Currie. Figures 1 to 3 demonstrate the responses to questions 1, 3 and 4 on the feedback forms from both the Hobart and Launceston workshops.

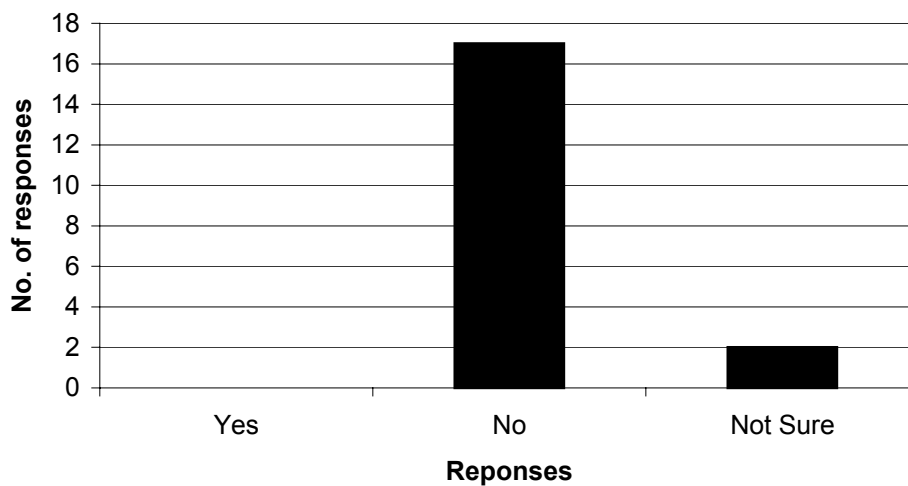
**Figure 1: Responses to Question 1**

**Q. 1 Overall the information presented was:**



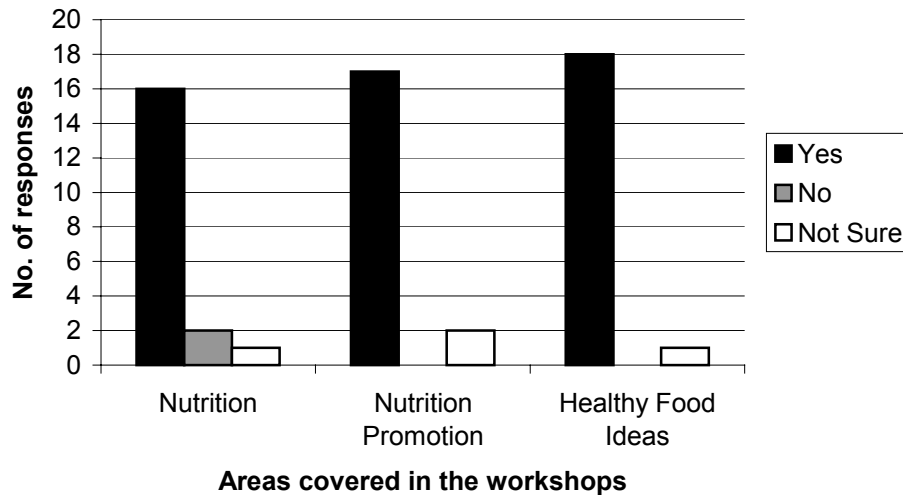
**Figure 2: Responses to Question 2**

**Q. 3 Was there anything in particular in the workshop that you didn't find very interesting or useful?**



**Figure 3: Responses to Question 4**

**Q. 4 Did you learn anything new about any of the following?**



Other comments obtained from the feedback forms included:

- The best part of the workshops (Q. 2):
  - Information about the role of diet in cancer prevention
  - Making healthy foods, trying foods and recipes
  - The practical nature of the workshops
  - The nutrition promotion activity
  - All of the workshop elements
- All participants, except one, stated they intended or would like to use something they learnt at the workshops as part of their role at their place of work (Q. 5). One participant was not sure.
- When asked what they will or would like to use (Q. 6), comments included:
  - Recipes
  - Brochures
  - Food demonstrations
  - Knowledge
  - Promotional resources
  - Presentations
  - Format of the workshop
  - Talking to clients one-to-one
  - Messages



- 100% of participants stated they enjoyed the workshops (Q. 7)
- Other comments or suggestions (Q. 8) were positive and appreciative. A couple of participants suggested that there was not enough time to cover all areas properly.



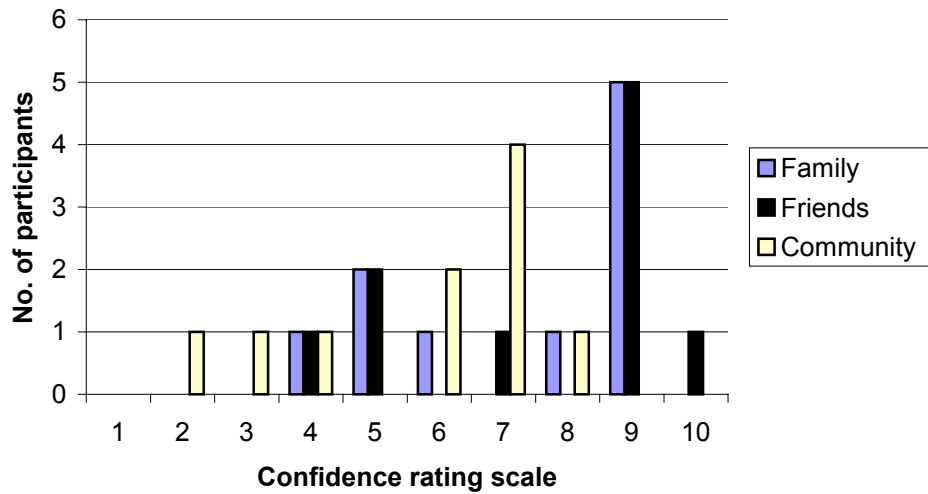
**Above: Participants worked in groups to plan a nutrition promotion activity**



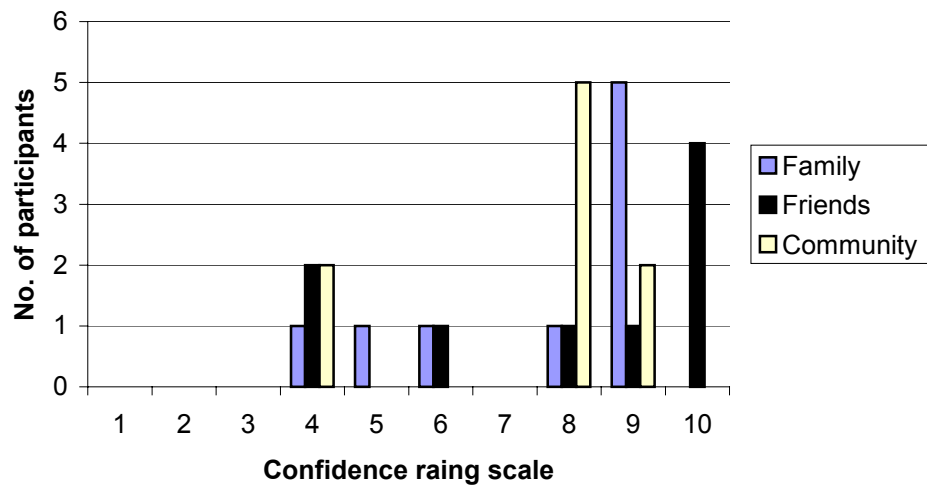
**Above: Participants fed their ideas back to the broader group**

Figures 4 to 7 demonstrate the confidence ratings before and after the workshops in Launceston and Currie, King Island.

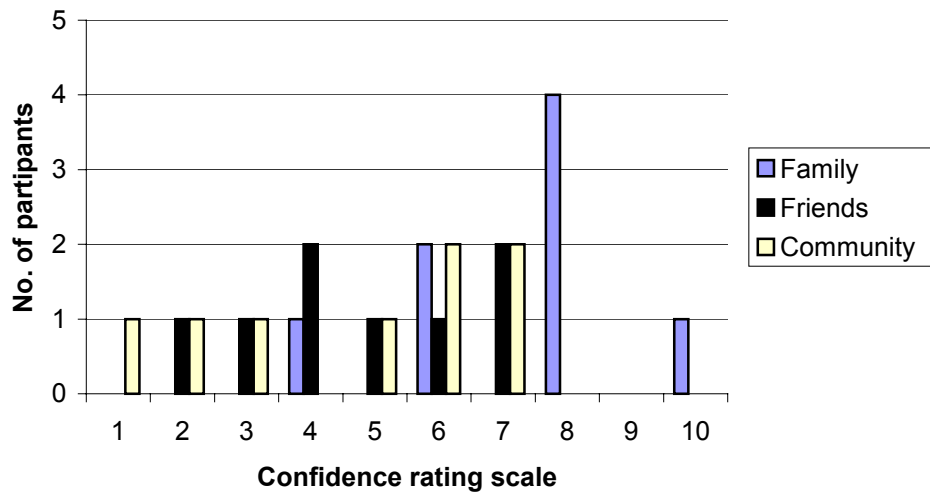
**Figure 4: Pre-workshop Confidence Levels  
Launceston**



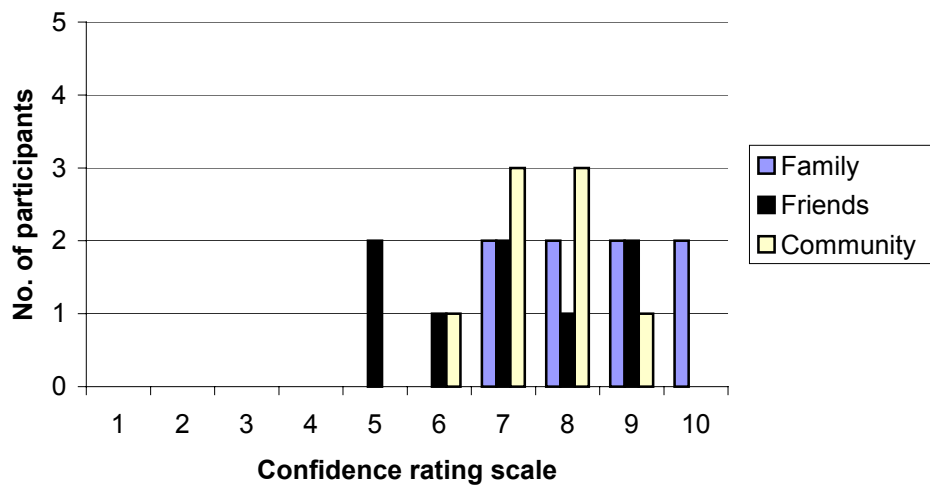
**Figure 5: Post-workshop Confidence Levels  
Launceston**



**Figure 6: Pre-workshop Confidence Levels  
King Island**



**Figure 7: Post-workshop Confidence Levels  
King Island**



## 4.0 Discussion and Conclusion

The number of participants in each of the workshops was lower than initially anticipated. The Hobart and Launceston workshops were specifically developed for Cancer Council staff, however the organisation is small and the workshops could have been better promoted to others. Only one non-Cancer Council person attended the Hobart workshop and all participants in the Launceston workshop were employed by the Cancer Council. The King Island workshop attracted a broad range of participants.

Overall, the feedback from participants was positive, with staff and volunteers indicating that the workshops were informative, useful and enjoyable. The practical nature of the workshops, and in particular the food preparation activities, were the clearly the most popular aspects of the workshops.

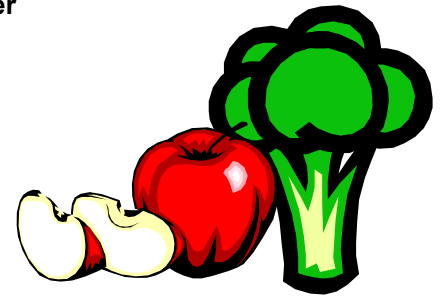
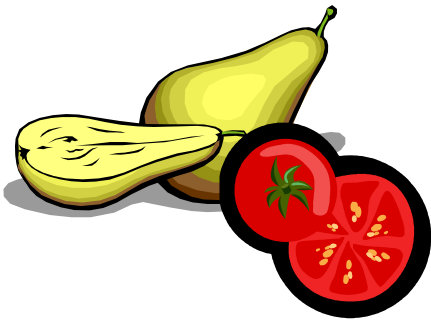
When comparing the confidence levels for the Launceston and King Island participants, there was an obvious shift towards greater self-reported confidence levels at the post-workshop stage. This was particularly evident for the King Island workshop, where the level of confidence in being able to influence all three groups (family, friends and community) increased. At the Launceston workshop there was a notable shift in the level of confidence in being able to influence community, and to a lesser extent friends. This evaluation strategy proved to be a fun, practical way to obtain an overall assessment of confidence levels at pre- and post-workshop stages.

Overall, the organisers and tutors for the project were satisfied with the way the project was planned and implemented. Parking did create some difficulties in relation to loading equipment at some of the venues. The food preparation facilities at all the venues were basic and in some cases required a generous amount of equipment to be brought in. Overall the project required a significant amount of resources. The project would not have been successful without a partnership approach and the contribution of various funding sources and in-kind support.

In conclusion, this project was both rewarding for the organisers and participants. Feedback and subsequent enquiries from a number of participants suggests that several individuals have implemented the knowledge and skills obtained from the *All About Eating Well* workshops. Eat Well Tasmania will continue to support and assist those who were trained by the project.

**Appendix A**  
**Budget for All About Eating Well**

Item	Funding Source			
	Dept of Education (Grant)	Eat Well Tasmania (Estimated)	Dept of Health & Human Services (Estimated)	The Cancer Council Tasmania
Tutors (including preparation time, excluding travel time)	540	690	1,080	
Travel (car hire and fuel, flights to King Island)		270	523	363
Accommodation and allowances (Launceston & King Island)		555	50	
Venue Hire	194		200 (In-kind)	
Food	170		80	
Handouts and Materials (including aprons)	96	222	50	
<b>Sub-Totals</b>	<b>\$1 000</b>	<b>\$1 737</b>	<b>\$1 983</b>	<b>\$363</b>
<b>TOTAL</b>	<b>\$5 083.00</b>			



Are you interested in learning more about:

- Nutrition and how to promote it
- Sources of nutrition information
- Practical and interactive nutrition promotion activities that you can get involved in

If the answer is YES, you are invited to register for:

# All About Eating Well

**When? 8<sup>th</sup> July 2004 from 9:30am - 4:30pm**

**Where? Botanical Gardens Training Room, Hobart**

To register your interest, please contact  
Ella Ashley on 6233 2072 by the **2<sup>nd</sup> July 2004**.  
Places are limited so please book early. There is no charge.  
Please try to commit to attending the whole day.

This workshop is intended for those who are interested in promoting enjoyable healthy eating to the community as part of their role with the Cancer Council Tasmania.

For further information contact Ella Ashley on 6233 2072  
or Miriam Herzfeld (Eat Well Tasmania) on 6233 2923



## APPENDIX C: Workshop Program

9:30 – 10:00	Participants arrive and have a cuppa
10:00 – 10:15	Welcome and introductions (pre-workshop confidence survey, introduce workshop facilitators, why we are here, the aims of the day, what you will get out of today) (Miriam Herzfeld)
10:15 – 11:15	Nutrition - including what is healthy eating and why it is an important topic, the Dietary Guidelines for Australians, diet and prevention of chronic disease, appropriate healthy eating messages for the community, knowing when to refer (limitations) and who to refer too (Julie Williams/Kacey Rubie)
11:15 – 11:45	Morning Tea – including ideas for healthy morning teas (Jeltje Gillian/Miriam Herzfeld)
11:45 – 1:00	Doing a healthy eating promotion - including planning a healthy eating promotion activity, getting started, working with others, activity checklist, displays, what promotional resources are available, where to get further assistance and information, using the <i>Guide to Planning a Healthy Eating Activity</i> (Julie Williams/Kacey Rubie and Miriam Herzfeld)
	Nutrition promotion activity in groups and present back
1:00 – 1:45	Lunch – including healthy lunch ideas (Jeltje Gillian)
1:45 – 2:15	Presentations continued (if necessary) Media, funding, sponsorship, making it last, was it a success? (Miriam Herzfeld)
2:15 – 4:00	Practical food preparation ideas, healthy recipes to incorporate into healthy eating promotions, taste-testing ideas because taste is important too! (Includes afternoon tea) (Jeltje Gillian/Miriam Herzfeld)
4:00 – 4:30	Close (post-workshop confidence survey, peer education opportunities and further training needs) (Miriam Herzfeld)



# All About Eating Well

Please take a few minutes to answer the following questions for the All About Eating Well workshop (please ✓ the boxes):

1. Overall the information presented was:  
 Very interesting and useful or  
 Moderately interesting and useful or  
 Not very interesting nor useful
  
2. What was the best part(s) of the workshop? \_\_\_\_\_  
\_\_\_\_\_
  
3. Was there anything in particular in the workshop that you didn't find very interesting or useful?  
 Yes    No    Not sure  
If yes, what was it? \_\_\_\_\_
  
4. Did you learn anything new about any of the following:
  - Nutrition?  Yes  No  Not sure
  - Nutrition promotion?  Yes  No  Not sure
  - Healthy food ideas?  Yes  No  Not sure
  
5. Do you intend or would you like to use anything you learnt at the workshop as part of your role with the Cancer Council Tasmania?  Yes  No  Not sure
  
6. If you answered yes to question 5, what do you think you will or would like to use?\_\_  
\_\_\_\_\_
  
7. Overall did you enjoy the workshop?  Yes  No  Not sure

Do you have any other comments or suggestions? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

THANK YOU

# All About Eating Well

