



A Guide to Planning a Healthy Eating Activity



This Guide has been prepared by

Miriam Herzfeld
Executive Officer
Eat Well Tasmania

Telephone: (03) 6223 1266
Email: eat@eatwell.org.au
Website: www.eatwelltas.com.au

in partnership with

Maria Scanlon
Eat Smart Launceston Project Officer
National Heart Foundation (Tasmanian Division)

and

Alison Ward
Community Dietitian
Community Nutrition Unit
Department of Health & Human Services

And updated in 2006 with the assistance of

Julie Williams
Dietitian

First published January 2004

Updated February 2007

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Introduction



There are many ways to promote healthy eating messages in the community. Whether it's a cooking workshop, some type of demonstration activity or simply a display, it can all help to encourage people to live a healthy lifestyle. And the good thing is that you don't necessarily need a lot of dollars to run a healthy eating promotion. A lot can be achieved simply by working together and sharing ideas, effort and resources. You may even find that small beginnings lead to bigger more sustainable projects down the track.

This guide is intended to help you plan and run a successful healthy eating promotion activity. It will point out some things you may like to think about when planning your activity and help you organise an activity that will contribute to community health and wellbeing.

We hope you find this guide useful. If you have any comments or suggestions we'd really like to hear from you, so please complete the questionnaire at the end of this guide and return it to us once you have had a chance to put our suggestions into practice.

Why promote healthy eating?

Eating a healthy diet and having an active lifestyle are very important for overall health and wellbeing. Eating healthy foods is important to maintain health throughout life. A healthy diet enables children and adolescents to grow and develop to become healthy adults, helps adults to maintain wellbeing and reduces the risk of many diet-related diseases, and helps older Australians to retain vitality and energy.

An unbalanced diet is a significant risk factor for a number of chronic diseases, including heart disease, certain cancers, osteoporosis and diabetes. In recent years the number of people who are overweight and obese has also dramatically increased, largely due to changes in energy intake and lack of physical activity. Obesity can contribute to some of the previously mentioned chronic diseases as well as many other health problems.

There's a lot that can be achieved by eating more healthy foods. For example studies tell us that by simply increasing our consumption of vegetables to five serves a day and fruit to two serves a day, Australians could prevent 11% of the total cancer burden¹, reduce the risk of coronary heart disease by 4%² and save the health care system millions of dollars a year³. In addition, obesity levels, birth defects, cataracts and various bowel problems would also be significantly reduced if we ate more vegetables and fruits.

Nutrition promotion activities that help people understand about healthy food and how to make healthy choices, that encourage community members to work together to promote healthy eating and create environments that 'make healthy choices easier choices' can all contribute to community health and wellbeing. So let's work together and aim to make a difference!

What message should we promote?

Just about everyday we hear or read about what we should or shouldn't eat. Some of this information is confusing and contradictory. The Dietary Guidelines for Australians provide Tasmanians with clear information about how nutritious foods and an active lifestyle can help achieve optimal health throughout life, and it is these Guidelines that should form the basis of any healthy eating messages.

The Guidelines are based on the best scientific knowledge and public health advice available. They provide recommendations for different stages of life including advice for adults, adolescents, children and infants.

Healthy eating and lifestyle choices are essential for good health and to help reduce the risk of diet-related diseases such as heart disease, diabetes and some cancers. The Guidelines provide advice about how to make healthy eating and lifestyle choices. No one guideline is more important than the other. Each one is equally important to achieving optimal health throughout life.

Sometimes it's more appropriate to use a short 'punchy' message for a healthy eating promotion activity, like *Enjoy Veg & Fruit With Every Meal* or *Go For 2 Fruit & 5 Veg!* If you're not sure what sort of message would be best, you can contact Eat Well Tasmania for advice.

You will find the Dietary Guidelines listed on the next page. For further information about the Dietary Guidelines visit this website: www.nhmrc.gov.au/publications/synopses/dietsyn.htm



Dietary Guidelines for Children & Adolescents

- Encourage and support breastfeeding
- Children and adolescents need sufficient nutritious foods to grow and develop normally
 - Growth should be checked regularly for young children
 - Physical activity is important for all children and adolescents
- Enjoy a wide variety of nutritious foods
 - Children and adolescents should be encouraged to:*
 - Eat plenty of vegetables, legumes and fruits
 - Eat plenty of cereals (including breads, rice, pasta and noodles), preferably wholegrain
 - Include lean meat, fish, poultry and/or alternatives
 - Include milks, yoghurts, cheeses and/or alternatives. Reduced fat milks are not suitable for young children under 2 years, because of their high energy needs, but reduced-fat varieties should be encouraged for older children and adolescents.
 - Choose water as a drink
 - and care should be taken to:*
 - Limit saturated fat and moderate total fat intake. Low fat diets are not suitable for infants.
 - Choose foods low in salt
 - Consume only moderate amounts of sugars and foods containing added sugars
- Care for your child's food: prepare and store it safely

Dietary Guidelines for Australian Adults

- Enjoy a wide variety of nutritious foods
 - Eat plenty of vegetables, legumes and fruits
 - Eat plenty of cereals (including breads, rice, pasta and noodles), preferably wholegrain
 - Include lean meat, fish, poultry and/or alternatives
 - Include milks, yoghurts, cheese and/or alternatives. Reduced-fat varieties should be chosen, where possible.
 - Drink plenty of water
- and take care to:*
 - Limit saturated fat and moderate total fat intake
 - Choose foods low in salt
 - Limit your alcohol intake if you choose to drink
- Prevent weight gain: be physically active and eat according to your energy needs
- Care for your food: prepare and store it safely
- Encourage and support breastfeeding

Dietary Guidelines for Older Australians

- Enjoy a wide variety of nutritious foods
- Keep active to maintain muscle strength and a healthy body weight
- Eat at least three meals every day
- Care for your food: prepare and store it correctly
- Eat plenty of vegetables (including legumes) and fruit
- Eat plenty of cereals, breads and pastas
- Eat a diet low in saturated fat
- Drink adequate amounts of water and/or other fluids
- If you drink alcohol, limit your intake
- Choose foods low in salt and use salt sparingly
- Include foods high in calcium
- Uses added sugars in moderation

Getting started

There are many different activities that can promote healthy eating. Before deciding on the type of activity you will organise consider:

- Is there something in particular that community members are concerned about or interested in? Talk to others in the community to find out if they share your views.
- Give some thought to where your community is at now. Are they ready for what your activity is going to promote? For example are they interested in learning more about preparing healthy foods? If they are not, they may not attend a cooking workshop. Talk to others in the community to share your thoughts and ideas.
- What is the purpose of the activity and what are you trying to achieve?

Some examples of what you want to achieve may be:

- To raise awareness of vegetable and fruit consumption
- To increase skills in healthy cooking
- To give people new experiences about healthy eating

Make sure you are clear about what it is you are trying to do.

- What are the messages you want to convey, for example *Go For 2 Fruit and 5 Veg*? Remember that the Dietary Guidelines for Australians provide the best nutrition information and should form the basis for any nutrition promotion messages.
- Who is your activity aimed at? Do you want to reach children, adolescents, families, adults, seniors, people working in the food industry, ethnic groups, people with disabilities, tourists or others? Knowing your audience will help you plan an activity that will be most appealing to that group of people. Sometimes it's easier to target your activity at an existing group. For example, could you do an activity with a local youth group, young mothers group, parents and friends group, craft group, seniors group or another local group?
- What type of activity can you organise within your resources? Remember, you don't need to take on the world!
- How can you best make a difference? Will a static display really encourage people to change their eating habits or do you need to link with other strategies, like taste-testing, cooking workshops or a longer-term project?
- Depending on the size of your activity it may be worth getting a small group of keen people together to form a working group to plan and coordinate the activity. Even if your activity is only small, having a couple of people involved in brainstorming can be very beneficial. Working together to organise an activity also means that tasks can be shared.



Who can be involved?

Joining forces with others (working in partnership) can make your activity more effective and the outcomes of your activity last longer. Working with others can also help reduce doubling up of efforts and wastage of resources such as time.

Invite others with enthusiasm to be involved and make sure you value each other's contributions. It's important that people who actually live and work in the community are involved in planning the activity, after all, it is their health we are talking about.

When considering who to form partnerships with, 'think outside the square' and consider that there may be underlying reasons why people are making unhealthy food choices. You may like to talk with people that are trying to address these reasons, such as social workers or neighbourhood or community house coordinators.

Also give some thought to whether there are any people that can help make your activity more sustainable. For example, if you are going to promote vegies and fruit you may like to work with the local vegetable and fruit retail outlets. Even if they can't be part of your planning group, let them know what you are doing. There's a good chance that they will be interested and supportive, especially because you will be promoting their product in the interest of community health.

You may also want to consider what else is happening in your area that you can link in with. For example, perhaps a school is organising a fundraising day and there may be an opportunity for you to run your activity as part of that event. Statewide promotional activities may also provide opportunities for joint promotions.

Eat Well Tasmania can help you join forces with others including:

- Health professionals such as community dietitians, health promotion officers, community nurses and many others
- Local council staff
- Tourism organisations
- Local food businesses, such as cafes, restaurants or supermarkets
- Media and personalities
- Growers associations
- Local producers, retailers or manufacturers
- Home Economics Institute of Australia
- Tasmanian School Canteen Association
- Community centres and neighbourhood houses
- Peer educators
- Schools, education providers and child care providers
- Non-Government Organisations including Arthritis Tasmania, Diabetes Australia - Tasmania, The National Heart Foundation (Tasmanian Division), The Cancer Council Tasmania or the Tasmanian Chronic Disease Prevention Alliance



Short on ideas?

If you're short on ideas here are some suggestions that you may like to consider:

- A healthy lunchbox activity – use the *Lunchbox Dilemma Kit* which you can borrow from the Community Nutrition Unit phone (03) 6222 7222.
- Plan a visit to a local producer or manufacturer – find out where food comes from and how it's prepared.
- Run a healthy cooking on a budget competition. If it's successful you could even develop your own community cookbook! For 'healthy' recipe ideas contact Eat Well Tasmania on (03) 6223 1266.
- Visit a local vegetable and fruit retail outlet to learn about variety, what's in season and what's locally produced.
- Organise a supermarket tour to find out more about reading labels and shopping or cooking on a budget.
- Invite a Family Food Educator to run an activity with your group. Phone the Family Food Patch project on (03) 6224 9198.
- Demonstrate easy ways to incorporate vegies and fruit into meals and snacks and put together a produce bag that matches the recipes you are demonstrating. For tasty vegetable and fruit recipes check out www.gofor2and5.com.au or our website www.eatwelltas.com.au.
- Have a variety of fun and interactive activities for kids, such as 'group the foods' games, relay races, word games etc. Run competitions such as guess the weight of the pumpkin, create crazy vegie and fruit faces, and hold apple-peeling competitions.
- Hand out give-aways such as seedlings, recipe cards, information pamphlets, fridge magnets or stickers.
- Run a taste testing activity using fresh produce grown on local farms.
- Organise a multi-cultural food tasting event.
- Use the Eat Well Tasmania costume cupboard.
- Get creative - develop a healthy eating video, create a healthy eating banner or write a play and perform at local community events.
- Organise a gardening workshop, showing how to grow your own vegies and fruit. Give away seeds or seedlings. Incorporate healthy eating messages and provide recipes for people to cook deliciously healthy dishes from home grown vegies.
- Run a healthy fundraising activity for a community group or organisation. For ideas use the *Fruitful Fundraising Directory* available from the Community Nutrition Unit phone (03) 6222 7222

For more ideas contact Eat Well Tasmania on (03) 6223 1266

Activity checklist

Think ahead! Things take time to plan and organise. Depending on what type of activity you are planning, here are some things you may need to think about:

The Activity

- Work together and develop a plan of action.
- What is the best day of the week for your activity, what time of day is best for the activity (morning, afternoon, mealtime) and how long should the activity run for (eg. 1 hour, 3 hours, all day)?
- Do you stage a 'stand alone' activity or participate in an existing event – weigh up the pros and cons?
- If your activity is a demonstration or workshop, who will do the demonstrating?
- If your activity involves food handling or preparation you may need to check with your local council Environmental Health Officer regarding food safety requirements.
- Now's the time to think about how you will find out whether your activity was a success or not. This is called evaluation (see page 20 for tips).
- Keep a record of the day – take photos or a video - and if possible write a story about your activity so that others can learn from your experiences.
- Don't forget to thank the people who have been involved after it's all over!

Budget

- What are the anticipated costs associated with the activity?
- Do you need to prepare a budget?
- Consider any activity-related fees, local council or insurance requirements.
- Do you need to seek sponsorship or apply for funding (see page 17 for tips)?
- Will the event be free of charge or do people need to pay to attend?

The Venue

- Should the activity be held indoors or outdoors?
- If holding an activity outside, what is the back-up plan for wet weather?
- If necessary book a venue.

- If your activity is outside, make sure you and any participants are encouraged to be 'Sun Smart' (have some sunscreen available, wear hats, provide shade). You may even want to consider running a 'health-promoting' event (eg. promote healthy food, sun-smart, smoke-free, recycling, physical activity and injury prevention).
- What public amenities (such as toilets and parenting facilities) are available at the venue and is the activity accessible for those with mobility problems?

Equipment and Food

- Do you need audio-visual equipment, such as a TV, data projector or microphone?
- Do you need to source or prepare promotional resources, for example posters, pamphlets, stickers, recipes and other give aways or handouts? Don't forget to order well ahead of time (see page 16 for ideas).
- Do you have all the equipment you need, for example chairs, tables, bench space, a white board, display boards etc?
- Don't forget the little extras you may need, for example velcro to put up posters, name labels, white board markers, tape to secure power leads to the floor etc.
- If you are running a cooking workshop, does the venue have suitable kitchen facilities and all the equipment for your activity?
- Do you need utilities – rubbish disposal, power, water, fridges etc?
- If you are running a taste-testing activity, do you have all the necessary equipment, including tasting equipment such as spoons, toothpicks or cups?
- If food is required for the activity, who will purchase it and how will it be stored to keep it fresh and safe?

Transport

- Do you need to organise transport for participants?
- Is the location accessible by public transport?
- Is there sufficient car parking available?

Promotion and Media

- How do you plan to promote your activity and invite people to attend?
- What opportunities are there for free publicity (eg. community service announcements, local media, club newsletters)?
- Do you want to attract the media on the day of your activity? You may need to contact local media and prepare a media release (see page 18 for tips).



Having a display

Displays can help inform and educate about healthy eating in a visual and creative manner. The good thing about displays is that they can 'get in people's way' rather than requiring people to deliberately search for information about healthy eating.

If you're thinking about doing a display here are some things to consider:

- How can you make the display more effective and the impact on people more sustainable? Displays are most effective when supported by other activities, for example a display may provide healthy eating posters, brochures and recipe leaflets that can accompany a taste-testing activity, a guest speaker or a healthy lunchbox demonstration.
- Consider the basic equipment you will need such as tables, display boards and chairs. Don't forget the little extras such as tape, velcro, pins etc.
- Consider the best location for the display. Your display needs to be located where lots of people will pass by.
- Make your display stand out. Consider what is required to make the stand look appealing – banners, balloons, colourful posters, give-aways, items that people can handle etc.
- Keep the message clear, simple and bold. Don't overload the display with words - people won't read it. Instead provide accompanying fliers with additional information.
- Use eye-catching visuals and graphics.
- The overall image should be uncluttered, not visually busy.
- Are you able to invite a celebrity or expert to be present at the display for a period of time? This could be a real draw-card for your audience.
- You may like to use the Eat Well Tasmania costume cupboard characters to attract people to your display.
- Use the Eat Well Tasmania symbol to identify your display as a source of credible nutrition information.



Health weeks

Running a healthy eating activity during a health week can help strengthen your message. Other organisations will probably also be running activities at this time. Why not join forces with them and work together to enhance the impact of your activities? Health weeks may also provide more opportunity to promote your activity through the media.

Here are some health days/weeks that may compliment your healthy eating activity:

World Cancer Day is on the 4 February

World Kidney Day is in March

World Water Day is on the 22 March

World Health Day is on the 7 April

Arthritis Week is usually the third week in April

National Heart Week is always the first week in May (usually includes last days of April)

Kidney Health Week (Wee Week) is usually the first week on June (may include last days in May)

National Diabetes Week is usually sometime in mid July

Breastfeeding Awareness Month is in August

Dental Awareness Month is in August

Healthy Bones Week is usually the first week in August

Body Image & Eating Disorder Awareness Week is in September

World Heart Day is sometime in September

Tasmanian Seniors Week is usually the first week in October

World Food Day is on the 16 October and **National Nutrition Week** aims to coincide with this date so it's usually the third week of October

World Osteoporosis Day is on the 20 October

Food Safety Week is usually the second week of November

World Diabetes Day is on the 14 November

Other local events that may provide opportunities to run healthy eating activities include:

- Local agricultural shows and events
- Local food events
- Family days
- Open days
- Fundraising events
- School events
- Local neighbourhood house events
- Church activity days

Taste-testing activities

Taste-testing activities can provide people with the taste experience that motivates them to try unfamiliar foods and new preparation methods.

Here are some things to consider if you are planning a taste-testing activity:

- Consider the best venue for offering tastings for example, a local store, a health expo, a local community food event. It may be best to coincide your taste-testing activity with another event or at a location such as suggested above, as this will give you an existing audience.
- Use simple, quick recipes or food ideas that require few ingredients.
- Aim to use seasonal and locally produced foods. Innovative recipes using local and in-season vegetables and fruit could form the basis for a great taste-testing activity! For information about locally produced, in-season vegetables and fruit contact Eat Well Tasmania.
- Consider the equipment you will require to prepare the tastings.



- Make food tastings simple and easy to handle. Consider how you will distribute the tastings, for example tooth picks, plates, cups, serviettes.
 - Make it easy for your audience to take the next step towards preparing the foods for themselves at home by providing recipe cards, ingredients or vouchers from local suppliers.
 - Handle the food and tastings in a safe and hygienic manner. Talk to your local Council Environmental Health Officer for advice about food safety.
- Use the Eat Well Tasmania symbol to promote your activity as a source of credible nutrition information (see page 17 for more information).

A great resource for running tasting events is ***Fruit & Vegetable Tool Kit – A guide for local tasting events***, NSW Health, phone: (02) 9391 9661 or visit www.health.nsw.gov.au/pubs/f/fruitveg.html

Cooking workshops

Cooking workshops can be a very practical way of encouraging people to try new foods and recipes.

If you are thinking about this activity, consider this:

- Who will run the workshop? Do you have access to a suitable cooking demonstrator? If you are unsure about a suitable cooking demonstrator, contact Eat Well Tasmania.
- The facilities need to be appropriate for cooking and running a workshop. Consider the venue and equipment available as this may limit the kinds of recipes to be prepared.
- Talk with the cooking demonstrator to decide who will obtain the necessary ingredients.
- Decide whether you will charge a fee for participation and organise the registration process.
- Consider whether you will run a series of workshops with different themes or only one workshop.
- Do you need to provide a child care service?
- You may like to ask participants to fill out a pre-workshop questionnaire to get an idea about their current level of understanding. You want to provide participants with something new.
- On the day, make sure all participants can see and feel engaged. Don't make the group too large. A maximum of 10 people is probably about right. Where possible involve participants in the preparation.
- Have photocopies of all recipes that are demonstrated and handouts on issues that you are highlighting eg. reading food labels, food safety, recipe modification.
- Use the Eat Well Tasmania symbol to promote your activity as a source of credible nutrition information (see page 17 for more information).



Food safety is important too

If you are planning to handle, prepare or provide food at your activity you may need to contact your local council Environmental Health Officer. Care needs to be taken to ensure food does not become contaminated with harmful bacteria and is unsafe to eat.

There are also some useful fact sheets available from Food Standards Australia New Zealand at www.foodstandards.gov.au/newsroom/factsheets/foodsafetyfactsheets/index.cfm

Where to get promotional resources

Promotional resources can increase awareness of your activity, raise the profile of the organisations involved, amplify the impact of your activity and communicate the right messages to the public.

! Think ahead – it can take time for resources to arrive at your door so order well ahead of time.

Here are some organisations that may be able to provide promotional resources (note: not all resources are free of charge):



- Eat Well Tasmania – posters, banners, costumes, brochures, including the *Go for 2 and 5* campaign resources, apple machines, Eat Well Tasmania symbol and contact details for other resources. Telephone (03) 6223 1266 or email mherzfeld@eatwelltas.org.au
- Community Nutrition Unit – posters, brochures, books, videos and more. Telephone (03) 6222 7222 or email community.nutrition@dhhs.tas.gov.au
- National Health & Medical Research Council – Dietary Guidelines for Australians pamphlets, booklets and posters. Telephone 1800 020 103 or visit: www.nhmrc.gov.au/publications/synopses/dietsyn.htm
- Department of Health & Ageing - Australian Guide to Healthy Eating pamphlets, booklets and posters. Telephone 1800 020 103 (ext 8654) or visit <http://www.health.gov.au/internet/wcms/Publishing.nsf/Content/health-pubhlth-strateg-food-guide-index.htm>
- Health Department of Western Australia – pamphlets, posters, booklets and recipe books. Visit: www.population.health.wa.gov.au/ordering
- National Heart Foundation – pamphlets, cookbooks and posters. Contact Heartline on 1300 36 27 87 and ask for a Resource Order Form.
- The Cancer Council Tasmania can advise where to obtain nutrition and cancer related information. Telephone (03) 6233 2030.
- Diabetes Australia – Tasmania can provide information about nutrition and diabetes. Telephone (03) 6234 5223.
- The following organisations also provide nutrition information, fact sheets and recipes:
 - Australian Mushroom Growers Association - visit www.oz-mushrooms.com.au
 - Apple and Pear Australia Ltd - visit www.apal.org.au
 - Commonwealth Scientific & Industrial Research Organisation (CSIRO) - visit www.csiro.au/csiro/channel/pchg2.html
 - Nutrition Australia - visit www.nutritionaustralia.org
 - Woolworths - visit www.woolworths.com.au/healthyeating
 - Coles Supermarkets - visit www.coles.com.au

The Eat Well Tasmania symbol

The Eat Well Tasmania symbol is designed to link together credible food and nutrition promotion projects and activities in a manner that is readily recognised throughout the community. By raising the profile of individual initiatives as part of a coordinated campaign, the total effect will be greater.

The Eat Well Tasmania symbol does not represent an organisation, rather it is a message to your target audience that your activity promotes enjoyable healthy eating, is a source of credible nutrition information and is endorsed by Eat Well Tasmania. Contact Eat Well Tasmania on (03) 6223 1266 for further information.



Seeking sponsorship

Some activities will require additional resources (\$\$). One option is to try and find a sponsor for your activity.

Here are some things to consider if you are going to try and get sponsorship:

- Before approaching an organisation or business for sponsorship, consider the benefits of sponsoring your event. You need to consider what is in it for the sponsors.

Some examples of benefits for the sponsor may include:

- The ability to cost-effectively reach a specific audience
 - Positive exposure including media coverage
 - Increased buying patterns in consumers who take up the message
 - The generation of community goodwill
 - Health benefits to consumers and the community in the long term
- Go local – consider approaching a local organisation or business. Working locally will help build a sense of community.
 - Sponsors may want to include their logo on signage or fliers. Make sure that your sponsor has a similar philosophy to what you are promoting – you don't want to send mixed messages to the community!
 - Money isn't everything – some sponsors may offer goods and services 'in kind', for example a sponsor may donate a box of apples rather than give 'up front' funding. In-kind support can be extremely valuable.

Seeking funding

Another option for gaining additional resources may be to apply for funding. There are all kinds of funds you can apply to. The disadvantage is that it can take some time to find out whether or not your submission was successful.

Here are some organisations to contact about funding opportunities:

- Some local councils offer a source of funding for local level activities
- The Department of Health & Human Services has a Health Promotion Program that offers funding rounds in districts around the State.
- The Tasmanian Community Fund - visit www.tascomfund.org for details.
- The Community Support Levy Grants Program – visit www.dhhs.tas.gov.au/gambling/grants for details.

The following websites may also be useful:

- www.women.tas.gov.au - Women Tasmania has 'grants for women'
- www.tasmaniatgether.tas.gov.au - Tasmania Together has funding opportunities
- www.tgo.tas.gov.au - Tasmanian Government Office has a funding alert service
- www.grantslink.gov.au - GrantsLink Community Grants site
- www.development.tas.gov.au/sportrec - Sport and Recreation Tasmania
- www.philanthropy.org.au - Philanthropy Australia

If you would like assistance to identify funding and/or prepare a funding submission, please contact Eat Well Tasmania.

How to get media coverage

Promoting your healthy eating activity through the media will help spread the message you are trying to promote.

Here are a few tips for attracting media attention:

- Prepare a media release and distribute it to all media outlets about one or two days before your activity. If you need some assistance to prepare a media release, contact Eat Well Tasmania.
- Head the page 'Media Release' and make sure it is dated, and give the release a catchy headline that will attract attention.
- Put the name and telephone number (including mobile numbers) of the contact person or media spokesperson at the bottom of the media release.
- Make your story newsworthy – grab the reader's attention in the first paragraph.
Make it:
 - Interesting
 - Relevant
 - Exciting
 - Informative
 - Amusing
- Cover the following information in the first one or two paragraphs:
 - WHAT will be happening
 - WHO is involved
 - WHERE will it be taking place
 - WHEN will it happen

- WHY is it happening
 - HOW it will happen
- Use quotes – especially from a credible/well known source.
- Keep it short and simple. Try to keep media releases to one page. Write in short, simple sentences.
- Ensure that information, spelling and grammar is accurate.
- Be clear – use plain English, that’s easily understood.
- Provide a good news story – how your event is unique and will benefit the community.

Some of Tasmania’s media contacts

Name	Phone	Facsimile
Newspapers		
Advocate	6498 7815	6498 7852
Examiner	6336 7355	6334 7328
Mercury	6230 0732	6230 0711
Tasmanian Country	6230 0799	6230 0555
TV		
ABC	6235 3333	6235 3364
WIN Television	6228 8970	6228 8998
Southern Cross	6344 0261	6343 2491
Radio		
Heart 107.3 FM (was Magic)	6231 1073	6234 3030
7AD Devonport	6424 1919	6424 9613
7BU Burnie	6431 2555	6431 3188
7LA Launceston	6334 1524	6331 2547
7SD Scottsdale	6352 2331	6334 3795
ABC	6235 3333	6235 3364
ABC Launceston/Burnie	6323 1011	6323 1099
City Park Radio	6334 3344	No fax
7RPH	6224 1864	6224 1786
Ultra 106 five	6234 5900	6234 8900
95.3 Huon FM	6297 1706	6297 1733
92 FM	6244 1900	6244 8510
Way FM 105.3	6334 0100	6334 0300
Heart FM 95.7	6397 8280	6397 8264
Coast FM Wynyard	6471 1711	6442 3829
Coastal FM	6442 3666	6442 3829
HO FM	6231 0277	6231 1141
Sea FM	6224 1009	6234 3030

Making the outcomes of your activity last

Sometimes a lot of effort goes into one-off activities. To make the most of your efforts, try and think about how you can make the outcomes of your activity last longer.

Here are some things to think about:

- Work with established groups so that they can go on to implement some of the things they have learned. For example if you plan to do a healthy eating workshop, work with an established local community group. They will then be able to go on to prepare healthy foods as part of their activities when they meet in the future.
- Identify where people can access further information about healthy food choices and make links with local businesses that sell healthy foods. Such links can support peoples desire to lead healthier lifestyles, by making healthy choices easy choices.
- Find out if participants would like to be involved in other similar activities and always engage the community in the planning process. Give the community ownership of the things that are important to them.
- Share your experiences with others. Take photographs on the day and write a short story. Look for opportunities to tell others about your activity and what it achieved.
- Seek support from managers and decision makers in the community. It's important to keep such people informed of the benefits of promoting healthy eating in the community.
- Identify other longer-term projects to link in with, for example the Family Food Patch Project, the Cool Canteen Accreditation Program, or the Healthy Options Tasmania Project. To find out more about such projects contact Eat Well Tasmania.



Was it a success?

To find out whether your activity was a success it's a good idea to do some kind of evaluation. The purpose of evaluation is to describe the process of planning and implementing an activity, and to determine how effective the activity was in relation to what you were trying to achieve.

There are a number of ways you can do this:

- Ask participants to fill out a questionnaire on the day.

- Put up a large piece of paper and ask participants to write down one word (or draw a picture) which best describes how they felt about the activity.
- Do a follow up telephone survey with participants. This will not always be practical but may be appropriate if you are running a workshop.
- The planning team could meet for a coffee or lunch about a week after the event to discuss how they thought it all went.
- Assess any records you have relating to the activity, for example notes from planning meetings, participation rates, range of participants, number of pamphlets given out, number of tastings etc.
- Keep a track of any media coverage you receive.
- Meet with individuals involved and discuss what they thought.

Ask things like:

- Did the activity go to plan?
- Were the venue, transport or facilities appropriate?
- Has the program reached the intended target group? Think about who came along.
- Were participants satisfied with the activity?
- What did the participants get out of the activity?
- Did participants learn or try something new?
- Did participants find the teaching or demonstrating style appropriate, engaging and enjoyable?
- Did participants understand the key messages?
- Were organisers and participants satisfied with print material, such as recipes and pamphlets?
- How will the key ideas of the activity be continued afterwards?
- Ask those who helped plan the activity to consider what worked and what could be done differently next time. Ask people how they felt about the activity.
- Ask sponsors, local businesses, community groups and other participants for their feedback on the activity.
- What impact have we had?



More information

To find out more about anything in this guide contact:

Eat Well Tasmania

Phone: (03) 6223 1266

Fax: (03) 6223 1244

Email: mherzfeld@eatwelltas.org.au

Website: www.eatwelltas.com.au

Eat Well Tasmania will either be able to assist you directly or put you in contact with the right person or organisation.

References and acknowledgements

The following references have been quoted:

1. Mathers, C., Vos T. & Stevenson, C., 1999. *The Burden of Disease and Injury in Australia*, Australian Institute of Health and Welfare.
2. Van't Veer P., Jansen M., Klerk, M., & Kok, F., 2000, 'Fruit and vegetables in the prevention of cancer and cardiovascular disease, *Public Health Nutrition*, vol. 3, no. 1, pp. 103 –107.
3. 1995 National Nutrition Survey, Australian Bureau of Statistics, 1999.

We also acknowledge the following additional sources of information that proved to be useful in the development of this guide:

- Central Sydney Area Health Service and NSW Health, 1994, *Program Management Guidelines for Health Promotion*.
- Department of Premier and Cabinet, 2003, *Seniors Week Event Planning Checklist*.
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- NSW Health, 2001, *Fruit & Vegetable Tool Kit – A guide for local tasting events*.
- P. Hawe, D. Degeling and J. Hall, 1990, *Evaluating Health Promotion*.

What did you think?

FAX to (03) 6223 1244 – Eat Well Tasmania

We would like your feedback about your activity and this guide.
Please take a few minutes to answer the following questions.

Name of your activity: _____

Brief description of your activity, including the purpose of the activity: _____

Who was involved in the activity (groups, organisations, community etc)? _____

Did you seek any sponsorship? Yes No

Did you obtain any funding? Yes No

Did you get any media publicity for your activity? Yes

If you answered yes and if possible please forward an example to us No

What went well? _____

Was there anything that didn't go so well? _____

Was this guide useful for you? Yes No Not sure

Do you have any other comments or suggestions? _____

Optional - Your Name: _____

Organisation (if relevant): _____

Phone Number: _____

Email address: _____

Please fax this form back to Eat Well Tasmania at (03) 6223 1244