

Feed Happiness Evaluation Report: Appendices

June 2021

FEED

HAPPINESS



Feed Happiness Evaluation Report: Appendices

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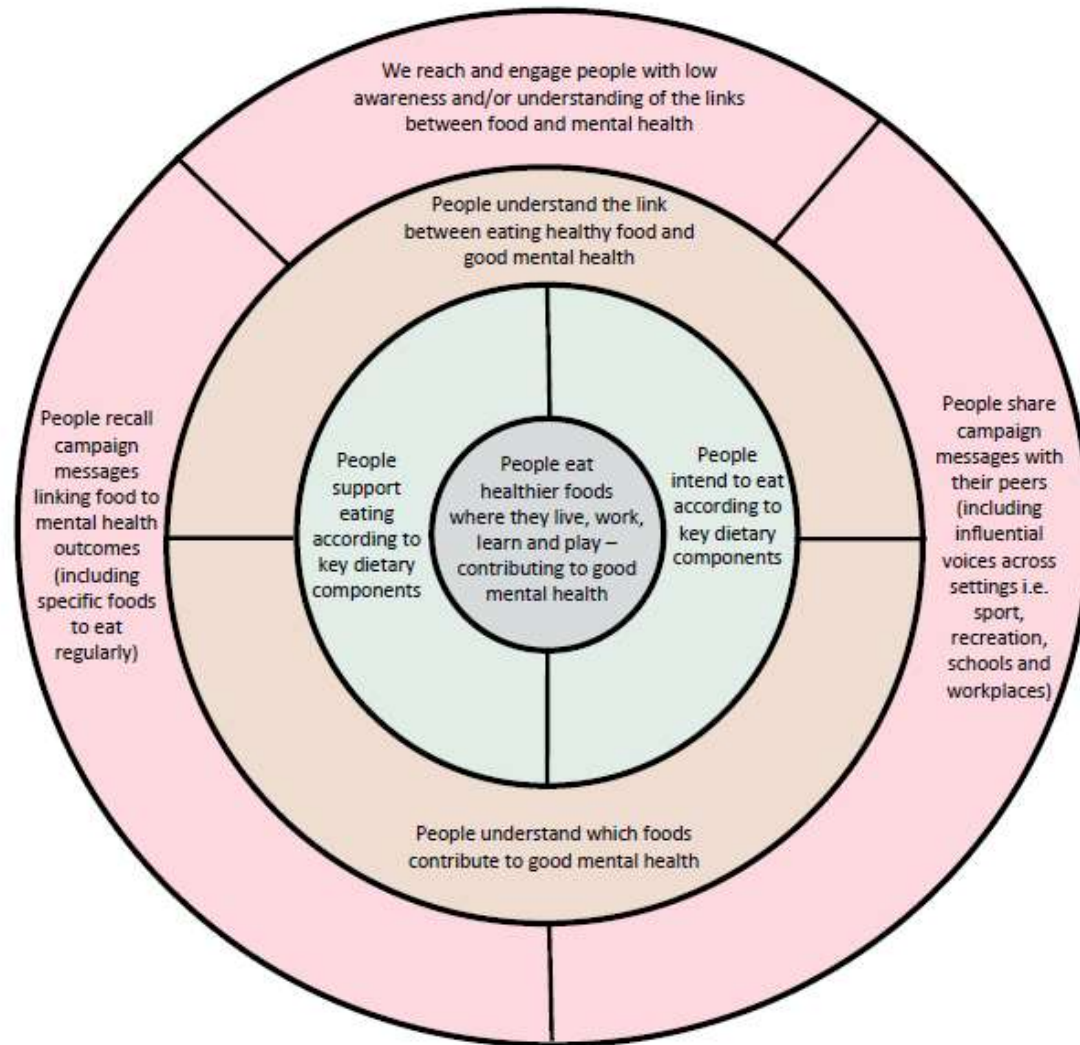
1. Campaign Objectives

Goals and objectives

This framework outlines the goal and objectives of the SMR campaign (inner circles) and the associated goal and objectives of the communication and engagement strategy.

The cohorts we are seeking to engage are defined on p8 ('Audiences').

NB: For this campaign, 'key dietary components' refers to [Deakin University Food & Mood Centre](#) recommendations - where dietary intake comprises 80% plant-based foods (such as vegetables, fruits, wholegrain cereals, legumes, nuts and seeds, along with fish/seafood twice a week, extra virgin olive oil and fermented foods) and limits unhealthy foods to 20%, including processed foods that are high in added sugar, fat and salt. The Australian Healthy Eating Guidelines can be accessed [here](#).



Audience analysis

Research activities, including a desktop review of available literature on mood and food or similar topics, have been undertaken to understand the target audiences for this campaign.

The **target audiences** for this campaign are:

- Families – parents and carers of children up to 15 years old
- Young people – 16-25 years old

Across both these demographics, we are specifically focused on those with low awareness and/or understanding of the links between healthy eating and psychological benefits.

Two personas have been developed to represent these groups. The insights underpinning these personas have been gained through:

- Workshop and empathy mapping exercises with the SMR, to capture knowledge of local cohorts
- A literature review by Enliven, exploring the behavioural insights of how individuals engage in making healthy food choices to improve mental health
- 'Healthy persuasion: a message guide for health promotion practitioners', by VicHealth & Common Cause Australia

From this research, insights relevant to both audience groups include:

- The cohorts' attitudes toward food are diverse – ranging from highly aware of the impacts of healthy eating, including the links to mental health, to low or no awareness. However, young people in Australia skew towards self-identifying as health-conscious.
- Emphasising the shorter-term psychological gains (vs longer term physical gains) of a

healthy diet is needed to increase motivation.

- Exploring hedonistic and social motivators (connection, sense of community) may also be useful.
- Access to healthy foods, affordability, knowledge, time constraints and motivation to cook are common barriers, particularly for young men.
- Sleep and mood (particularly stress) are a high priority for people, but people often rely on medication to manage these issues.
- Physiological cravings and convenience drive people toward unhealthy foods during stressful times (including processed foods with high salt, sugar and/or fat content)
- Through the pandemic, food purchasing, preparation and eating habits have changed, including:
 - Having more options to cook more at home, but feeling time-poor
 - The economic impact of the pandemic has resulted in loss of income, and more people accessing food packages through social services, which can limit food options.
- Although there is little to no difference in attitude towards healthy promotion for groups from different socioeconomic backgrounds, and research on the influence of cultural and religious backgrounds is scarce, food represented in campaigns should be inclusive of all diversities to ensure the campaign is accessible and relevant to all people within the target audience groups.





Persona 1: Parents and carers of children up to 15 years old

Who?

Families are often juggling many schedules and responsibilities. And in 2020, this has often happened without the usual support networks of friends, wider families, colleagues, teachers. Routines are key but have been uprooted lately, and many families have also lost income. There can be tension between family members, and all members are susceptible to issues like stress, anxiety and depression, but they're feeling more grateful than ever to be together. They want to eat better, and maintain healthy habits they've developed after lockdown.

What do they see?

- Bold advertising of unhealthy foods in supermarkets, online, social media
- Promotion of good mental health and self-care strategies – social media, webinars, digital events
- Information and advice about food and healthy eating from many sources (schools, public health, public figures), which can be conflicting or complicated

What do they hear?

- "Take care of your mental health during this challenging time."
- "Make sure your kids eat a balanced diet"
- "Is it wine o'clock yet?"

What do they say?

- "I want to keep up these new healthy habits after lockdown"
- "I want us to have fun as a family, and try new things."
- "I want my kids to eat well, but healthy snacks are either expensive or too time-consuming to make."
- "I'm too tired to cook anything from scratch at the end of the day."
- "If we go on a health kick, I'll have to replace everything in the pantry."



What do they do

- Buy, prepare, share and eat food as cultural expression and celebration
- Create routines, including around food, to make life easier and more enjoyable at home
- Try new activities as part of spending quality time together or keeping each other entertained, particularly digital events and activities for kids during lockdown
- Parents are working from home, feeling time-poor trying to balance this with family duties
- Children influence their parents decision-making and purchasing of food (e.g. via their responses to certain foods, shopping requests)

What do they think and feel?

- Stressed and anxious – burn out; reaching for 'comfort food' (high salt, sugar, fat content) and alcohol
- Connection and isolation – longing to see family and friends, appreciating relationships more deeply than before
- Boredom and frustration – want to return to normal, as well as try new activities that improve mental, physical and social wellbeing
- Varied attitudes towards food – from relaxed to heightened awareness of food and its impact on health

Pains and Gains

Pains

- Uncertainty about the future: work, education, finances, health
- Managing work, school and households under pressure
- Making decisions about food while prioritising other responsibilities

Gains

- Maintaining healthy habits developed during lockdown e.g. healthy eating and exercise, family time
- Simple, actionable advice for developing healthier habits as a family
- Using food as an opportunity to educate and entertain children and young people



Persona 2: Young people, 16-25 years old

Who?

Young people are busy and driven, often balancing their studies with part-time work. Their lives have been greatly disrupted through the pandemic: losing work, learning via different modes, moving back home, watching career prospects disappear, and missing out on milestones like learning to drive, travelling, and birthdays. They are typically optimistic and socially conscious (including being conscious of their mental health), but feel increasingly restless, frustrated and helpless. They want to eat well, but often don't know how or face barriers to doing so.

What do they see?

- Food branding - unhealthy options are branded in ways that make them feel 'good'
- Netflix TV shows and movies - product placement of unhealthy food and brands
- Friends eating and consuming 'popular' foods that are unhealthy
- Discounts from food apps, promoting discounts on alcohol and 'junk' foods (bombarded via email, text, app notifications, social media)

What do they hear?

- "Don't eat carbs, they make you fat"
- "Supplements and detoxes are a quick and easy way to get healthy and lose weight"
- Friends and influencers promoting the latest fads e.g. bubble teas

What do they say?

- "I want to eat better - so I can look and feel better - but I can't afford healthy food."
- "If your mates suggest a fast food restaurant and you say 'oh, let's get some vegetables', they'll laugh at you."
- "I want to eat less meat, because it's better for the planet, and fairer to animals."



What do they do?

- Balance study (school, university) with work (often retail/hospitality) - impact on time, stress/mental health
- Learning online and from home, which may have impacted eating habits (more time to prepare and cook meals, more snacking)
- Spend extensive amount of time on screens, including for socialising and entertainment, but experience to digital burnout; over-exposure to messaging
- Prefer social media and primary sources of information (e.g. health authorities) over traditional news media.

What do they think and feel?

- Helplessness and lack of control over their lives
- Loneliness and isolation from friends and family
- Self-conscious about weight and looks; jealous of people they perceive can 'eat what they want' without impacting weight
- Socially conscious e.g. vegetarian (reducing impact on environment and animals), climate change, anti-big business

Pains and Gains

Pains:

- Want the benefits of a healthy lifestyle (feel good, look good), but don't understand how to do this
- Loss of work and income through COVID, or increased stress and sense of responsibility if employment is retained

Gains:

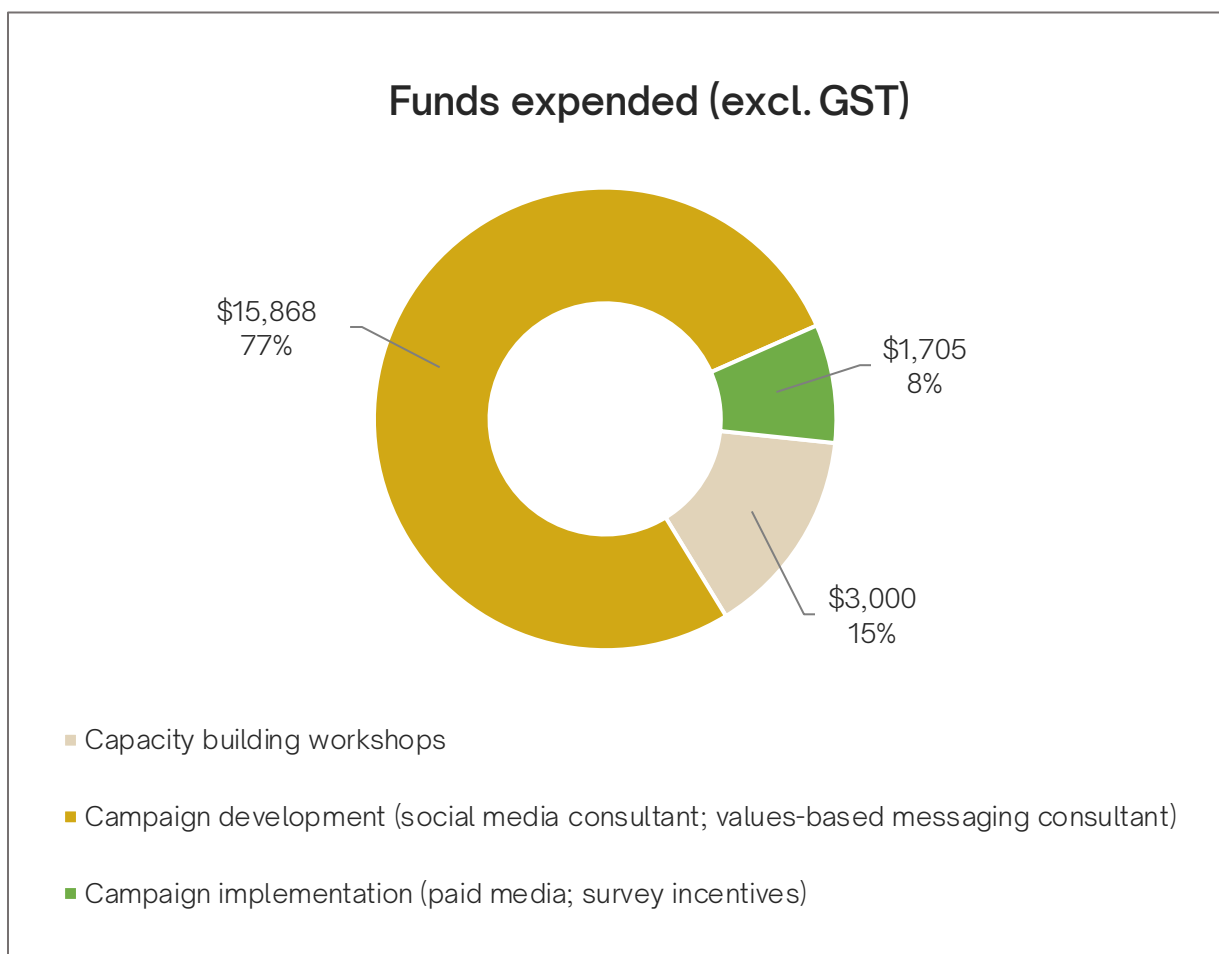
- Willing to make changes if it feels quick and easy e.g. simple, healthy recipes
- Could be positively influenced by role models e.g. leaders in sporting clubs, social media 'influencers'
- Doing small things to regain a sense of control



2. Project Budget

Expenditure (excl. GST)	\$20,573
Capacity building workshops	\$3,000
Campaign development (social media consultant; values-based messaging consultant)	\$15,868
Campaign implementation (paid media; survey incentives)	\$1,705

*Figures have been rounded to the nearest whole number.



3. Results: Social Media Metrics

Metric	Platform	Result	Further explanation
Page Likes [total]	Facebook	612	<i>The number of people who ‘liked’ the Feed Happiness Page.</i>
Page followers [total]	Instagram	190	<i>The number of people who ‘followed’ the Feed Happiness account.</i>
Page Engaged Users[daily average]	Facebook	77	<i>The average number of people (unique users) who engaged with the Feed Happiness Page on a daily basis. Engagement includes any click or story created.</i>
Content interactions [total]	Instagram	439	<i>The total number of actions taken on the Feed Happiness account over the 28-day period.</i>
Reach [total]	Facebook	37,608	<i>The number of people (unique users) who had any content from the Feed Happiness Page or about the Feed Happiness Page entered their screen over a 28-day period. This includes posts, check-ins, ads, social information from people who interact with the Page and more.</i>
Reach [total]	Instagram	4,671	<i>The number of people (unique users) who had content (posts or stories) from the Feed Happiness account entered their screen for the duration of the campaign.</i>
Organic reach	Facebook	16,864	<i>The number of people (unique users) who had any content from the Feed Happiness Page or about the Feed Happiness Page entered their screen through unpaid distribution over a 28-day period. This includes posts, stories, check-ins, social information from people who interact with the Feed Happiness Page and more.</i>
Paid reach	Facebook	21,675	<i>The number of people (unique users) who had any content from the Feed Happiness Page or about the Feed Happiness Page entered their screen through paid distribution such as an ad over a 28-day period.</i>

Metric	Platform	Result	Further explanation
Viral reach	Facebook	16,163	<i>The number of people (unique users) who had any content from the Feed Happiness Page or about the Feed Happiness Page entered their screen through with social information attached over the 28-day period. As a form of organic distribution, social information displays when a person's friend interacted with the Feed Happiness Page or post. This includes when someone's friend liked or followed the Feed Happiness Page, engaged with a post, and shared a photo of the Feed Happiness Page.</i>
Impressions [total]	Facebook	85,431	<i>The number of times any content from the Feed Happiness Page or about the Feed Happiness Page entered a person's screen over the 28-day period. This includes posts, stories, ads, as well other content or information on the Feed Happiness Page.</i>
Impressions [total]	Instagram	10,745	<i>The total number of times any post or story content from the Feed Happiness account was seen over the 28-day period.</i>
Organic Impressions [total]	Facebook	28,711	<i>The total number of times any post or story content from the Feed Happiness Page or about the Feed Happiness Page entered a person's screen through unpaid distribution over the 28-day period.</i>
Paid Impressions [total]	Facebook	55,006	<i>The total number of times any post or story content from the Feed Happiness Page or about the Feed Happiness Page entered a person's screen through paid distribution (such as an ad) over the 28-day period.</i>
Viral Impressions [total]	Facebook	23,246	<i>The total number of times any content from the Feed Happiness Page or about the Feed Happiness Page entered a person's screen with social information attached, over the 28-day period. Social information displays when a person's friend interacts with the Feed Happiness Page, post or story. This includes when someone's friend liked or followed the Feed Happiness Page, engaged with a post and shared a photo of the Feed Happiness Page.</i>

Metric	Platform	Result	Further explanation
Total consumers	Facebook	1,274	<i>The total number of people (unique users) who clicked on any Feed Happiness content over the 28-day period. Stories that are created without clicking on Page content (e.g., liking the Page from timeline) are not included.</i>
Post Shares [total]	Facebook	43	<i>The total number of times a post was shared on Facebook.</i>
Shares [total]	Instagram	25	<i>The total number of times a post or story was shared on Instagram.</i>
Average Post Engagement Rate [%]	Facebook	6.38%	<i>The average number of people who Feed Happiness posts reached, who then liked, commented, clicked or shared the posts (e.g. the number of engaged users divided by the total reach of a post over the 28 day period x 100).</i>
Average engagement rate [%]	Instagram	7.2%	<i>Average engagement rate [%] ((content interactions/reach of posts) x 100).</i>
Page Consumptions	Facebook	1,833	<i>The total number of clicks on any Feed Happiness content over the 28-day period. Stories generated without clicks on page content (e.g., liking the Page from timeline) are not included.</i>
Profile visits [total]	Instagram	581	<i>The total number of profile views that the Feed Happiness account received over the 28 day period.</i>
Website Taps [total]	Instagram	55	<i>The total number of times visitors clicked a web link to Feed Happiness webpages and web-based content from the Feed Happiness profile page.</i>
Content interactions [total]	Instagram	439	<i>The total number of actions that were taken directly on Feed Happiness posts and stories (e.g. visiting profile or clicking links).</i>
Post interactions [total]	Instagram	437	<i>The total number of actions that were taken directly on Feed Happiness posts (e.g. visiting profile or clicking links).</i>
Likes [total]	Instagram	354	<i>The total number of 'likes' on Feed Happiness posts over the 28 day period.</i>
Comments [total]	Instagram	52	<i>The total number of 'comments' on Feed Happiness posts over the 28 day period.</i>

4. Social Media Ads



Feed Happiness

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We all want to eat delicious food that helps us manage stress and be our best.

We might crave sweet and salty snacks, but these processed foods can actually leave us feeling flat.

Let's #FeedHappiness by trying easy, tasty snacks and recipes packed with fruit and veggies – food that's good for your brain 🥗 🍌



#FeedHappiness



Feed Happiness

Community

[LEARN MORE](#)

  You and 21 others

1 share

 Like

 Comment

 Share



Feed Happiness

Sponsored · 🌐



We all want to eat well, so our families have more energy to be their best 🧡

But unhealthy foods are often disguised as healthy options.

Let's #FeedHappiness and boost our mood, by swapping store-bought muesli bars for sunflower seeds and fresh fruit.



Feed Happiness

Community

[LEARN MORE](#)

   You, Grace Mc... 1 comment 2 shares

 Like

 Comment

 Share



Feed Happiness

Sponsored · 🌐



#FeedHappiness with food that's good for our brain 🧠🍊

Did you know that replacing high-sugar, high-salt and deep-fried foods, with foods like leafy greens, berries, almonds, and lentils, can result in improvements to people's depressive and anxiety symptoms? These improvements can begin in as little as three weeks!

Be our best – at work, school, home and play. Follow @feedhappiness_ on Instagram and Facebook to learn more about foods that can help us think and feel better! 🙌



You and 16 others

1 comment

3 shares



Like



Comment



Share

5. Community Survey Tool

About this survey

Thank you for agreeing to complete this survey. 'Feed Happiness' is an innovative and exciting new social media campaign which aims to improve the mental health of young people and families in Melbourne's Southern Metropolitan region through food and healthy eating.

Your responses will help us to understand the impact of the 'Feed Happiness' campaign. This survey will take approximately [insert time] minutes to complete.

Your responses and identity will be anonymous. This means no one will know it was you who completed the survey. At the end of the survey, you will be asked to provide your email address. This is so we can contact you if you win a voucher. Your email address will be separated from your survey responses by the evaluation team before the data is analysed. This will make sure your identity is kept anonymous.

You must complete every question in the survey to be eligible to enter the draw to win a voucher. There are three \$150 [GiftPay](#) vouchers to win. The research team will use a random name generator to select the winners. Winners will be contacted by email before the [insert date], and emailed an electronic voucher.

1. Do you recall seeing the Feed Happiness campaign on social media?

Answer choices:

- Facebook
- Instagram
- Newsletter – please let us know where
- Media Release – please let us know where
- Other
- Unsure

2. Before seeing the Feed Happiness campaign, how would you rate the following:

a) Your awareness of the link between food and good mood?

Answer choices:

- Excellent awareness
- Good awareness
- Somewhat aware
- Not aware
- Unsure

Comments:

b) Your understanding of the benefits of eating healthier food to support good mood?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understanding
- Do not understand
- Unsure

Comments:

c) Your understanding of how to prepare easy, healthier meals to support good mood?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understanding
- Do not understand
- Unsure

Comments:

d) Your understanding of how to choose healthier foods to support good mood?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understanding
- Do not understand
- Unsure

Comments:

3. After seeing the Feed Happiness campaign, how would you rate the following:

a) Your awareness of the link between food and good mood?

Answer choices:

- Excellent awareness
- Good awareness
- Somewhat aware
- Not aware
- Unsure

Comments:

b) Your understanding of the benefits of eating healthier food to support good mood?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understanding
- Do not understand
- Unsure

Comments:

c) Your understanding of how to prepare easy, healthier meals to support good mood?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understanding
- Do not understand
- Unsure

Comments:

d) Your understanding of how to choose healthier foods to support good mood?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understanding
- Do not understand
- Unsure

Comments:

4. Which main messages do you recall from the Feed Happiness campaign?

(Please select all that apply)

- The food we eat supports positive mental health
- Takeaway food can leave us feeling more drained
- Feed happiness with food that is good for our brains
- Try more mood boosting foods such as veggies, fruit and grains
- Children eat 30% of their daily food at school
- Feed happiness with leafy greens, fruits, nuts and lentils
- Get inspired cook well eat well
- Knowing what to buy in the supermarket can be hard, choose fresh foods
- We all deserve to eat well
- Sweet and salty foods can actually leave us feeling flat

5. Which of the following sentences describes the best dietary habits to promote mental and brain health?

(Please select all that apply)

- a) Vegetables, fruits, wholegrain cereals, legumes, nuts and seeds, while reducing ‘junk foods’?
- b) Vegetables, fruits, wholegrain cereals, legumes, nuts and seeds?
- c) Removing junk food from your diet?

6. Did you tell anyone about the Feed Happiness campaign and information about eating foods for good mood?

Answer choices:

- Yes
- No
- Unsure

Comments:

7. Will you now include healthier foods in meals to improve mood as identified through the Feed Happiness campaign?

Answer choices:

- Yes
- No
- Unsure

Comments:

8. After seeing the Feed Happiness campaign:

a) Have you changed the foods you eat to support your mental health?

Answer choices:

- Yes
- No
- Unsure

Comments:

b) Have you prepared and served healthier foods to your family to support their mental health?

Answer choices:

- Not applicable
- Yes
- No
- Unsure

Comments:

c) Have you encouraged your children to eat healthier foods to support mental health?

Answer choices:

- Not applicable
- Yes
- No
- Unsure

Comments:

d) Have you encouraged your friends to eat healthier foods to support mental health?

Answer choices:

- Yes
- No
- Unsure

Comments:

9. What is your opinion on the role of food used to support good mood?

Text field

10. Do you have a personal interest in any of the following?

(Please select all that apply)

- nutrition
- food
- cooking
- healthy recipes
- growing your own food
- buying local
- mental health
- health and wellbeing

11. Do you believe preparing meals with healthier foods is easy and fun?

Answer choices:

- Very Easy
- Easy
- Somewhat easy
- Not easy
- Unsure

Comments:

12. What further resources and information would you like to see about food for mental wellbeing?

(Please tick all that apply)

Answer choices:

- Recipes – how to prepare foods to eat that support good mental health
- Studies on the connection between food and the gut
- Studies on the connection between food and the brain
- Information on the relationship between high quality diet and decreased risk of developing common mental disorders
- Short Videos – featuring what foods support good mental health
- A website dedicated to food for mental wellbeing
- Unsure

Comments:

13. How do you describe your gender?

Answer choices:

- Man or male
- Woman or female
- Non-binary
- I use a different term (please specify)
- Prefer not to answer

14. Age group

Answer choices:

- 16-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- 56-60 years
- 61+ years

15. What Local Government Area do you live in?

Answer choices:

- Frankston
- Mornington Peninsula
- Casey
- Cardinia
- Greater Dandenong
- Kingston
- Bayside
- Glen Eira
- Stonnington
- Port Phillip
- Other (please specify)

16. Are you a parent or carer of a child/children under 16 years of age?

Answer choices:

- Yes
- No

17. If you have any other feedback or comments on this survey please provide here.

Text Field

Thank you for your time.

If you have answered all the survey questions and wish to enter the draw to win a \$150 voucher, please leave name and email details here.

Name:

Email:

6. Results: Community Survey

An online survey tool was created to collect feedback from the community of the Feed Happiness campaign.

The survey link was disseminated via social media posts and the survey was opened for two weeks. Questions focused upon the respondents understanding and benefits of the link between food and good mood.

In the tables below percentages are rounded to the closest whole number.

1. Do you recall seeing the Feed Happiness campaign on social media?

(Please tick all that apply)

Facebook	69%
Instagram	47%
Newsletter - (please specify which newsletter in comment box)	3%
Website - (please specify which website in comment box)	0%
Unsure	0%
No	13%

Additional comments:

1. Peninsula Health

Results: 69% of the community members responded they recall seeing the Feed Happiness campaign on Facebook.

2. Before seeing the Feed Happiness campaign, how would you rate the following?

	Excellent understanding	Good understanding	Understand	Do not understand	Unsure	% of respondents with a level of understanding
a) Your understanding of the link between food and good mood?	26%	52%	15%	4%	4%	93%
b) Your understanding of the benefits of eating healthier food to support good mood?	30%	52%	11%	4%	4%	93%
c) Your understanding of how to prepare easy, healthier meals to support good mood?	30%	41%	30%			100%
d) Your understanding of how to choose healthier foods to support good mood?	33%	44%	22%			100%

Additional comments:

1. I do have some good background knowledge though.
2. Would like more information about this.

Results: 93%-100% of the community members responded that prior to the campaign they had a level of understanding of the link between the benefits and/or choosing food for good mood.

3. Which main messages do you recall from the Feed Happiness campaign?
(Please tick all that apply)

The food we eat supports positive mental health	76%
Takeaway food can leave us feeling more drained	20%
Feed happiness with food that is good for our brain	56%
Try more mood boosting foods such as veggies, fruit and grains	68%
Children eat 30% of their daily food intake at school	8%
Feed happiness with leafy greens, fruits, nuts and lentils	36%
Get inspired, cook well eat well	40%
Knowing what to buy in the supermarket can be hard, choose fresh foods	16%
We all deserve to eat well	24%
Sweet and salty foods can actually leave us feeling flat	20%

Results: Community members responded the main messages they recall seeing were “The food we eat supports positive mental health” 76%, “Try more mood boosting foods such as veggies, fruit and grains” 68% and “Feed happiness with food that is good for our brain” 56% . These results reflect that the higher level messages delivered in the campaign were well received.

4. Which of the following sentences describes the best dietary habits to promote mental and brain health?

Vegetables, fruits, wholegrain cereals, legumes, nuts and seeds, while reducing ‘junk foods’?	72%
Vegetables, fruits, wholegrain cereals, legumes, nuts and seeds?	20%
Removing junk food from your diet?	8%

Results: 72% of community members responded to the survey with the majority choosing “Vegetables, fruits, wholegrain cereals, legumes, nuts and seeds, while reducing ‘junk foods’”, as the best dietary habits to promote mental and brain health.

5. Did you tell anyone about the Feed Happiness campaign and information about eating foods for good mood?

Yes	48%
No	52%
Unsure	

Results: 48% of the community, equating to one out of two people, promoted the Feed Happiness campaign and its information about eating foods for good mood.

6. Will you now include healthier foods in meals to improve mood as identified through the Feed Happiness campaign?

Yes	88%
No	4%
Unsure	2%

Results: 88% of the community responded yes to they will now include healthier foods in meals to improve mood as identified through the Feed Happiness campaign.

7. After seeing the Feed Happiness campaign: Have you changed the foods you eat to support your mental health?

Yes	52%
No	40%
Unsure	8%

Results: 52% of the community responded “yes” they have changed the foods they eat to support their mental health.

8. Have you prepared and served healthier foods to your family to support their mental health?

Not applicable	24%
Yes	60%
No	12%
Unsure	4%

Results: 60% of the community responded “yes” they have prepared and served healthier foods to your family to support their mental health.

9. Have you encouraged your children to eat healthier foods to support mental health?

Not applicable	44%
Yes	48%
No	
Unsure	8%

Results: Four out of five people with children (48%) of the community responded yes they have encouraged their children to eat healthier foods to support mental health.

10. Have you encouraged your friends to eat healthier foods to support mental health?

Not applicable	8%
Yes	52%
No	40%
Unsure	

Results: 52% of the community responded yes they have encouraged their friends to eat healthier foods to support mental health.

Age of respondents:

16-25 yrs = 1 36-45 yrs = 2 56-60 yrs = 2
 26-35 yrs = 5 46-55 yrs = 0 61+ yrs = 1

11. Do you have a personal interest in any of the following:

(Please tick all that apply)

Nutrition	80%
Food	76%
Cooking	76%
Healthy recipes	92%
Growing your own food	64%
Buying local	72%
Mental health	72%
Health and wellbeing	92%

Age of respondents:

Nutrition	Food	Cooking	Healthy recipes
16-25 yrs = 1	16-25 yrs = 1	16-25 yrs = 1	16-25 yrs = 1
26-35 yrs = 6	26-35 yrs = 6	26-35 yrs = 6	26-35 yrs = 6
36-45 yrs = 6	36-45 yrs = 5	36-45 yrs = 5	36-45 yrs = 6
46-55 yrs = 2	44 -55 yrs = 2	46-55 yrs = 2	46-55 yrs = 2
56-60 yrs = 1	56-60 yrs = 1	56-60 yrs = 1	56-60 yrs = 1
61+ yrs = 4	61+ yrs = 3	61+ yrs = 2	61+ yrs = 3
Growing your own food	Buying local	Mental health	Health and wellbeing
16-25 yrs = 1	16-25 yrs = 1	16-25 yrs = 1	16-25 yrs = 1
26-35 yrs = 6	26-35 yrs = 6	26-35 yrs = 6	26-35 yrs = 6
36-45 yrs = 4	36-45 yrs = 3	36-45 yrs = 5	36-45 yrs = 6
46-55 yrs = 1	46-55 yrs = 2	46-55 yrs = 1	46-55 yrs = 2
56-60 yrs = 1	56-60 yrs = 1	56-60 yrs = 1	56-60 yrs = 1
61+ yrs = 2	61+ yrs = 2	61+ yrs = 2	61+ yrs = 4

Results: Community responded to the survey indicating a majority have a personal interest in all things supporting food and mood

12. Do you believe preparing meals with healthier foods is easy?

Very Easy	4%
Easy	68%
Somewhat easy	24%
Not easy	4%
Unsure	

Results: 68% of the community indicated preparing meals with healthier foods is easy.

13. What further resources and information would you like to see about food for mental wellbeing? (Please tick all that apply)

Recipes – how to prepare foods to eat that support good mental health	96%
Information on the connection between food and the gut	88%
Information on the connection between food and the brain	83%
Information on the relationship between high quality diet and decreased risk of developing common mental disorders	75%
Short Videos – featuring what foods support good mental health	68%
A website dedicated to food for mental wellbeing	64%

Additional comments:

1. More information on all of the above & easy recipes would be great.
2. I think in mental health we need to build capacity in cooking.

Results: A min of 64% of the community responded they would like further resources about food for mental wellbeing:

14. How do you describe your gender?

Man or male	12%
Woman or female	88%
Non-binary	
I use a different term	
Prefer not to answer	

Results: 88% of the respondents were women/female.

15. Age group

16-25 years	4%
26-35 years	36%
36-45 years	28%
46-55 years	8%
56-60 years	8%
61+ years	16%

16. What Local Government Area do you live in?

Frankston	16%
Mornington Peninsula	28%
Casey	
Cardinia	4%
Greater Dandenong	4%
Kingston	8%
Bayside	4%
Glen Eira	4%
Stonnington	4%
Port Phillip	
Other (please specify)	28%

Other LGAs:

- | | | |
|------------------|-----------------|-------------------|
| 1. Moonee Valley | 3. Wyndham x 2 | 5. Lake Macquarie |
| 2. Monash | 4. Yarra Ranges | 6. Seaford |

17. Are you a parent or carer of a child/children under 16 years of age?

Yes	44%
No	56%

Results: 44% of the community responded they were a carer or parent of child/children under the age of 16.

18. If you have any other feedback or comments on this survey please provide here.

Additional comments:

1. Love the work and promotion of healthy food and impact on mental health.
2. I do a lot of work educating children about health and wellbeing. I write children's stories based on these topics. I would love to design a story and educational resources to support your campaign.
3. Would love more information on the impacts of medications on health & diet - e.g. as a support carer for my Grandson - who has life threatening & complex medical needs - on lots of medications & mood swings & doses of growth hormone injections - no functioning pituitary or thyroid & gastritis issues - would love more info, that is accessible re diet & health - Also more affordable options for fresh healthy food supplies - sadly I see parents buying low cost over healthier food. Thank you for help & education around this 😊
4. I am learning to care for myself regarding food intake, mental health, nutrition and information like this is so valuable
5. While there are clear benefits having a broad based program to promote the benefits of healthy eating etc., my knowledge of a number of communities in the area suggests that there are a number of low income cohorts with very poor health outcomes and correspondingly poor nutrition. It therefore surprised me that the style and framing of your program on social media particularly via the use of your images of young hip people etc. suggested it was aimed at the very groups that generally do not have major problems with nutrition and lack of information/awareness about healthy eating. I therefore suggest that you consider rethinking the next phase of this program and via the use of plainer language and cohort appropriate images directly focus on attracting those groups that really need help to improve their nutrition and their health outcomes.
6. We always eat healthy food e.g. lots of fruits and vegetables. Also fish, nuts and grain.
7. Thank you for your Facebook posts - I've enjoyed them and gotten a lot out of them all!

19. Thank you for your time. If you have answered all the survey questions and wish to enter the draw to win a \$150 voucher, please leave name and email details here.

Results: 18 of the 32 responded to the survey with their personal details entered into the draw. (All details remain confidential.)

7. Workshop Survey Tools

Online surveys were created and the survey links emailed to attendees following each workshop. The surveys were open for seven days, with questions focused on respondent satisfaction and the perceived value of the workshops. Reminder emails were also sent prior to the surveys closing.

Workshop 1

1. Have you previously attended a Common Cause workshop about values-based messaging?

Answer choices:

- Yes
- No
- Unsure

Comments:

2. Were you satisfied with how the workshop was facilitated?

Answer choices:

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

Comments:

3. Following the workshop, how would you rate your understanding of the significance of values based messaging in health promotion?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understand
- Do not understand

Comments:

4. Following the workshop, how would you rate your understanding of how values work in practice?

Answer choices:

- Excellent understanding
- Good understanding
- Somewhat understand
- Do not understand

Comments:

5. As a result of the workshop, has your understanding of values-based messaging theory improved?

Answer choices:

- Yes improved
- Not improved

Comments:

6. As a result of the workshop, do you feel more confident to implement values-based messaging in your projects?

Answer choices:

- Extremely confident
- Very confident
- Somewhat confident
- Not at all confident

Comments:

7. Do you have any further feedback about the workshop?

Text field

Workshop 2

1. Were you satisfied with how the workshop was facilitated?

Answer choices:

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

Comments:

2. As a result of the workshop, has your understanding of the Vision-Barrier-Cause-Action framework increased?

Answer choices:

- Yes increased
- Not increased

Comments:

3. Do you feel as though you had adequate opportunity to contribute to the process of developing the campaign story structure?

Answer choices:

- Yes
- No
- Unsure

Comments:

4. Do you feel as though the workshop adequately captured your understanding of the target audiences' perspectives on the campaign topic?

Answer choices:

- Yes
- No
- Unsure

Comments:

5. Following workshops 1 and 2, how confident are you that you could implement values-based messaging in your future projects?

Answer choices:

- Extremely confident
- Very confident
- Somewhat confident
- Not at all confident

Comments:

6. Do you have any further feedback about the workshop?

Text field

8. Results: Workshop Surveys

In the tables below percentages have been rounded to the nearest whole number.

Workshop 1

25 partner representatives attended the first workshop.

1. Have you previously attended a Common Cause workshop about values-based messaging?

	Responses	
Yes	67%	8
No	33%	4
Unsure		
	Answered	12
	Skipped	

Comments:

1. At Dandenong 2019
2. DHHS Prevention South workshop in Dandenong in 2019

2. Were you satisfied with how the workshop was facilitated?

	Responses	
Very satisfied	33%	4
Satisfied	67%	8
Neither satisfied nor dissatisfied		
Dissatisfied		
Very dissatisfied		
	Answered	12
	Skipped	

Comments:

1. I found it really interesting but didn't get a lot out of the breakout rooms
2. Maybe more probing questions - seemed people were less chatty even in the break out rooms
3. Worked well considering it was conducted on Zoom

3. Following the workshop, how would you rate your understanding of the significance of values based messaging in health promotion?

	Responses	
Excellent understanding	25%	3
Good understanding	75%	9
Somewhat understand		
Do not understand		
	Answered	12
	Skipped	

Comments:

1. I will back up the learning with some reading
2. We have real potential to shift attitudes amongst "persuadables" if adopt this approach - it's focusing in on what makes us tick as humans.

4. Following the workshop, how would you rate your understanding of how values work in practice?

	Responses	
Excellent understanding	17%	2
Good understanding	58%	7
Somewhat understand	25%	3
Do not understand		
	Answered	12
	Skipped	

Comments:

1. No doubt more to learn.
2. The 4 tips really highlighted some key principles to follow when aiming to get audiences engaged/supporting a position or "ask".

5. As a result of the workshop, has your understanding of values-based messaging theory improved?

	Responses	
Yes improved	100%	12
Not improved		
	Answered	12
	Skipped	

Comments:

1. Good refresher
2. Useful recap - and I picked different things this time around.

6. As a result of the workshop, do you feel more confident to implement values-based messaging in your projects?

	Responses	
Extremely confident	17%	2
Very confident	17%	2
Somewhat confident	67%	8
Not at all confident		
	Answered	12
	Skipped	

Comments:

1. Again more to learn
2. Need to keep revisiting the theory and using the approach to build confidence.

7. Do you have any further feedback about the workshop?

1. Really well-facilitated; health promotion-specific example was really helpful for understanding its application, as were comparisons to other public health issues such as alcohol and tobacco.
2. I think the first workshop was a great session!
3. I found it really interesting and can see how it applies to many things from healthy eating to racism. Very worthwhile. Not sure it needed to be so long but maybe that's just because I didn't find the breakout rooms of great value.
4. Was a great session! Very informative and relevant. Thank you!!

5. More context about how relates to initial project.
6. Great to have the chance to refresh/reinforce learning - and to apply it to a live project, along with other partners.

Workshop 2

27 partner representatives attended the second workshop.

1. Were you satisfied with how the workshop was facilitated?

	Responses	
Very satisfied	39%	5
Satisfied	54%	7
Neither satisfied nor dissatisfied		
Dissatisfied		
Very dissatisfied	8%	1
	Answered	13
	Skipped	

Comments:

1. Very well organised.

2. As a result of the workshop, has your understanding of the Vision-Barrier-Cause-Action framework increased?

	Responses	
Yes increased	100%	13
Not increased		
	Answered	13
	Skipped	

Comments:

1. Took a bit to get my head around and refine this framework, but yes very useful.
2. Very helpful to be able to try it in small groups and then get Mark's feedback. I could see more clearly where the flaws or gaps in a story might be - and how they might be avoided or remedied.

3. Do you feel as though you had adequate opportunity to contribute to the process of developing the campaign story structure?

	Responses	
Yes	85%	11
No		
Unsure	15%	2
	Answered	13
	Skipped	

Comments:

1. A member of our group presented a list of her own and went for it because of the limited time I guess.
2. As my group was facilitated by one of the digital agents I felt it was a bit harder to get my views across. I think every designer would have their own experience of how they build messaging and this definitely swayed our discussion.
3. It seemed that the group raised a range of options that Ellis Jones can refine.

4. Do you feel as though the workshop adequately captured your understanding of the target audiences' perspectives on the campaign topic?

	Responses	
Yes	92%	12
No		
Unsure	8%	1
	Answered	13
	Skipped	

Comments:

1. Think we all took a slightly different angle on this, would have been useful to revisit as completing the framework to ensure integration of concepts.

5. Following workshops 1 and 2, how confident are you that you could implement values-based messaging in your future projects?

	Responses	
Extremely confident	8%	1
Very confident	54%	7
Somewhat confident	38%	5
Not at all confident		
	Answered	13
	Skipped	

Comments:

1. I'd love to say I was very confident but I think this is definitely a space that needs practice!
2. It obviously comes down to continuing to practice using the model...but I definitely think it's an important framework to use.

6. Do you have any further feedback about the workshop?

1. It would be great if we will have a facilitator in the breakout sessions.
2. Loved it! Mark was very talented and spoke very well. Definitely using what I learnt in these workshops on future projects.
3. Great for a Zoom workshop, well done on organising.
4. Another great session!!

9. Partnership Survey Tool (Steering Group)

About this survey

This survey is for the members of the 'Steering Group' that led and undertook the planning, development, implementation and evaluation of Feed Happiness - a social media campaign designed to build the capacity of communities in the Southern Metropolitan Region to increase their consumption of foods which promote positive mental health outcomes.

The Steering Group comprised one staff member from each of four organisations. A further fifteen organisations participated in the campaign co-development process, making nineteen project partners in total.

Feedback about the Steering Group's experience of this initiative will form an important part of the overall project evaluation. A number of questions in this survey duplicate those in the survey completed by the broader partnership group, to allow for comparison of the perspectives of the two partnership cohorts.

Survey responses will be anonymous and no identifying information will be reported.

The survey should take approximately 5 – 10 minutes to complete.

Thank you for taking the time to provide your feedback.

Questions 1 to 2 ask you to consider how well the Steering Group functioned – in terms of communication, decision-making, delegation of tasks, skills and expertise, planning and the timeliness of project delivery.

1. Thinking about the Steering Group, how satisfied were you that:

- a) communication was open, honest and accurate?
- b) information was shared in a timely way?
- c) individual's ideas and opinions were valued and encouraged?
- d) decisions were reached in a considered and equitable way?
- e) the workload was equitably shared?
- f) collectively, the group had the skills and expertise to deliver the project?
- g) most tasks were completed on time?
- h) the time involved in delivering the project did not place unreasonable demands on members' capacity?
- i) changes in the project process have been captured in amendments to the project documents (e.g. logic, gantt chart)
- j) there was adequate time available to plan and implement the evaluation phase?
- k) differences in organisational approaches (e.g. approval processes) were respected and appropriately managed?

Answer choices:

- Very dissatisfied
- Dissatisfied
- Satisfied
- Very satisfied
- Not sure / Can't say

Comments:

2. How satisfied were you with the time it took to plan and deliver the project (i.e. from commencing planning in June 2020 to the end of the four week campaign in March 2021)?

Answer choices:

- Very dissatisfied
- Dissatisfied
- Satisfied
- Very satisfied
- Not sure / Not applicable

Comments:

Question 3 asks you to consider the value of this project for your organisation, taking into account the costs of involvement (worker time and/or financial contribution) and its fit with both strategic priorities and your own role.

3. Please indicate your level of agreement with the following statements:

- a) The project was good value for money for my organisation.
- b) If the partnership had not delivered the project, my organisation could have delivered it independently.
- c) The project aligned with my organisation's strategic priorities.
- d) The project tasks I undertook fitted within my job description.
- e) Contracting Common Cause Australia added value to the project.
- f) The proportion of the budget spent on contracting Common Cause Australia represented good value for money.
- g) Contracting Ellis Jones added value to the project.
- h) The proportion of the budget spent on contracting Ellis Jones represented good value for money.
- i) My understanding of social media campaigning has increased as a result of this project.
- j) I have developed new or stronger links with other organisations as a result of this project.
- k) I have developed new or stronger links with other departments within my organisation as a result of this partnership.
- l) The project has helped me to demonstrate to management the benefits of working collectively.
- m) The project has been well received by management within my organisation.
- n) The project has enhanced the reputation of the partners individually as well as collectively.

Answer choices:

- Strongly disagree
- Disagree
- Agree
- Strongly agree
- Not sure / Can't say

Comments:

Thinking about this project and the potential for future initiatives to be delivered in partnership across the Southern Metropolitan Region (SMR)...

4. Based on your experience of this project, how likely would you be to:

- a) participate with this partnership group to deliver a future Feed Happiness campaign.
- b) participate with this partnership group to deliver another social media campaign on a different topic.
- c) participate with this partnership group to deliver another health promotion project.

Answer choices:

- Very unlikely
- Unlikely
- Likely
- Very likely
- Not sure / Can't say

5. Please share your ideas regarding priority topics or activities that this partnership group could work on collectively in the future.

Text field

10. Partnership Survey Tool (Partnership Group)

About this survey

Your organisation was one of nineteen local agencies that co-developed the recent 'Feed Happiness' social media campaign. The campaign was designed to build the capacity of communities in the Southern Metropolitan Region to increase their consumption of foods which promote positive mental health outcomes.

As part of the overall project evaluation, we would value feedback about your experience as a partner in the initiative.

This survey is for any staff members who participated in planning, developing and/or delivering the campaign. It can be completed by multiple workers from any given organisation.

Your responses to the survey will be anonymous and no identifying information will be reported. A summary of the survey findings will be disseminated to partner organisations.

The survey should take 7 - 10 minutes to complete.

Thank you for taking the time to provide your feedback.

The Feed Happiness Steering Group

About your involvement in the project

1. In which parts of the project did you participate? (Select as many as apply)

- Initial planning phase (e.g. preliminary meetings to determine the campaign focus and audience; feedback on draft project documents; sourcing funds)
- Values-based messaging workshops facilitated by Common Cause Australia
- Feedback on draft campaign concepts and resources
- Promoting the campaign prior to launch (e.g. sharing information about the campaign to stakeholders within or outside of your organisation)
- Implementing the campaign communications (e.g. promoting campaign messages via your organisation's digital platforms, sharing content posted from the campaign accounts, collating social media metrics for evaluation)

2. Which type of organisation do you work in?

Answer choices:

- Local government
- Other

Questions 3 to 5 ask you to consider how well the partnership functioned – in terms of opportunities for input at key decision points during the project, communication as the project progressed and the timeliness of project delivery.

3. How satisfied are you with the opportunities provided for your input into the following:

- a) the development of the guiding brief for the project?
- b) the messaging framework for the campaign?
- c) the "look and feel" of the campaign?
- d) determining the resources and lead-time needed to support the campaign roll-out?

Answer choices:

- Very dissatisfied
- Dissatisfied
- Satisfied
- Very satisfied
- Not sure / Can't say

Comments:

4. How satisfied were you with the following aspects of communication:

- a) the frequency of communication? (e.g. meetings, meeting minutes, written updates, email correspondence)
- b) the timeliness of communication? (i.e. on time, not delayed)
- c) the level of detail of the information provided?

Answer choices:

- Very dissatisfied
- Dissatisfied
- Satisfied
- Very satisfied
- Not sure / Can't say

Comments:

5. How satisfied were you with the time it took to plan and deliver the project (i.e. from commencing planning in June 2020 to the end of the 4 week campaign in March 2021)?

Answer choices:

- Very dissatisfied
- Dissatisfied
- Satisfied
- Very satisfied
- Not sure / Can't say

Comments:

Question 6 asks you to think about the campaign resources developed and provided to partners.

6. How would you rate the quality of the following resources:

- a) campaign toolkit
- b) social media tiles
- c) media release
- d) campaign social media accounts (Facebook and Instagram)

Answer choices:

- Poor
- Adequate
- Good
- Excellent
- Not sure / Can't say

Comments:

Question 7 asks you to consider the value of this project for your organisation, taking into account the costs of involvement (worker time and/or financial contribution) and its fit with both strategic priorities and your own role.

7. Please indicate your level of agreement with the following statements:

- a) The project was good value for money for my organisation.
- b) If the partnership had not delivered the project, my organisation could have delivered it independently.
- c) The project aligned with my organisation's strategic priorities.
- d) The project tasks I undertook fitted within my job description.
- e) Contracting Common Cause Australia added value to the project.
- f) Contracting Ellis Jones added value to the project.
- g) My understanding of social media campaigning has increased as a result of this project.
- h) I have developed new or stronger links with other organisations as a result of this project.
- i) I have developed new or stronger links with other departments within my organisation as a result of this partnership.
- j) The project has helped me to demonstrate to management the benefits of working collectively.
- k) The project has been well received by management within my organisation.
- l) The project has enhanced the reputation of the partners individually as well as collectively.

Answer choices:

- Strongly disagree
- Disagree
- Agree
- Strongly agree
- Not sure / Can't say

Comments:

Thinking about this project and the potential for future initiatives to be delivered in partnership across the Southern Metropolitan Region (SMR)...

8. What are 1 or 2 things that you feel worked particularly well during this partnership project?

Text field

9. What are 1 or 2 things that didn't work as well during this partnership project - and how could they have been improved?

Text field

10. Based on your experience of this project, how likely would you be to:

- a) participate with this partnership group to deliver a future Feed Happiness campaign.
- b) participate with this partnership group to deliver another social media campaign on a different topic.
- c) participate with this partnership group to deliver another health promotion project.

Answer choices:

- Very unlikely
- Unlikely
- Likely
- Very likely
- Not sure / Can't say

11. Please share your ideas regarding priority topics or activities that this partnership group could work on collectively in the future.

Text field

11. Results: Partnership Comparative Analysis

The respective partnership surveys undertaken by the broader Partnership Group and the Steering Group included 17 matching questions. This allowed for the perspectives of the two groups on key topics to be compared and contrasted.

The questions below are numbered to show their placement in the respective surveys, with the question number in the partnership survey shown first, and followed by the question number in the steering group survey.

5/2. How satisfied were you with the time it took to plan and deliver the project (i.e. from commencing planning in June 2020 to the end of the four week campaign in March 2021)?

	% of Responses by Group Type	
	Partnership Group	Steering Group
Very dissatisfied		
Dissatisfied	8%	
Satisfied	42%	100%
Very satisfied	33%	
Not sure / Can't say	17%	

Further comments:

Partnership Group	Steering Group
<ol style="list-style-type: none"> 1. Think given the scale of this project, COVID overlay and the type of collective action project it was, timelines will improve in time. (LGA) 2. I understand it takes time to develop a campaign, however it did feel like it took a little too long. (LGA) 	<ol style="list-style-type: none"> 1. The earliest conversations were about responding quickly to the impacts of COVID-19 / lockdown, so from that perspective, the overall timeline cannot be described as fast or agile. However, given the small number of people undertaking the bulk of the tasks (i.e. the 'steering group'), the time taken to deliver the project simply reflects what was possible. 2. The first few months were a bit slower than preferred which meant we didn't meet our original timeframe of October as we had to postpone the start to Feb 2021 however the end result was still a good one.

7/3. Please indicate your level of agreement with the following statements:

	Strongly disagree		Disagree		Agree		Strongly agree		Not sure / Can't say	
	P'ship Group	Steering Group	P'ship Group	Steering Group	P'ship Group	Steering Group	P'ship Group	Steering Group	P'ship Group	Steering Group
a. The project was good value for money for my organisation.					33%	75%	50%		17%	25%
b. If the partnership had not delivered the project, my organisation could have delivered it independently.	17%		25%	75%	25%	25%	25%		8%	
c. The project aligned with my organisation's strategic priorities.					25%	75%	67%	25%	8%	
d. The project tasks I undertook fitted within my job description.				50%	42%	50%	58%			
e. Contracting Common Cause Australia added value to the project.					25%	50%	75%	50%		
f/g. Contracting Ellis Jones added value to the project.					17%	100%	50%		33%	
g/i. My understanding of social media campaigning has increased as a result of this project.			8%		17%	50%	42%	50%	33%	
h/j. I have developed new or stronger links with other organisations as a result of this project.			17%		42%		25%	100%	17%	
i/k. I have developed new or stronger links with other departments within my organisation as a result of this project.			33%		33%	25%	33%	25%		50%
j/l. The project has helped me demonstrate to management the benefits of working collectively with other organisations.			8%		25%	50%	50%	50%	17%	
k/m. The project has been well received by management within my organisation.					42%	50%	25%	50%	33%	
l/n. The project has enhanced the reputation of the partners individually as well as collectively.					42%	75%	25%		33%	25%

Further comments:

Partnership Group	Steering Group
	<p>1. Q(d) - there is often a discrepancy / tension between how my role is described (e.g. "partnership lead facilitating and supporting primary prevention work") and how it is interpreted or delivered (e.g. "project officer undertaking primary prevention tasks / delivering project).</p> <p>Q(h) Some observations about the Ellis Jones contract value are that the steering group still had to do a significant amount of work across multiple reviews of the campaign concept as it developed, didn't use the final strategy document as a standalone resource, and then had to create the bulk of the social media content and tiles. On balance, I've opted for 'agree' because the process as a whole probably ensured the steering committee developed a strong understanding and ownership of the campaign intent and messaging. It's also possible that an external provider added value/credibility in the eyes of the broader partnership group.</p> <p>2. In relation to this question - The project has enhanced the reputation of the partners individually as well as collectively. I am hopeful it will have however haven't seen evidence of this yet. Maybe evaluation results will support more knowledge of this.</p>

10/4. Based on your experience of this project, how likely would you be to:

	Very unlikely	Unlikely	Likely		Very Likely		Not sure / Can't say	
			P'ship Group	Steering Group	P'ship Group	Steering Group	P'ship Group	Steering Group
a. Participate with this partnership group to deliver a future Feed Happiness campaign.			25%	50%	75%	50%		
b. Participate with this partnership group to deliver another social media campaign on a different topic.			25%	75%	67%	25%	8%	
c. Participate with this partnership group to deliver another health promotion project.			17%	50%	75%	50%	8%	

Further comments:

Partnership Group	Steering Group
1. Awesome steering committee (Other)	<p>1. Involvement in any future campaigns or projects would need to require less in-kind staff time, or an agreed upon/ pre-determined contribution as part of the planning process.</p> <p>2. The SMR-wide reach of this project has given some indication of how partners can work collectively - beyond typical catchment areas and on a larger scale. Although the social media results are still to be analysed, my "feeling" is that the first campaign has created a foundation for further work in the future.</p> <p>3. Very much enjoyed the dynamics and collective focus of this steering committee.</p>

5. Please share your ideas regarding priority topics or activities that this partnership group could work on collectively in the future.

Partnership Group	Steering Group
<ol style="list-style-type: none"> 1. Food and climate change / Climate change and health co-benefits (Other) 2. Gender equality - positive masculinities / Climate change and its impact on health (LGA) 3. Mental health (LGA) 4. Women's physical activity / Men's mental health / More healthy eating/good mood food (LGA) 	<ol style="list-style-type: none"> 1. Would like to continue the work in the food and mood space. 2. New resources that support/extend Feed Happiness have already been identified for development. Feed Happiness 2022 is also an obvious future goal. Further work on refining the partnership model would support future collaboration. 3. Collaboration of place-based work. 4. Would like to see further work in aligning of food and mental wellbeing for community. Planning for phase two.

12. Results: Partnership Survey (Steering Group)

An online survey tool was created to collect feedback from members of the ‘Steering Group’ that led and undertook the planning, development, implementation and evaluation of the Feed Happiness campaign.

The survey link was disseminated via email to the 4 Steering Group members and the survey was open for two weeks. Questions focused upon respondent satisfaction with the way the steering group functioned, the perceived value of the project and the likelihood of the respondent participating in future initiatives delivered by this partnership group.

Steering Group members also participated in a facilitated online reflection session which explored what worked well or was challenging during the different phases of the project, as well as considering recommendations for similar projects in the future.

In the tables below percentages are rounded to the closest whole number.

1. Thinking about the Steering Group, how satisfied were you that:

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	Not sure / Can't say	Total
a. Communication was open, honest and accurate?			25%	75%		100%
b. Information was shared in a timely way?			50%	50%		100%
c. Individual's ideas and opinions were valued and encouraged?			25%	75%		100%
d. Decisions were reached in a considered and equitable way?			50%	50%		100%
e. The workload was equitably shared?			50%	50%		100%
f. Collectively, the group had the skills and expertise to deliver the project?			25%	75%		100%
g. Most tasks were completed on time?			50%	50%		100%
h. The time involved in delivering the project did not place unreasonable demands on members' capacity?		50%	50%			100%
i. Changes in the project process have been captured in amendments to the project documents (e.g. logic, gantt chart)			75%	25%		100%
j. There was adequate time available to plan and implement the evaluation phase?		50%	50%			100%
k. Differences in organisational approaches (e.g. approval processes) were respected and appropriately managed?			25%	75%		100%

Further comments:

1. With regard to Q(h), there seemed to be many occasions across the project where members worked out of hours or had to significantly adjust other aspects of their work to get tasks done on time. Although this kind of juggling is not uncommon in our roles, it's not desirable and we should really work to de-normalise it.
2. For Q (j), more time to plan the evaluation - and to do that earlier - would have been preferred. In saying that, however, I acknowledge that we have managed as well as possible given our capacity.
3. Some partners did end up with many more tasks to do than others. Possibly a sense of taking on more out of concern it wouldn't be completed otherwise.

2. How satisfied were you with the time it took to plan and deliver the project (i.e. from commencing planning in June 2020 to the end of the four week campaign in March 2021)?

	% of Responses
Very dissatisfied	
Dissatisfied	
Satisfied	100%
Very satisfied	
Not sure / Can't say	

Further comments:

1. The earliest conversations were about responding quickly to the impacts of COVID-19 / lockdown, so from that perspective, the overall timeline cannot be described as fast or agile. However, given the small number of people undertaking the bulk of the tasks (i.e. the 'steering group'), the time taken to deliver the project simply reflects what was possible.
2. The first few months were a bit slower than preferred which meant we didn't meet our original timeframe of October as we had to postpone the start to Feb 2021 however the end result was still a good one.

3. Please indicate your level of agreement with the following statements:

	Strongly disagree	Disagree	Agree	Strongly agree	Not sure / Can't say	Total
a. The project was good value for money for my organisation.			75%		25%	100%
b. If the partnership had not delivered the project, my organisation could have delivered it independently.		75%	25%			100%
c. The project aligned with my organisation's strategic priorities.			75%	25%		100%
d. The project tasks I undertook fitted within my job description.		50%	50%			100%
e. Contracting Common Cause Australia added value to the project.			50%	50%		100%
f. The proportion of the budget spent on contracting Common Cause Australia represented good value for money.			50%	50%		100%
g. Contracting Ellis Jones added value to the project.			100%			100%
h. The proportion of the budget spent on contracting Ellis Jones represented good value for money.			100%			100%
i. My understanding of social media campaigning has increased as a result of this project.			50%	50%		100%
j. I have developed new or stronger links with other organisations as a result of this project.				100%		100%
k. I have developed new or stronger links with other departments within my organisation as a result of this partnership.			25%	25%	50%	100%
l. The project has helped me to demonstrate to management the benefits of working collectively.			50%	50%		100%
m. The project has been well received by management within my organisation.			50%	50%		100%
n. The project has enhanced the reputation of the partners individually as well as collectively.			75%		25%	100%

Further comments:

1. Q (d) - there is often a discrepancy / tension between how my role is described (e.g. "partnership lead facilitating and supporting primary prevention work") and how it is interpreted or delivered (e.g. "project officer undertaking primary prevention tasks / delivering project).
2. Q (h) Some observations about the Ellis Jones contract value are that the steering group still had to do a significant amount of work across multiple reviews of the campaign concept as it developed, didn't use the final strategy document as a standalone resource, and then had to create the bulk of the social media content and tiles. On balance, I've opted for 'agree' because the process as a whole probably ensured the steering committee developed a strong understanding and ownership of the campaign intent and messaging. It's also possible that an external provider added value/credibility in the eyes of the broader partnership group.
3. In relation to this question - The project has enhanced the reputation of the partners individually as well as collectively. I am hopeful it will have, however haven't seen evidence of this yet. Maybe evaluation results will support more knowledge of this.

4. Based on your experience of this project, how likely would you be to:

	Very unlikely	Unlikely	Likely	Very likely	Not sure / Can't say	Total
a. Participate with this partnership group to deliver a future Feed Happiness campaign.			50%	50%		100%
b. Participate with this partnership group to deliver another social media campaign on a different topic.			75%	25%		100%
c. Participate with this partnership group to deliver another health promotion project.			50%	50%		100%

Further comments:

1. Involvement in any future campaigns or projects would need to require less in-kind staff time, or an agreed upon/ pre-determined contribution as part of the planning process.
2. The SMR-wide reach of this project has given some indication of how partners can work collectively - beyond typical catchment areas and on a larger scale. Although the social media results are still to be analysed, my "feeling" is that the first campaign has created a foundation for further work in the future.
3. Very much enjoyed the dynamics and collective focus of this steering committee.

5. Please share your ideas regarding priority topics or activities that this partnership group could work on collectively in the future.

1. Would like to continue the work in the food and mood space.
2. New resources that support/extend Feed Happiness have already been identified for development. Feed Happiness 2022 is also an obvious future goal.
3. Further work on refining the partnership model would support future collaboration.
4. Collaboration of place-based work
5. Would like to see further work in aligning of food and mental wellbeing for community. Planning for phase two.

13. Results: Partnership Survey (Partnership Group)

An online survey tool was created to collect feedback from participants about their experience as a partner in the initiative. It was open to all staff members from partner organisations who participated in planning, developing and/or delivering the campaign i.e. it could be completed by multiple workers from any given organisation.

The survey link was disseminated to the partnership email list and the survey was open for two weeks. Questions focused upon respondent satisfaction with the way the partnership functioned, the quality of the campaign resources, the perceived value of the project, aspects of the project that worked well or could be improved and the likelihood of the respondent participating in future initiatives delivered by this partnership group.

- There were 15 surveys returned, including 3 incomplete surveys where respondents only answered the first two questions.
- 10 survey respondents worked in ‘Local Government’ and 5 in ‘Other’ workplaces.

In the tables below percentages are rounded to the closest whole number. For each question, results are given for ‘All respondents’ and to allow for comparison, for ‘LGA respondents’ and ‘Other respondents’. The number of respondents who answered or skipped each question are also noted by workplace type.

1. In which part/s of the project did you participate? (Select as many as apply)

Answered: 10 x LGA, 5 x Other = 15

Total Skipped: 0

	% that Participated by Project Phase			# that Participated by Project Phase		
	LGA	Other	All	LGA	Other	All
a. Initial planning phase (e.g. preliminary meetings to determine the campaign focus and audience; feedback on draft project documents; sourcing funds)	40%	60%	50%	4	3	7
b. Values-based messaging workshops facilitated by Common Cause Australia	60%	60%	64%	6	3	9
c. Feedback on draft campaign concepts and resources	50%	80%	64%	5	4	9
d. Promoting the campaign prior to launch (e.g. sharing information about the campaign with stakeholders within or outside of your organisation)	70%	80%	73%	7	4	11
e. Implementing the campaign communications (e.g. promoting campaign messages via your organisation’s digital platforms, sharing content posted from the campaign accounts, collating social media metrics for evaluation)	40%	80%	57%	4	4	8

2. Which type of organisation do you work in?

Answered: 10 x LGA, 5 x Other = 15
Total Skipped: 0

	% of Respondents by Organisation Type	# of Respondents by Organisation Type
Local government	67%	10
Other	33%	5

3. How satisfied are you with the opportunities provided for your input into the following:

Answered: 8 x LGA, 4 x Other = 12 Total
Skipped: 2 x LGA, 1 x Other = 3 Total

	Very dissatisfied	Dissatisfied			Satisfied			Very satisfied			Not sure / Can't say		
		LGA	Other	All	LGA	Other	All	LGA	Other	All	LGA	Other	All
a. The development of the guiding brief for the project?		13%		8%	25%	25%	25%	38%	75%	50%	25%		17%
b. The messaging framework for the campaign?		13%		8%	25%	25%	25%	38%	75%	50%	25%		17%
c. The "look and feel" of the campaign?					38%	25%	33%	38%	75%	50%	25%		17%
d. Determining the resources and lead-time needed to support the campaign roll-out?		13%		8%	50%	50%	50%	25%	50%	33%	13%		8%

Further comments:

1. I wasn't working in the role during the campaign planning stage. (LGA)
2. Became involved with the campaign at a late stage. (LGA)
3. Love your work... (Other)

4. How satisfied were you with the following aspects of communication:

Answered: 8 x LGA, 4 x Other = 12 Total
 Skipped: 2 x LGA, 1 x Other = 3 Total

	Very dissatisfied	Dissatisfied	Satisfied			Very satisfied			Not sure / Can't say
			LGA	Other	All	LGA	Other	All	
a. The frequency of communication (e.g. meetings, meeting minutes, written updates, emails)?			50%	25%	42%	50%	75%	58%	
b. The timeliness of communication (i.e. on time, not delayed)?			50%	50%	50%	50%	50%	50%	
c. The level of detail of the information provided?			38%	50%	42%	63%	50%	58%	

Further comments:

1. Campaign materials could have been shared earlier to allow for sufficient planning, more social media content and guidance (i.e. additional images, caption examples). (Other)
2. Very easy to come in at a late stage and roll out as required. (LGA)
3. *Smiley face symbol* (Other)

5. How satisfied were you with the time it took to plan and deliver the project (i.e. from commencing planning in June 2020 to the end of the 4 week campaign in March 2021)?

Answered: 8 x LGA, 4 x Other = 12 Total
 Skipped: 2 x LGA, 1 x Other = 3 Total

	% of Responses by Organisation Type		
	LGA	Other	All
Very dissatisfied			
Dissatisfied	13%		8%
Satisfied	38%	50%	42%
Very satisfied	25%	50%	33%
Not sure / Can't say	25%		17%

Further comments:

1. Think given the scale of this project, COVID overlay and the type of collective action project it was, timelines will improve in time. (LGA)
2. I understand it takes time to develop a campaign, however it did feel like it took a little too long. (LGA)

6. How would you rate the quality of the following resources?

Answered: 8 x LGA, 4 x Other = 12 Total
 Skipped: 2x LGA, 1 x Other = 3 Total

	Poor	Adequate			Good			Excellent			Not sure / Can't say		
		LGA	Other	All	LGA	Other	All	LGA	Other	All	LGA	Other	All
a. Campaign toolkit			25%	8%	25%	50%	33%	75%	25%	58%			
b. Social media tiles					38%	75%	50%	63%	25%	50%			
c. Media release					50%	50%	50%	38%	50%	42%	13%		8%
d. Campaign social media accounts (Facebook and Instagram)					25%	25%	25%	63%	75%	67%	13%		8%

Further comments:

1. Refer to previous comments regarding campaign toolkit. (Other)

7. Please indicate your level of agreement with the following statements:

Answered: 8 x LGA, 4 x Other = 12 Total
 Skipped: 2 x LGA, 1 x Other = 3 Total

	Strongly disagree			Disagree			Agree			Strongly agree			Not sure / Can't say		
	LGA	Other	All	LGA	Other	All	LGA	Other	All	LGA	Other	All	LGA	Other	All
a. The project was good value for money for my organisation.							50%		33%	38%	75%	50%	13%	25%	17%
b. If the partnership had not delivered the project, my organisation could have delivered it independently.	25%		17%	25%	25%	25%	25%	25%	25%	13%	50%	25%	13%		8%
c. The project aligned with my organisation's strategic priorities.							38%		25%	63%	75%	67%		25%	8%
d. The project tasks I undertook fitted within my job description.							50%	25%	42%	50%	75%	58%			
e. Contracting Common Cause Australia added value to the project.							25%	25%	25%	75%	75%	75%			
f. Contracting Ellis Jones added value to the project.							13%	25%	17%	50%	50%	50%	38%	25%	33%
g. My understanding of social media campaigning has increased as a result of this project.					25%	8%	25%		17%	38%	50%	42%	38%	25%	33%
h. I have developed new or stronger links with other organisations as a result of this project.				13%	25%	17%	50%	25%	42%	13%	50%	25%	25%		17%
i. I have developed new or stronger links with other departments within my organisation as a result of this project.				25%	50%	33%	50%		33%	25%	50%	33%			
j. The project has helped me demonstrate to management the benefits of working collectively with other organisations.				13%		8%	38%		25%	38%	75%	50%	13%	25%	17%
k. The project has been well received by management within my organisation.							50%	25%	42%	13%	50%	25%	38%	25%	33%
l. The project has enhanced the reputation of the partners individually as well as collectively.							63%		42%	13%	50%	25%	25%	50%	33%

8. What are 1 or 2 things that you feel worked particularly well during this partnership project?

Answered: 7 x LGA, 2 x Other = 9 Total

Skipped: 3 x LGA, 3 x Other = 6 Total

1. The values-based workshop and hiring of a private marketing agency to design the campaign (LGA)
2. Communication (LGA)
3. Lead times (LGA)
4. Segmentation and targeting of the campaign was great (LGA)
5. Having a shared toolkit that was easy to use for our communication team (LGA)
6. The partnership nature of the campaign helped increase the reach of the campaign content and message (LGA)
7. The values-based messaging of the campaign was fantastic (LGA)
8. Campaign toolkit made it very easy to roll out the project, especially when getting involved at a late stage (LGA)
9. Having partner leads who could progress the project and bring to the broader group was helpful (LGA)
10. Regular meetings (Other)
11. Engaging Common Cause/utilising expertise (Other)
12. Diverse representation of organisations (Other)
13. Lead organisations driving the project helped the campaign to run smoothly and effectively (Other)

9. What are 1 or 2 things that didn't work as well during this partnership project - and how could they have been improved?

Answered: 7 x LGA = 7 Total

Skipped: 3 x LGA, 5 x Other = 8 Total

1. the length of time from inception to delivery although I think this will improve with practice and learnings (LGA)
2. It took a little too long in the planning phase. It was hard to get buy in from our communication department (LGA)
3. Maybe outline phrases not to include in posts in the campaign toolkit (phrases that do not support the messaging of the campaign) (LGA)
4. I think the design agent sometimes swayed the messaging rather than working with Common Cause as they were coming from a different space (LGA)
5. I can't think of any (LGA)
6. Not sure - wasn't involved until delivery stage (LGA)
7. n/a (LGA)

10. Based on your experience of this project, how likely would you be to:

Answered: 8 x LGA, 4 x Other = 12 Total
 Skipped: 2 x LGA, 1 x Other = 3 Total

	Very unlikely	Unlikely	Likely			Very Likely			Not sure / Can't say		
			LGA	Other	All	LGA	Other	All	LGA	Other	All
a. Participate with this partnership group to deliver a future Feed Happiness campaign.			25%	25%	25%	75%	75%	75%			
b. Participate with this partnership group to deliver another social media campaign on a different topic.			38%		25%	63%	75%	67%		25%	8%
c. Participate with this partnership group to deliver another health promotion project.			25%		17%	75%	75%	75%		25%	8%

Further comments:

1. Awesome steering committee (Other)

11. Please share your ideas regarding priority topics or activities that this partnership group could work on collectively in the future.

Answered: 3 x LGA, 1 x Other = 4 Total
 Skipped: 7 x LGA, 4 x Other = 11 Total

1. Food and climate change / Climate change and health co-benefits (Other)
2. Gender equality - positive masculinities / Climate change and its impact on health (LGA)
3. Mental health (LGA)
4. Women's physical activity / Men's mental health / More healthy eating/good mood food (LGA)