



*WELCOME*

# HEALTHY CHOICES

INNER & OUTER EAST  
COMMUNITY OF PRACTICE

Outer East  
Primary Care Partnership

Inner East  
Primary Care Partnership

# Acknowledgement of Country



'Bushfood' by Anne Ferguson, 2006



Victorian Aboriginal Corporation for Languages (VACL), 2016,  
Aboriginal Languages of Victoria VACL Map, accessed 15072019:  
<https://vaclang.org.au/Resources/maps.html>



# AGENDA

- *Welcome & Introductions*
- *Review of our last session*
- *Updates – VHEE, The Well, Obesity Summit*
- *Activity – Values Based Messaging*
- *Summary & next steps*





# HELLO & WELCOME



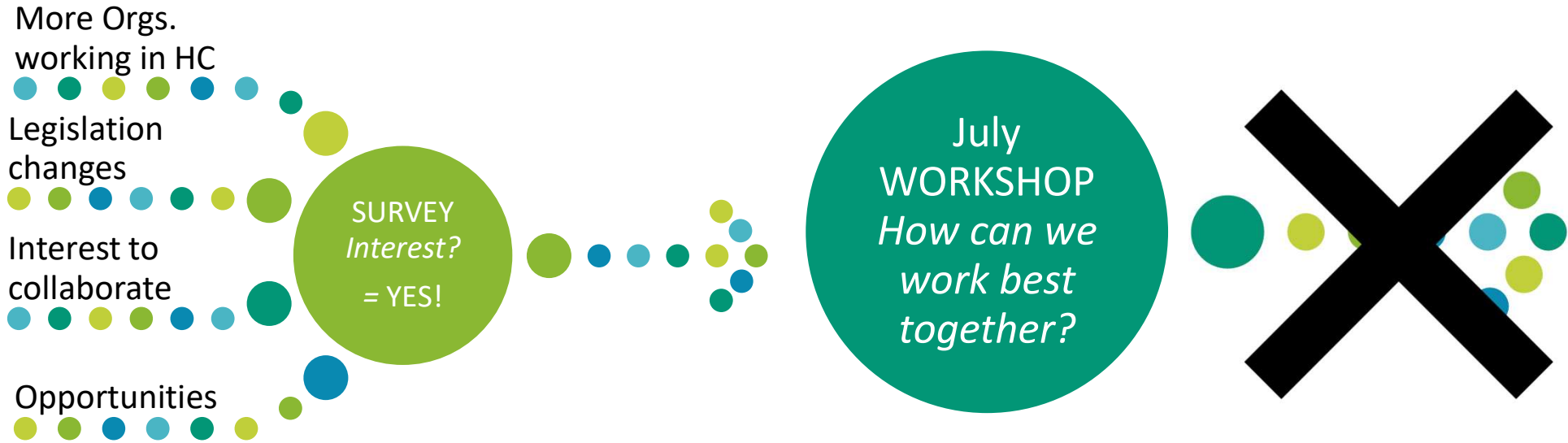
Who's in the room today?

Share your Name, Org, Role  
& *favourite Fruit or Veg!*

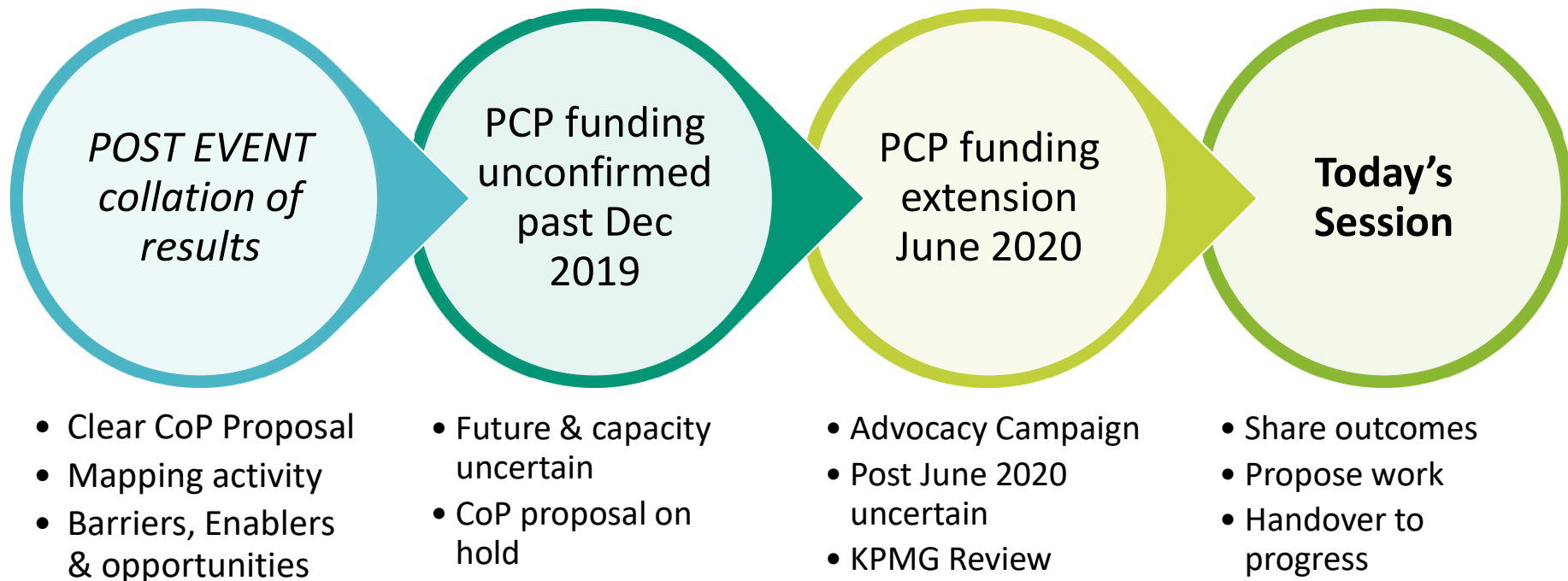


# INTRODUCTION

Where have we come from to get to today?



# Since we last met...



# Summary from last session 30<sup>th</sup> July 2019

## We mapped our contributions:

We have good connections with community settings and networks

### Inspiration in the region:

- Eastern Health
- Deakin and Monash Universities
- DHHS can promote this to central

### Enthusiasm for action:

- Shared mapping and planning
- Shared resources

## We shared our barriers:

There is a lack of political support and resources, including funding

Healthy Choices as a framework can be challenging to implement

Getting 'buy in' from stakeholders

### Food industry:

- Lack of products
- Provide incentives to settings to provide unhealthy food

Societal barriers, including nanny state fear

Measuring and sustaining compliance

## We discussed opportunities:

Engage with food suppliers/producers to intervene higher up

Trial novel approaches like nudges, values based messaging, and small grants

Engage with new partners (Sporting bodies, PhD students, childcare centre companies, TAFE etc)

More collaboration regionally

- Joint advocacy
- Regional initiatives
- Online forum to share learnings
- Regional training for settings

# Evaluation of last session



On July 30th 2019, the Inner and Outer East Primary Care Partnerships hosted the EMR Healthy Choices Community of Practice to spark conversation, share learning's and identify opportunities for collaboration. 25 passionate people from across the seven local government areas attended, including State and Local Government, community health and education.

8 / 10

Range 4 - 10

This event provided information / increased understanding of Healthy Choices opportunities.

## Comments

'Very professionally run with a lot of valuable info'

'Quick and to the point which is great'

'Great opportunity to hear about work happening across the region'

'It is important to professionalise our approach to promoting healthy eating'

'Connecting with others and hearing about work being done'

9 / 10

Range 3 - 10

This event provided an opportunity to connect and network.

## Comments

'Great to be able to meet with others working in the sector and hear their experiences'

'All relevant people / organisations are in the same room'

'Always good to see what other agencies are doing.'

'Good that we are bringing bigger players such as Uni, DHHS, Food retail etc'

'Needed an opportunity to introduce and meet people - who is in the room?'

'We don't usually get an opportunity to network locally'

'Removing duplication, striving for efficiency'



# UPDATES

- *VHEE*
- *Data Management Tool - Schools*
- *Obesity Summit*
- *The Well*
- *Over to you – anything of interest to share?*





## Victorian Healthy Eating Enterprise (VHEE): 2018 and 2019 events

- 6 Implementation and action roundtables
- 1 Strategic leadership roundtable
- 1 Victorian food forum
- 2 Victorian Active Living Alliance meetings
- 1 Nourish network event

2018

13 February  
VHEE Implementation  
and Action roundtable

8 May  
VHEE Strategic  
Leadership  
roundtable

19 June  
Victorian Food  
Forum

9 August  
VHEE  
Implementation and  
Action roundtable

23 October  
VHEE  
Implementation and  
Action roundtable

2019

19 March  
VHEE  
Implementation  
and Action  
roundtable

2 April  
Victorian Active  
Living Alliance  
launched

2 August  
Nourish  
Network

27 August  
VHEE  
Implementation  
and Action  
roundtable

19 September  
Victorian Active  
Living Alliance  
meeting

26 November  
VHEE  
Implementation  
and Action  
roundtable

# The Fruit & Vegetable Consortium... an update

The Fruit and Vegetable Consortium (FVC) is a collaboration between Nutrition Australia and a number of other key players with a vested interest in growing consumption of fruit and vegetables in Australia.

The mission of the Consortium is to develop more effective marketing interventions to drive a long-term increase in the national consumption of fruit and vegetables.

Since its' inception within the Victorian Healthy Eating Enterprise (VHEE) the Fruit & Vegetable Consortium has:

- finalised a committed membership across multiple sectors
- agreed a clear mission and a national focus for influence
- created a strong brand identity for future communications
- developed a compelling Consensus Statement to acquire supporters
- developed a plan and tools to acquire supporters via a dedicated website and e-DM campaign live late 2019
- identified funding opportunities and commenced the development of a detailed Business Case to present to government and other commercial funders mid-2020



**THE FRUIT & VEGETABLE CONSORTIUM**

A fresh approach to increasing fruit & vegetable consumption



# COAG national obesity strategy consultation

The national obesity strategy will be a 10-year framework to guide sustained preventive action to reduce overweight and obesity and is expected to be endorsed by the COAG Health Council in late 2020.

The national obesity strategy consultation has commenced and will run until **Sunday 15 December, 2019**.

You can provide input via:

- An open community forum that will be held in Melbourne on Wednesday 4<sup>th</sup> December
- Online surveys

The consultation papers, online surveys and details about the community forums are available on the Australian Government Department of Health's Consultation Hub

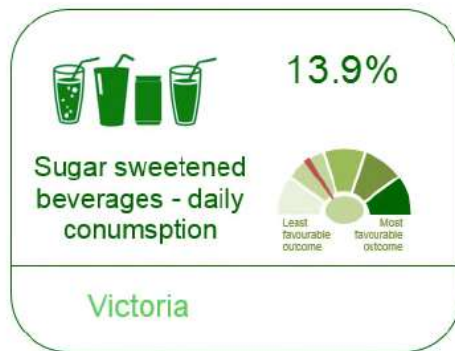
<https://consultations.health.gov.au/population-health-and-sport-division/national-obesity-strategy/>





# Findings from the Victorian Population Health Survey 2017 released

## Victorian Population Health Survey Selected Results, 2017



The sample size of the Victorian Population Health Survey 2017 was expanded to 34,000 respondents to provide results for each of Victoria's 79 local government areas.

The findings for each health measure are displayed as dashboard presentations for each of the 79 councils, their corresponding health area and Division, as well as for the state of Victoria.

<https://www2.health.vic.gov.au/public-health/population-health-systems/health-status-of-victorians/survey-data-and-reports/victorian-population-health-survey/victorian-population-health-survey-2017>



# VicHealth Healthy Eating Strategy 2019-2023

*To support and promote fair and sustainable changes across the food system to make healthier eating easier for all Victorians:*



- Childhood obesity prevention
- Food environments (including sports settings)
- Promotion of fruit and vegetables
- Food cultures



Health Equity

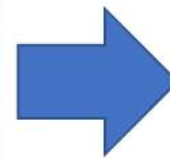


Research



Arts

8 November: partnership between Museums Victoria and VicHealth will see all sugary drinks phased out of Melbourne Museum, the Immigration Museum and Scienceworks by the end of 2019.



Vending machines will be replaced by water fountains at each of the three sites

Media release available at: <https://www.premier.vic.gov.au/sugary-drinks-to-be-phased-out-at-melbourne-museums/>

VicHealth article: <https://www.vichealth.vic.gov.au/media-and-resources/media-releases/museums-victoria-to-phase-out-all-sugary-drinks>





# This is the third plan since the introduction of the *Public Health and Wellbeing Act 2008*

The production of a state public health and wellbeing plan (the plan) every four years is a major objective of the *Public Health and Wellbeing Act 2008* (the Act).

Under section 49 of the Act the plan must:

- ✓ Identify the public health wellbeing needs of Victorians
- ✓ Establish objectives and policy priorities for the promotion and protection of public health and wellbeing
- ✓ Specify how the State is to work collaboratively across the sector to achieve the established objectives and policy priorities.

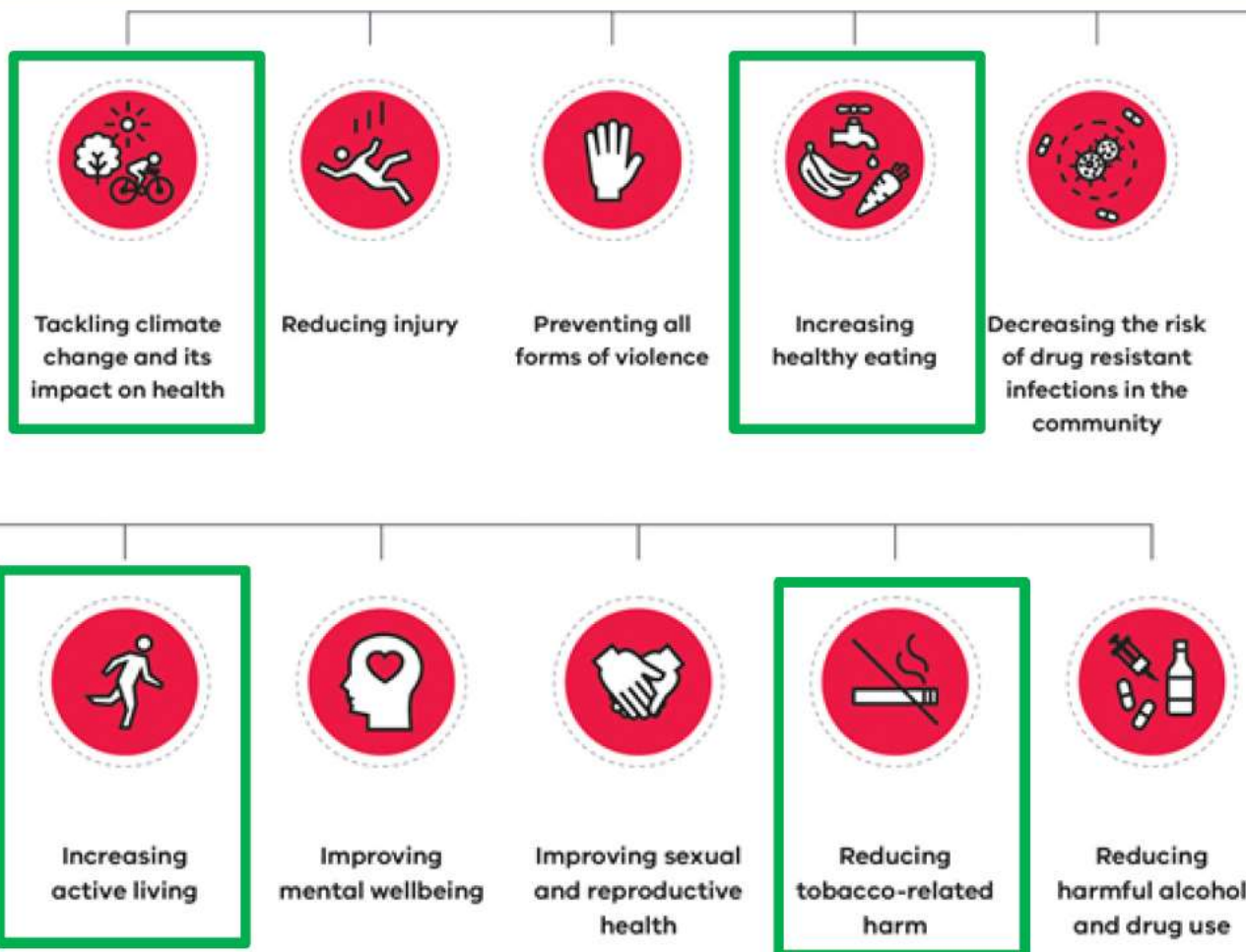
Under the Act councils are required to prepare a municipal public health and wellbeing plan and to have regard to the state public health and wellbeing plan when doing so.

<https://www2.health.vic.gov.au/about/publications/policiesandguidelines/victorian-public-health-wellbeing-plan-2019-2023>



# Priorities and focus areas for the next four years:

The *Victorian public health and wellbeing plan 2019-2023* sets out ten priorities, four of which have been identified as focus areas for action



# For the first time web-based guidance has been released alongside the plan to support action across the sector

The screenshot shows the health.vic website interface. At the top, there is a navigation bar with links for 'Our websites', 'Emergencies', 'About', 'Workforce', 'Health jobs', 'News & events', 'A-Z', and 'Extranet'. Below this is a red header with the 'VICTORIA State Government' logo and 'health.vic' branding, along with a search bar. A secondary navigation bar lists categories: 'Hospitals & health services', 'Primary & community health', 'Public health', 'Mental health', 'Alcohol & drugs', and 'Ageing & aged care'. The main content area features a breadcrumb trail: 'Home > About > Health strategies > Public health and wellbeing planning > Increasing healthy eating'. The page title is 'Increasing healthy eating'. Below the title are social sharing options for 'Share', 'Listen', and 'More'. The main text section is titled 'Why increasing healthy eating is important for health and wellbeing' and contains a paragraph about dietary changes over the last 30 years. Below this is a 'Strategic actions' section with three bullet points. To the right, there is a sidebar with 'In this topic' containing links for 'Taking action', 'Climate change and health', 'Increasing active living', and 'Reducing tobacco-related harm', and a 'Monitoring outcomes' section. At the bottom of the sidebar is a 'Contact details' section.

Setting specific guidance provided for:

- Early childhood settings and schools
- Local government
- Health and human services
- Workplaces

<https://www2.health.vic.gov.au/about/health-strategies/public-health-wellbeing-plan/increasing-healthy-eating>

# We monitor our progress against the plan against the Victorian public health and wellbeing outcomes framework

Victorian public health  
and wellbeing outcomes  
framework



## Healthy eating measures

- Proportion of Victorians who consume sufficient fruit and vegetables
- Mean daily serves of fruit and vegetables consumed
- Proportion of Victorians who consume sugar-sweetened beverages daily
- Proportion of infants exclusively breastfed to three months of age

## VHEE priorities

Increase fruit and vegetable consumption

Decrease sugar sweetened beverage consumption

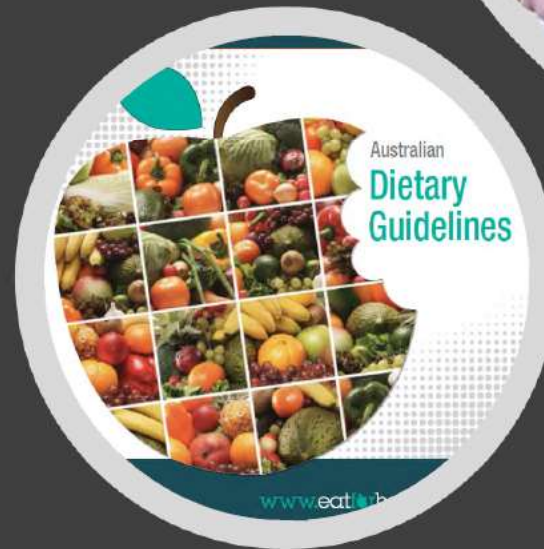
Improve access to nutritious food

<https://www2.health.vic.gov.au/about/publications/policiesandguidelines/victorian-public-health-and-wellbeing-outcomes-framework>



# Focus for today

Increasing healthy eating and tackling climate change and its impact on health: why combine?



Images of climate march from: <https://7news.com.au/news/climate-change/climate-strike-draws-estimated-100000-people-in-melbourne-cbd-c-463955>



There are many ways to support a healthy eating culture in your school, and many organisations who can continue to build healthy eating and oral health messages into your curriculum, policies and practices. Use one or all of us - we are here to help!



## HEALTHY EATING AND ORAL HEALTH in Victorian Schools

	<b>The Healthy Eating Advisory Service</b> funded by the Victorian Government, and supported by Nutrition Australia, to provide free information, training, and menu assessments and support to help a healthier canteen menu and promote healthy eating in Victorian schools.		<b>Nutrition Australia</b> is a national, not-for-profit, non-government organisation and has expertise in the delivery of nutrition education programs and services. We specialise in supporting schools to create healthier school environments and improve the health and wellbeing of students, parents and the community.
	<b>The Healthy Schools Achievement Program</b> is a free membership program supporting schools to become healthier places. We help you achieve best practice policies and practices in health and wellbeing and receive Victorian Government recognition for your work.		<b>Parents Voice</b> is an online network of parents who are interested in improving the food and activity environments of Australian children. Parents' Voice was formed in 2004 and represents thousands of Australian parents.
	<b>The Primary and Secondary School Nursing Program</b> aim to improve the health and wellbeing of students and the school community from prep to year 12 through assessment and health promotion, as well as linking children and families to other community-based health and wellbeing services.		<b>Dental Health Services Victoria</b> is the lead oral health agency in Victoria, offering a range of resources and good to support teachers, school nurses, students and their families.
	Health promotion teams from local councils and community health organisations can often support schools in their area to embed healthier practices. Your local community health organisation is		<b>LiveLighter</b> encourages Victorian adults and parents to lead healthier lifestyles by making simple changes to their eating, drinking and physical activity habits.
	<b>The Victorian Curriculum and Assessment Authority</b> is a statutory authority, serving both government and non-government schools. The VCAA develops and implements the curriculum and assessment for all students in Victoria from the early years to senior secondary. The VCAA's mission is to provide high quality curricula, assessment and reporting to enable learning for life.  To support the implementation of the Victorian Curriculum F-10, the VCAA offers a range of curriculum area specific and cross-curriculum resources to assist teachers to plan, assess and find curriculum-related teaching resources.		<b>Eating Disorders Victoria</b> is the primary source of support, information, education, navigation and advocacy for Victorians with eating disorders and their families. Our mission is to reduce the duration and severity of eating disorders.
	<b>ADAPER Victoria</b> is a not-for-profit professional teaching association whose mission is to enhance, support and advocate for high quality health and physical education in Victoria through effective engagement with teachers, schools and communities.		<b>Home Economics Victoria</b> is a professional teacher association, a registered training organisation and a charity providing consultancy, professional development, training and resources for teachers of food studies, health and home economics.
			<b>Ph!</b> provides curriculum-aligned videos, products, lesson plans and activities to support food literacy, cultivate curiosity and encourage a positive relationship with food.

Last updated: 12 November 2019

This resource was created in consultation with all organisations displayed along with Deakin University's Institute for Physical Activity and Nutrition (IPAN), and various health professionals and school stakeholders.

Who works together to support  
HEALTHY EATING AND ORAL HEALTH  
in Victorian schools?

...

Who works together to support  
HEALTHY EATING AND ORAL  
HEALTH in Victorian schools

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Help us promote this  
great resource!



# OUR SHARED VISION

## **A healthy food system**

promotes the health of  
people and enhances the  
natural environment

## **A delicious food system**

nourishes, celebrates and  
enjoys a diverse range of local  
food and cultures

## **A sustainable food system**

strengthens our local  
economy and builds the  
capacity and resilience of  
our communities

## **A fair food system**

makes nutritious food  
accessible and affordable  
to everyone across  
our communities





# OBESITY PREVENTION IN THE EAST

Partnership Project 2018 - 2020

IEPCP

HFA

OEPCP

DHHS

PHASE 1: Cross sectoral interviews with 12 Eastern Region leaders

Dialogue Interviews  
Synthesis Report  
Leadership Breakfasts

*Proposition: Obesity Prevention Platform Eastern Region*

PHASE 2: Leader engagement to implement proposition for action

OCT 22<sup>nd</sup> & 13<sup>th</sup> NOV 2019

EAST LABS

- Selective cross sectoral invite: Strategic leaders of Eastern Region
- Designing a regional response to Obesity Prevention

**AIMS**

- Shared understanding and goals
- Agreement on action areas
- Strategic leadership innovation

NOV 25<sup>th</sup> & 27<sup>th</sup> 2019

SYSTEMS MAPPING WORKSHOPS

- Local Government and Community Health
- Mapping influence on the obesogenic environment
- Determining areas for action in the East
- 3<sup>rd</sup> workshop planned for Feb 2020

**AIMS**

- Local government engagement
- Activating local government action for obesity prevention

11<sup>th</sup> DEC 2019

OBESITY PREVENTION SUMMIT

- Regionally based event
- High impact speakers
- Showcase leaders in region
- Prevention through transformative approaches

**AIMS**

- Develop a call to action
- Broad cross sectoral engagement

ONGOING

HEALTHY CHOICES COP

- Quarterly capacity building
- Practitioner focus
- Explore support for regional leaders organisations

**AIMS**

- Shared good practice, knowledge and networks
- Increased collaboration
- Shared work and measurement

**VISION: AN EASTERN REGION THAT IS MOBILISED AND TAKES ACTION**





# Shared Knowledge for **Community Health & Wellbeing**

[Sign up to The Well e-News](#)

Keyword search...



A health **information hub** for tools and resources, local projects and networks

## Topics

The Well is organised by topics, each

## In Practice

Here you'll find a range of topics to

## What's New

Find all the **latest news** and recently



# The Well video



[https://youtu.be/H4nzhYh\\_S00](https://youtu.be/H4nzhYh_S00)



# HC CoP & The Well



- Working together to promote EMR projects and resources
- Obesity & Food security portals will be combined into **Healthy Eating and Active Living**
- If your project is missing, please fill in the form and we'll be in touch!





# Keep in touch



- You can upload your project or resource anytime by using the online forms:

<https://thewellresource.org.au/add-to-the-well>

- Sign up to The Well e-news
- Follow us on LinkedIn



# UPDATES

➤ *VHEE*

➤ *Obesity Summit*

➤ *The Well*

➤ *Data Management Tool - Schools*

➤ *Over to you – anything of interest to share?*



# VALUES BASED MESSAGING

- 'Healthy Persuasion' – messaging guide
- Oct 2019 – Mark Chenery, Common Cause Session from OEPCP & Sept 2019 AAFG session
- Overview now with activity after lunch

***NB: LIMIT DISTRIBUTION so this information does not fall into the wrong hands***





# Healthy persuasion

A message guide for health promotion practitioners

In the area of healthy eating advocacy, our survey showed the following:



SUPPORTERS  
**27%**

of the population believe there is a problem with the food industry and support most of the solutions.



PERSUADABLES  
**52%**

of the population hold conflicting and/or weak attitudes to the problem with the food industry and its solutions.



OPPONENTS  
**21%**

of the population do not believe there is a problem with the food industry nor support solutions advanced by health advocates.

The following are specific words to use or lose in messaging around healthy eating.

Words to use	Words to lose
Healthy options	Healthy choices
Unhealthy food	Junk food, fast food
Health levy	Sugar tax
Honest food labelling	Appropriate / improved / clear food labelling
Set higher standards / free from	Ban, force, stricter laws, etc.
Food packed with cheap ingredients like salt, sugar and fat	Food high in salt, sugar and fat
Processed food industry	Food industry



# Healthy persuasion

## Cheat sheet for health promotion messaging



This cheat sheet is a shortened version of VicHealth's evidence-based *Healthy persuasion: a message guide for health promotion practitioners*, produced by Common Cause Australia. To request access to the full message guide visit: [www.vichealth.vic.gov.au/valuesbasedmessaging](http://www.vichealth.vic.gov.au/valuesbasedmessaging)

### Tip #1 Externalise the problem

Focus on the external barriers people face to living a healthy life (not on individual choice and responsibility).

- |   |  |
|---|--|
| <b>FROM</b> Australians are eating and drinking themselves sick.  | <b>TO</b> The products marketed and sold by the processed food industry are making Australians sick.       |
| <b>FROM</b> For a lot of women, it's a lack of confidence and fear of judgement that's been stopping them getting active. | <b>TO</b> For a lot of women, it's the judgement they face from others that has stopped them being active. |

### Tip #2 Use values (not facts) to persuade

Frame your issue around self-directed and altruistic values such as honesty, equality and social justice.

- |   |  |
|---|--|
| <b>FROM</b> On average, poorer suburbs contain 20% more fast food outlets than wealthier suburbs. | <b>TO</b> It's unethical for companies to target poorer communities with their fast food outlets.                |
| <b>FROM</b> Only 1 in 3 suburbs have adequate walking and cycling paths for residents to use.     | <b>TO</b> No matter where you live, everyone should have access to safe walking and cycling paths to get around. |

### Tip #3 Stick to your story (not theirs)

Don't engage with opposition arguments or myths. What you fight you feed. Instead tell your values-based story.

- |  |   |
|--|---|
| <b>FROM</b> It's not the case that bad food tastes better. Healthy food can be even more delicious.      | <b>TO</b> Delicious healthy food helps us go about our day with more ease and energy.               |
| <b>FROM</b> I enjoy a glass of wine at the end of the day, but I also know excess alcohol causes cancer. | <b>TO</b> Every additional alcoholic drink increases your risk of developing eight types of cancer. |

### Tip #4 Create something good

Frame solutions as creating 'more' and 'better' outcomes (not 'banning' and 'reducing').

- |   |  |
|---|--|
| <b>FROM</b> We need to ban junk food marketing at children's sports grounds.                                | <b>TO</b> We want our kids to enjoy healthy sports free from the influence of junk food marketing.     |
| <b>FROM</b> We're calling for further restrictions to how alcohol companies market and sell their products. | <b>TO</b> We're calling for higher standards for how alcohol companies market and sell their products. |

[vichealth.vic.gov.au](http://vichealth.vic.gov.au)



## Story Structure

We recommend the following story structure for values-based messages that focus on the positive outcomes of health promotion.



1. Vision



2. Barrier



3. Action

### 1. Vision

Describe an attractive and relatable vision for people's health and wellbeing

#### Vision example:

Participating in regular physical activity not only works wonders for our long-term physical health, it's also great for our mental wellbeing and can prevent depression, reduce anxiety and improve concentration.

### 2. Barrier

Identify an external barrier that undermines people's efforts to achieve the vision

#### Barrier example:

For many women, it's hard to stay active when so many of the exercise options available to them, including gyms, are dominated by men. These environments are often not very inviting or safe spaces for women.

### 3. Action

Frame the action required as a positive solution that will generate a better future

#### Action example:

We need to remove the barriers women face when trying to enjoy regular physical activity. For gyms, this means creating a welcoming environment for everyone free from judgement and inappropriate behaviour.



*Lunch time!*

# HEALTHY CHOICES

*Please join us back in the room by 12:30pm*



# Activity – VBM

Group discussions...

- What messages/languages are you using now?
- What can you take from these Values Based Messages? – *reframing? New language?*
- How might you apply these new messages?



# Ongoing Scope

- We learnt from last session that capacity is limited.
- PCP Capacity in 2020 is very limited
- Suggestion: EOIs for a working group to progress this work





*Thank you!*

# HEALTHY CHOICES

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