



# HEALTHY EVENTS TASMANIA

## *A guide for Event Organisers*



**This Guide has been prepared in partnership with**

Eat Well Tasmania  
Department of Health and Human Services – Community Nutrition Unit  
Cancer Council Tasmania  
Quit Tasmania  
Premier’s Physical Activity Council  
Kidsafe  
Department of Health and Human Services – Health Promotion Unit  
Drug Education Network  
Sustainable Living Tasmania

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## Background

In October, 2004 the Community Nutrition Unit (Department of Health and Human Services) in partnership with Eat Well Tasmania conducted a project to look at the feasibility of health promotion at events in Tasmania. We consulted with event organisers and coordinators, to determine their attitudes, perceptions and practices relating to health promoting events within Tasmania. We especially wanted to find out what would enable them to promote health at their events.

Based on the findings the report recommendations included:

- The development of a resource or website that is specifically tailored for event organisers containing:
  - Information regarding the six health promotion areas and specific guidelines for each of the six health promotion areas
  - A list of available free resources (eg. pamphlets, merchandise)
  - Contact details and links to supporting organisations
  - Success stories showcasing good examples of health promoting events
  - A networking/discussion forum
- Create a network for event organisers and coordinators, in the form of regular meetings or discussion groups, to share ideas and learn from each other
- Encourage food stallholders to provide healthy food options. For example, create an awards system for food suppliers that meet specified criteria regarding healthy food options, this could be coordinated by Events Tasmania
- Future research to investigate the point of view of stallholders and those providing services at events

As a first step Eat Well Tasmania in partnership with the Department of Health and Human Services, Premier's Physical Activity Council, Quit Tasmania, Cancer Council Tasmania, Drug Education Network, Sustainable Living Tasmania and Kidsafe have developed this resource guide for event organisers to help you make your events healthy events.

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.



## What is a health promoting event?

A health promoting event is one where organisers create supportive environments so that healthy choices are easy choices for patrons. Healthy behaviours are promoted and modeled by staff, volunteers and visitors.<sup>i</sup>

This guide includes the major areas of health promotion: healthy and safe food, smoke free, sun safety, safe participation, promotion of physical activity, responsible serving of alcohol and waste management. In addition it discusses ways to ensure inclusiveness for families and communities, thereby reducing inequality of access and opportunity to attend and participate in events by populations facing the greatest barriers to achieve and maintain their health.



## Why is it important to promote health at events in Tasmania?

Chronic conditions such as heart disease, diabetes, and some cancers are largely preventable. At the moment chronic conditions make up about 70% of the burden of disease in Australia. This is expected to rise to 80% of the overall burden of disease by 2020<sup>ii</sup>. Childhood overweight and obesity in Australia is rising at an astonishing rate and is largely thought to be due to the obesogenic environments kids are growing up in. For example, they are less active, because of computers, TV and the “car culture” and they are surrounded by lots of high fat, high sugar foods.

If we are going to address this crisis, we can't rely on health services alone. We need all aspects of the community to become part of the solution.

An estimated 60% of Tasmanians aged 15 years and over attended a major Tasmanian annual event in 2000<sup>iii</sup>. This represents a significant proportion of the population of Tasmania and provides an opportunity to promote health to a large audience.

Once at an event, participants are limited in their ability to control aspects of the environment including: safety, nutrition, water availability, sun protection facilities, smoke free areas, physical activity opportunities, and recycling options. In order to maximise the effectiveness of health promotion in the community, the event environment should be one where healthy choices are made easy for the patrons.

One may argue that visitors go to events “to have a good time” and to not worry about health. However, many health promotion strategies simply protect your patrons from harm and increase their enjoyment of your event. This is especially the case for families who will be more likely to attend your event if they know their children will have a great time but will also be in a safe healthy environment.

There are many benefits to be gained from events that are health promoting; for everyone! For example, health promoting events demonstrate positive role modeling and how easily health promoting principles can be incorporated into all activities. They also encourage community connectedness and improve social skills.

With greater awareness of the need to promote health as a whole of community effort, there will be an opportunity for event organisers to attract funding, sponsorship or support from health and safety organisations if your event is a health promoting one.

Read on to find out how to organise your event so that it becomes a health promoting event.



## Safe and healthy food

The provision of a variety of safe, nutritious and affordable food choices at public events contributes to the comfort of patrons, reduces effects of alcohol consumption and can increase revenue.

The quality of food provided may give your event a competitive advantage. Tasmania prides itself on its quality food products and there is an increasing demand for stallholders who can provide great food and wine experiences. There is also an increasing demand for healthy food choices, including those aimed at children, at festivals and events.

### What are the key messages?

Australian Dietary guidelines

Go for 2 & 5

Food safety

### What can event organisers do in this area?

- Provide healthy food choices for all participants and ensure the choices are well promoted.
- If you are planning to handle, prepare or provide food at your activity you will need to contact your local council Environmental Health Officer (EHO). Care needs to be taken to ensure food does not become contaminated with harmful bacteria making it unsafe to eat.
- If you are running an event with a variety of stall holders encourage them to limit unhealthy food choices such as deep-fried and highly processed food. You may wish to consider giving priority to stall holders that offer and promote healthy food choices. For example, give the best positions to those that have healthy foods, or have healthy food provision as a criteria for selection of stall holders (if you are getting expressions of interest). You could also have a healthy stall holder award, to encourage all stall holders to provide healthy food choices.
- Invite local food growers and producers to showcase their produce by conducting free tastings, cooking demonstrations, or even by participating as a stall holder.
- Consider a range of nutrition promotion activities, especially those targeting children (for example, use the Eat Well Tasmania fruit and vegetable characters to brighten up your festival, or invite a celebrity to cook up some yummy fresh vegetables in season).
- Give aways for children – consider non-food or healthy food items. (e.g. dress volunteers or staff in vegetable costumes and give away fruit, water bottles, stickers or insulated lunch boxes)
- Provide free access to water that is from a safe supply.



### Further help, resources and support

- Eat Well Tasmania can help you with promotional ideas and link you in with local growers/suppliers and health and community workers. They can also supply some promotional materials such as posters, banners, costumes, brochures, including the Go for 2 and 5 campaign resources ([www.gofor2and5.com.au](http://www.gofor2and5.com.au)) and apple peeler machines. Groups can also apply to use the Eat Well Tasmania logo at their event. Telephone (03) 6223 1266 or email [eat@eatwelltas.org.au](mailto:eat@eatwelltas.org.au).

- The Community Nutrition Unit (DHHS) can provide you with advice on healthy catering options and how to link with retailers of healthy options. Telephone (03) 6222 7222 or email: [community.nutrition@dhhs.tas.gov.au](mailto:community.nutrition@dhhs.tas.gov.au)
- Your local EHO can provide you with information on safe food handling for public events. To find your local EHO contact the council in the region where you are having the event. If you are unsure which council call the Local Government Association of Tasmania: telephone: (03) 62335986 or visit [www.councilconnect.tas.gov.au](http://www.councilconnect.tas.gov.au)



- There are also some useful food safety fact sheets available from Food Standards Australia New Zealand at [www.foodstandards.gov.au/newsroom/factsheets/foodsafetyfactsheets/index.cfm](http://www.foodstandards.gov.au/newsroom/factsheets/foodsafetyfactsheets/index.cfm)

Here are some organisations that may be able to provide promotional resources. Think ahead and order resources well ahead of time – it can take time for resources to arrive at your door (note: not all resources are free of charge)

- 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](http://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/main/publishing.nsf/Content/health-publth-strateg-food-resources.htm>
- Health Department of Western Australia – pamphlets, posters, booklets and recipe books. Visit: [www.population.health.wa.gov.au/ordering](http://www.population.health.wa.gov.au/ordering)
- National Heart Foundation – *A Healthier Serve: The Heart Foundation's Guide to healthier catering* as well as various pamphlets, cookbooks and posters. Contact Heartline on 1300 36 27 87 and ask for a Resource Order Form.
- Cancer Council Tasmania for information about nutrition and cancer. Telephone (03) 6233 2030. Visit the website at <http://www.cancertas.org.au/pages/healthyeating.php>
- Diabetes Australia – Tasmania for information about nutrition and diabetes. Telephone (03) 6234 5223.
- The following organisations also provide nutritional information, fact sheets and recipes:
  - Australian Mushroom Growers Association – visit [www.oz-mushrooms.com.au](http://www.oz-mushrooms.com.au)
  - Apple and Pear Australia Ltd – visit [www.apal.org.au](http://www.apal.org.au)
  - Commonwealth Scientific & Industrial Research Organisation (CSIRO) – visit [www.csiro.gov.au](http://www.csiro.gov.au)
  - Nutrition Australia – visit [www.nutritionaustralia.org](http://www.nutritionaustralia.org)
  - Woolworths Fresh Food Kids– visit [www.freshfoodkids.com.au](http://www.freshfoodkids.com.au)
  - Coles Supermarkets – visit [www.coles.com.au](http://www.coles.com.au)

## SunSmart

### **What are the key messages?**

Skin cancer is the most common and costly cancer in Australia. It is estimated that up to 90% of skin cancers are preventable if people reduce their exposure to the sun. Cancer Council Tasmania encourages the SunSmart message to be promoted at events.

Cancer Council Tasmania recommends that when the UV Index reaches 3 and above and from the first of September through to the end of April, all Tasmanians take five simple steps to protect against sun damage:

- Seek shade
- Slip on sun-protective clothing that covers as much skin as possible (including long sleeves and a collar)
- Slop on broad spectrum, water-resistant SPF30+ sunscreen. Apply 20 minutes before going out and then re-apply every two hours
- Slap on a broad-brimmed hat that protects your face, head, neck and ears
- Slide on some wrap-around sunglasses: Always choose sunglasses that meet the Australian Standard (AS/NZS 1067:2003)

### **What can event organisers do in this area?**

- Plan and provide adequate shade – staying in the shade is one of the most effective ways to reduce exposure to harmful UV radiation. Trees with a dense canopy (few gaps) and closer to the ground provide better protection from UV radiation. Large umbrellas and sun domes can provide effective protection. Built shade structures can also be effective. When considering shade cloth, aim for shade cloth that absorbs at least 90% of UV radiation, which is a Ultraviolet Protection Factor (UPF) of 10. Whatever you use for shade, make sure it casts a dark shadow and use other protection (such as sun-protective clothing, broad-brimmed hats, sunglasses and sunscreen) to avoid reflected UV radiation from nearby surfaces.
- Where possible plan outdoor activities outside of the 10.00am – 3.00pm time period when the UV index is at its highest (from the first of September through to the end of April).
- Provide SPF 30+ sunscreen.

### **Further help, resources and support:**

The following brochures relating to sun protection are available at Cancer Council Tasmania:

- Sunscreens 30+
- Solariums
- Children and the sun
- Sunglasses and eye protection
- Top 10 myths about sun protection
- UV alert: your daily guide to sun protection
- How much sun is enough in Tasmania
- Skin cancer and outdoor work (brochure for workplaces)

The Health Promotion team at Cancer Council Tasmania can provide SunSmart advice to event organisers. Cancer Council Tasmania also stocks a full range of sun protection products.

Contact Cancer Council Tasmania on 6233 2030 or email [sunsmart@cancertas.org.au](mailto:sunsmart@cancertas.org.au) for further information. Or you can visit their website [www.cancertas.org.au](http://www.cancertas.org.au).

## Smoke-free events

### What are the key messages?

Quit Tasmania would like to see the 'Smoke-free' message promoted at local events.

### What can event organisers do in this area?

- Promote that the event will be smoke-free on all promotional material (posters, flyers, newspaper, radio, TV)
- Make sure your event complies with the Smoke-Free Areas Legislation ([www.dhhs.tas.gov.au](http://www.dhhs.tas.gov.au))
- Put up no smoking signs/stickers to let people know that there is no smoking allowed

### Further help, resources and support:

Quit Tasmania can help event organisers with ideas to promote the 'smoke-free' message.

They can provide resources to display at events, such as:

- 'Smoke-free' banners
- 'Buttman' costume
- 'No Smoking' stickers
- Various posters and flyers

Contact Quit Tasmania for more information or to use 'Quit' or 'Smoke-free' logos on promotional material, phone (03) 6228 2921.



## Promoting Physical Activity

### What are the key messages?

The Premier's Physical Activity Council (PPAC) encourages event organisers to promote the following messages at events:

- Get Moving Tasmania
- Be active everyday in as many ways as you can

PPAC would also like the following National Physical Activity Guidelines to be promoted at events:

- Adults should participate in at least 30 minutes of moderate intensity physical activity on at least five days of the week for good health;
- Children and young people should engage in at least 60 minutes of moderate to vigorous physical activity every day and shouldn't spend more than two hours a day of recreational screen time (such as playing computer games and watching television).

### What can event organisers do in this area?

- Make the active option the easy option
- Use signage to promote active choices i.e. Have a sign at elevators suggesting to take the stairs
- If having giveaways, think of 'active' items such as frisbees or pedometers
- Include an 'active' component at your event, such as stretches between presentations, a steps challenge or a morning walk.



### Further help, resources and support:

Organisations are invited to apply for endorsement from PPAC for their physical activity events or initiatives. The event or initiative must reflect the vision and contribute to the achievement of objectives that are defined in the Tasmanian Physical Activity Plan (2005-2010): *LIVE LIFE get moving* (URL:

<http://www.getmoving.tas.gov.au/RelatedFiles/Get%20Moving.pdf>).

Endorsement will allow organisations to use to the 'Get Moving Tasmania' branding in the promotion of their event or initiative. This branding will recognise the event or initiative as being involved in a broader physical activity network that are contributing to the achievement of the goals of the Tasmanian Physical Activity Plan. The 'Get Moving Tasmania' logo is recognised as a consistent message for promoting a more physically active Tasmanian community. Linking this message to your event or initiative will assist in reinforcing the 'Get Moving Tasmania' message within our community.

Gaining PPAC endorsement will also allow events and initiatives to be promoted at no cost through the 'Get Moving Tasmania' website and newsletter and, where appropriate receive 'Get Moving Tasmania' promotional merchandise.

The Get Moving Tasmania Newsletter and various fact sheets with tips on how to get active at school, home and work are available from [www.getmoving.tas.gov.au](http://www.getmoving.tas.gov.au).

There are also a range of National Physical Activity Guideline brochures available for 5 – 12 year olds, 12 – 18 year olds and adults. Free copies of these brochures are available from the Australian Department of Health and Ageing by phoning 1800 020 103.

To contact PPAC phone 1800 440 026 or email [ppac@getmoving.tas.gov.au](mailto:ppac@getmoving.tas.gov.au).

## Safety

### What are the key messages?

Kidsafe (Child Accident Prevention Foundation of Australia) would like to see the 'safety for all' message supported at community events.

### What can event organisers do in this area?

- Spot the hazards
- Avoid small toys as a give away as they can be choking hazards for young children
- Promote water awareness

### Further help, resources and support:

Kidsafe have a range of fact sheets on injury prevention available. To contact Kidsafe email [tas@kidsafe.com.au](mailto:tas@kidsafe.com.au) or visit their website <http://www.kidsafe.com.au/state.php?state=TAS>.

## Inclusiveness for families and communities

### What are the key messages?

'Inclusive' means accessible to the whole community and it is a legal requirement that your event is inclusive.

Under the Federal *Disability Discrimination Act 1992* (DDA) you have a legal responsibility to prevent discrimination against people with disabilities<sup>iv</sup>. The DDA defines disability very broadly and includes, for example:

- people who are blind or vision impaired;
- people who are Deaf or hearing impaired;
- people with intellectual and learning disabilities;
- people with mobility and manual dexterity difficulties;
- people with psychiatric disabilities;
- people who have a brain injury;
- people who have epilepsy; and
- people who have a disease-causing organism such as the HIV virus.

Yet when considering the accessibility of your event, it is also important to consider social and cultural factors. There are many population groups that find it difficult to access community events of all kinds, in particular people on low incomes, indigenous Tasmanians, carers, newly arrived migrants and refugees.

### What can event organisers do in this area?

To accommodate the needs of everyone in the community it is important to ensure that your venue is accessible and that all who would like to attend your event are able to do so. Participation in the planning of events by people representing population groups that suffer exclusion can be a very effective way of ensuring that your event is more inclusive. When thinking about the accessibility of your event it is important to consider a range of things such as: disabled access, the availability of culturally relevant food choices, the affordability of the event, access to child care, information in languages other than English etc.

Staff at your event should be trained in cultural awareness and anti-discrimination legislation.

**Further help, resources and support:**

*People, Places, and Processes: Reducing health inequalities through balanced health promotion approaches.* URL: <http://www.vichealth.vic.gov.au/Resource-Centre/Publications-and-Resources/Health-Inequalities.aspx>

Meetings and Events Australia, *Accessible Events: A guide for organisers.* URL: [http://www.meetingsevents.com.au/Accessible\\_Events\\_Guide.doc](http://www.meetingsevents.com.au/Accessible_Events_Guide.doc)

University of Melbourne, *Culturally Inclusive Social Events: Guidelines for good practice.* URL: <http://www.unimelb.edu.au/diversity/downloads/Inclusive-Events.pdf>.

## Responsible serving of alcohol

**What are the key messages?**

Practise Responsible Service of Alcohol if you plan to provide alcohol at your event.

**What can event organisers do in this area?**

- If you are planning to serve alcohol at your event, investigate liquor licensing requirements.
- Display the appropriate signage relating to underage drinking, drunkenness and public safety issues.
- Ensure that all staff and volunteers serving alcohol have been trained in Responsible Serving of Alcohol
- Offer a range of beverages including mid strength alcoholic and non alcoholic drinks.

**Further help, resources and support:**

Contact Tasmania Police for Liquor Licensing information.

Contact Tasmanian Polytechnic about RSA short courses in your area.

## Waste management

**What are the key messages?**

Conferences, festivals and other events can use a lot of resources and create a lot of waste. A waste wise event will minimise waste by reducing, reusing and recycling, and is most effective if planned into the event from the very first stages of organising.

**What can event organisers do in this area?**

Before the event

- Create a Waste Management Action Plan and make one person responsible for working towards implementation.
- Consider what type of waste is expected at the event and work towards finding alternatives or appropriate recycling. Cigarette butts, disposable nappies and liquid waste often need to be collected and disposed of separately from the recyclables and biodegradable waste collected onsite.
- Publicise the event as waste wise. This can help attract patrons and sponsors to the event as well as informing patrons that any non-recyclable/biodegradable waste that they bring in with them should be taken home with them.
- Use paper-saving technology such as email and SMS to promote the event and to send out information to attendees.
- If the event has food and market stalls, brief the stallholders on the waste minimisation measures well in advance of the event and provide them with product supplier details.
- Plan to minimise packaging (by using reusable cups, not selling bottled water etc).

- Plan to avoid individually packaged goods such as salt and pepper, sugar or non-food items.
- Use recycled napkins and investigate alternatives to paper towel in toilets.
- Hire crockery and cutlery instead of using disposables. If disposables are absolutely necessary, use recyclable or compostable goods made from natural fibres or cornstarch.
- Select packaging that is easily recycled by your local council.
- Specify in vendor contracts that they may only sell or use products that are recyclable, biodegradable or reusable.
- Find out if the council will rent recycle bins to the event.
- Obtain signs to inform attendees of waste wise measures such as what can be recycled, and bin placement. Make it very clear what should be put into which bin.
- Identify the best placement for bins, ensuring that they are very visible and located near food areas as well as dispersed throughout the venue. Place each different type of bin together so that patrons face identical choices at each location.

#### During the event

- Remind event goers about recycling and why it is important.
- Monitor bin usage and adjust their positions as necessary.
- Empty bins as required and avoid cross-contamination.
- Ensure all employees at the event are aware of recycling procedures.

#### After the event

- Observe what worked for next time, e.g. bin placement, signage, and vendor compliance.
- Monitor the amount of waste diverted from landfill, in order to report or publicise after the event.
- It may be necessary to employ people to sort recyclables and separate out contaminated recyclables.
- Donate surplus food. There are organisations that redistribute surplus food in Tasmania, such as Second Bite.
- Food scraps may be able to be composted by your local council.

#### **Further help, resources and support:**

- Australasian Special Events Industry Resources - <http://www.specialevents.com.au/resources/index.html>
- NSW Department of Environment and Climate Change - [http://www.environment.nsw.gov.au/warr/WWE\\_Home.htm](http://www.environment.nsw.gov.au/warr/WWE_Home.htm)
- Zero Waste SA – Government of South Australia - [www.zerowaste.sa.gov.au](http://www.zerowaste.sa.gov.au)
- Contact local councils directly for information about waste management in you area.
- Second Bite Tasmania - [www.secondbite.org](http://www.secondbite.org)
- Southern Waste Strategy Authority - List of recycling services in Southern Tasmania <http://www.southernwaste.com.au/services/>

## Summary Checklist

### Safe and healthy food

- Provide healthy food choices
- Work with your local EHO to ensure your food is safe
- Ask stall holders to limit deep-fried foods and highly processed foods and promote fresh vegetables and fruit
- Invite local food growers to showcase their vegetables and fruit
- Promote nutrition through the Eat Well Tasmania costume characters, celebrity cooks etc
- If providing giveaways to kids consider non-food or healthy food items
- Provide access to free water from a safe supply

### Be SunSmart

- Plan and provide adequate shade
- Promote sun protection measures: seek shade; appropriate clothing (including long sleeves and a collar); broad-brimmed hats; appropriate sunglasses; and regular use of sunscreen
- Where possible, plan outdoor activities outside of the 10.00am – 3.00pm time period (from the first of September through to the end of April)
- Provide SPF 30+ sunscreen
- Contact the Health Promotion team at the Cancer Council Tasmania for advice on making your event SunSmart

### Go smoke-free

- Promote that your event is smoke-free on all promotional material
- Put up signs/stickers to let people know that smoking is not allowed
- You may want to allocate a 'smoking area'
- Contact Quit Tasmania (03 6228 2921) to book banners or 'Buttman' costume
- Check the DHHS website to make sure that your event complies with the current smoke-free areas legislation ([www.dhhs.tas.gov.au](http://www.dhhs.tas.gov.au))

### Promoting physical activity

- Make the active option the easy option
- Use signage to promote active choices i.e. Have a sign at elevators suggesting to take the stairs
- If having giveaways, think of 'active' items such as frisbees or pedometers
- Include an 'active' component at your event, such as stretches between presentations, a steps challenge or a morning walk.
- Contact PPAC to apply for endorsement to use the 'Get Moving Tasmania' branding for your event or initiative

### Safety for all

- If you are using electrical cords make sure they are not broken or cracked
- Don't piggy back adapters
- Completely unwind extension cords when in use to prevent overheating

- Make sure cords are not a tripping hazard
- Anything smaller than a ping pong ball is a choking hazard for young children
- Long strings or ribbons can strangle a child and should be less than 30cms long
- Moving parts can trap or pinch little fingers
- Remember children should always be supervised around water – children can drown in 5cm of water

### **Inclusiveness for families and communities**

- Planning group is inclusive of people facing the greatest inequity
- Friendly helpful staff, trained in access awareness
- Disability parking spaces close to the venue
- Close proximity to public transport or accessible community transport
- Step free access
- Wide self opening or easy to open doors
- Wheelchair accessible toilets
- Pen and paper for exchanging information
- Alternatives to any audible announcements e.g. visible display
- Provide culturally relevant food options
  - Use a separate BBQ plate for vegan/vegetarian foods
  - Provide separate serving utensils for each dish
  - Label food, listing ingredients where possible
- Consider the affordability of your event
- Have an evaluation process for the event that identifies:
  - Potential barriers to attendance
  - What made it most accessible
  - Suggestions for improving accessibility

### **Responsible serving of alcohol**

- Have you applied for all the necessary licences and permits?
- Are your staff and volunteers trained in Responsible Service of Alcohol?
- Have you displayed the relevant signs relating to underage drinking and drunkenness?
- Have you identified the hazards that the venue may present?
- Have you identified the hazards that the crowd may present?
- Are you supplying mid-strength and non alcoholic drinks?
- Are you supplying food?

### **Waste management**

- Create a Waste Management Action Plan for your event, consider what type of waste is expected at the event and work towards finding alternatives or appropriate recycling measures
- Minimise packaging (by using reusable cups, not selling bottled water etc)
- Find out if the local council will rent recycle bins to the event
- Put up signs to inform attendees of waste wise measures such as what can be recycled, and bin placement
- Monitor bin usage and adjust their positions as necessary
- Donate surplus food. There are organisations that redistribute surplus food in Tasmania, such as Second Bite

## Health Weeks

Here are some health days/weeks that may work in with your event:

**World Cancer Day** - February 4

**World Water Day** - March 22

**World Health Day** - April 7

**Arthritis Week** - usually the third week in April

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

**Child Health Week** - usually the third week of May

**Quit Week** - usually the last week in May

**World No Tobacco Day** - May 31

**Kidney Awareness Week** - usually the first week in June

**National Diabetes Week** - usually the third week in July

**Breastfeeding Awareness Month** - August

**Dental Awareness Month** - August

**Healthy Bones Week** - usually the first week in August

**National Veg and Fruit Month** - usually September

**Body Image & Eating Disorder Awareness Week** - September

**World Heart Day** - September 26

**Tasmanian Seniors Week** - usually the first week in October

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

**World Osteoporosis Day** - October 20

**Food Safety Week** - usually the second week of November

**National Skin Cancer Awareness Week** - usually the second week of November

**World Diabetes Day** - November 14

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
- Community house events
- Church activity days

## Seeking sponsorship

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

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](http://www.tascomfund.org) for details.

The following websites may also be useful:

- [www.women.tas.gov.au](http://www.women.tas.gov.au) - Women Tasmania - check out 'grants for women'
- [www.tasmaniattogether.tas.gov.au](http://www.tasmaniattogether.tas.gov.au) - Tasmania Together - funding opportunities
- [www.tgo.tas.gov.au](http://www.tgo.tas.gov.au) - Tasmanian Government Office – Funding alert service.
- [www.grantslink.gov.au](http://www.grantslink.gov.au) - GrantsLink Community Grants site.
- [www.development.tas.gov.au/sportrec](http://www.development.tas.gov.au/sportrec) - Sport and Recreation Tasmania – new grants program.
- [www.philanthropy.org.au](http://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	Fax
<b>Newspapers</b>		
Advocate	6498 7815	6498 7852
Examiner	6336 7355	6334 7328
Mercury	6230 0732	6230 0711
Tasmanian Country	6230 0799	6230 0555
<b>TV</b>		
ABC	6235 3333	6235 3664
WIN Television	6228 8970	6228 8998
Southern Cross	6344 0261	6343 2491
<b>Radio</b>		
Heart 107.3	6231 1073	6234 3030
7AD Devonport	6424 1919	6424 9613
7BU Burnie	6431 2555	6431 3188
7LA Launceston	6334 1524	6331 2775
7SD Scottsdale	6352 2331	6331 2720
ABC	6235 3333	6235 3220
ABC Launceston/Burnie	6323 1011	6323 1099
City Park Radio	6334 3344	
7RPH	6224 1864	6224 1786
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
7XS Queenstown	6471 1711	6471 1783
Coastal FM	6442 3666	6442 3829
HO FM	6234 6041	6231 2415
Sea FM	6224 1009	6234 3030
ULTRA 106Five	6234 5900	6234 8900
Star FM	6376 1306	6376 1337

## Was it a success?

To find out whether your event 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 event.
- 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 event, 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.
- Document the number of community partnerships.

### Ask things like:

- Did the event go to plan?
- Were the venue, transport or facilities appropriate?
- Think about who came along, has the event reached the intended target group?
- Were participants satisfied with the event?
- What did the participants get out of the event?
- Were organisers and participants satisfied with print material, such as recipes and pamphlets?
- Ask those who helped plan the event to consider what worked and what could be done differently next time. Ask people how they felt about the event.
- Ask sponsors, local businesses, community groups and other participants for their feedback on the event.
- What would you do differently if running the event again next year?

## More information

To find out more about anything in this guide contact:

Eat Well Tasmania

Phone: (03) 6223 1266

Fax: (03) 6223 1244

Email: [eat@eatwelltas.org.au](mailto:eat@eatwelltas.org.au)

Website: [www.eatwelltas.com.au](http://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:

<sup>i</sup> *Healthy Events Made Easy*. 2004. Health Pact ACT.

<sup>ii</sup> *Chronic diseases and associated risk factors in Australia*, 2006. Australian Institute of Health and Welfare.

<sup>iii</sup> *Leisure and Cultural Participation Tasmania*. 2000. Australian Bureau of Statistics.

<sup>iv</sup> *Accessible Events: A guide for organisers*, Meetings & Events Australia. URL: [http://www.meetingsevents.com.au/Accessible\\_Events\\_Guide.doc](http://www.meetingsevents.com.au/Accessible_Events_Guide.doc).

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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- G. Egger, R. Spark, J. Lawson and R. Donovan, 1999, *Health Promotion Strategies and Methods*.
- NSW Health, 2001, *Fruit & Vegetable Tool Kit – A guide for local tasting events*.
- P. Hawe, D. Degeling and J. Hall, 1990, *Evaluating Health Promotion*.
- City of Melbourne, *Good Access is Good Business*, URL: <http://www.melbourne.vic.gov.au/info.cfm?top=112&pa=1066&pg=1073>.

## 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: \_\_\_\_\_

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