

Project Evaluation Report

JOEY AND THE HEATWAVE

Heat health resource for newly
arrived families

Prepared by Enliven Victoria
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enliven

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Acknowledgements

Special thanks to the Green Team at Rosewood Downs Primary School for helping to co-design this resource. Recognition extends to project partners Jesuit Social Services (JSS), Victorian Council of Social Services (VCOSS) and Northern Alliance for Greenhouse Action (NAGA) for their feedback on drafts and consultation. Finally, we thank our illustrator/graphic designer Rosina - without her passion, imagination and creativity, Joey would not exist!

1. PROJECT OVERVIEW

Enliven Victoria, partners, and local primary school children have co-created a culturally-responsive resource to reduce and prevent the negative impacts of climate change (specifically heatwaves) upon human health. The project hopes to address the high levels of climate change vulnerability and susceptibility among young families in Melbourne's South East, particularly among mothers and children. Furthermore, Melbourne's South East experience low levels of awareness, knowledge and understanding of heat health impacts and adaptation strategies among newly arrived families in particular.

The project seeks to target families with children aged 5-8 years who are newly arrived in Australia (<5 years) and living in Melbourne's South East. The resource is in the format of a short storybook. Combining the use of plain language, rhyme, Australian animals as main characters, and colourful imagery, this resource includes key messages about heat-related health impacts and various adaptation and preparedness strategies.

During December 2021, 2,952 copies were distributed to 64 settings across City of Greater Dandenong, City of Casey and Cardinia Shire Council. Settings included primary schools, kindergartens, neighbourhood houses, libraries and others working closely with newly arrived families and their children.

2. PROJECT DESIGN

2.1. Aim

The aim of this project was to create and test a resource to communicate and engage meaningfully with newly arrived families in Melbourne's South East about heatwaves and adaptation strategies.

2.2. Objectives

1. Develop a culturally responsive resource to educate children and newly arrived families about heatwaves and health.
2. Increase knowledge and recall of heat health messaging within newly arrived families.

2.3. Project partners

This project was funded by Department of Environment, Land, Water and Planning (DELWP) as part of the Greater Melbourne Regional Climate Change Adaptation Strategy.

Enliven Victoria project staff oversaw the project planning and implementation. Enliven Victoria is a not-for-profit health promotion organisation and Primary Care Partnership working within the City of Greater Dandenong, City of Casey and Cardinia Shire local government areas. enliven Victoria has extensive history in working to support and build the capacity of vulnerable community members including refugee, asylum seeker and migrant communities, as well as implementing a number of community-based initiatives in the food security and climate change space.

Other project partners included Rosewood Downs Primary School, Jesuit Social Services (JSS), Victorian Council of Social Service (VCOSS) and Northern Alliance for Greenhouse Action (NAGA), who were consulted throughout project design and implementation, and ArtGraphic Printing company.

2.4. Community consultation and co-design

Community consultation and co-design was a key principle guiding this project to ensure the final resource was meaningful and beneficial to the target audience. A 1 hour co-design workshop was conducted online with a group of 12 primary school aged children (grade 3 to 6), with some students with a refugee and migrant background, and their teachers. The workshop was facilitated by enliven Victoria staff. The aim of the workshop was to identify the type of knowledge that students currently have about heatwaves and health impacts; helping to identify any gaps in knowledge as well as any facilitators and barriers to certain heat adaptation strategies. The discussions with students helped create the key messages included in the resource.

Once the first draft was complete, it was shared with a selected number of community members, young people, organisations and partners who work closely with the target audience and provided valuable feedback.



3. DISSEMINATION

An Expression of Interest was open (using Google Form) to primary schools, kindergartens, neighbourhood houses, local council, libraries and other relevant settings located in Melbourne's South East who were interested in ordering free copies of *Joey and the Heatwave*. Responses were received from over 80 organisations across the state. 64 organisations were located in the catchment area, thus were eligible to receive copies, and received a confirmation email from the project team. Most organisations received more copies than they expressed interest for.

3,000 copies were printed thanks to [ArtGraphic Printing](#).

During December 2021, a total of 2,952 copies were disseminated across three local government areas (LGA) in Melbourne's South East.

A summary of dissemination is below:

No. of copies disseminated (LGA)	
City of Casey	775
Cardinia Shire	698
City of Greater Dandenong	1479
TOTAL	2952

No. of copies disseminated (setting)	
Kindergartens/early childhood settings	36
Primary Schools	9
Neighbourhood Houses	10
Other	9
TOTAL	64

4. PROJECT BUDGET

See below table outlining the project expenditure.

Item	Expenditure
Corporate costs (15%)	3750
Graphic designer	9000
Printing (x3000 copies)	3712
Staff time	8968
TOTAL	\$25,430

5. EVALUATION

5.1. Measures

In this evaluation, the qualitative measures include questionnaires and participant observations to enable an understanding of how the program was experienced by community members and organisations. The qualitative measures are supported by quantitative data captured by enliven Victoria during dissemination.

5.2. Objectives

The evaluation sought to measure achievement of the following objectives:

Short term:

- Increased recall, knowledge, awareness and understanding of heat related health impacts and adaptation strategies.
- Increased access to culturally sensitive and appropriate climate change resources.

Medium term:

- Attitudinal changes in regard to climate change adaptation and mitigation.
- Increased preparedness to extreme heat-related weather events.

Long term:

- Increased levels of behaviour change that reduce impacts of climate change.

5.3. Evaluation tools

Questionnaire for community members

A short qualitative questionnaire was conducted online by those community members who received and have read a copy of *Joey and the Heatwave*. As the target audience included children aged 5-8 years, adults were able to fill this questionnaire out on the children's behalf. See Appendix 1 for questionnaire. Questionnaires were conducted approximately 1-2 months after having received the storybook. A total of 11 responses were received which included participation from 66 individuals, as some completed the questionnaire as a group activity.

Questionnaire for staff / organisations

Approximately 1-2 months after partner organisations received and distributed the story books a questionnaire was conducted with them. This questionnaire aims to better understand the thoughts and experiences of the partner organisations regarding the storybook and the dissemination process. See Appendix 2 for questionnaire. Total responses received was 13 (6 = City of Greater Dandenong, 4 = City of Casey, 3 = Cardinia Shire Council).

5.4.1. Evaluation results - Community Impact

Increased knowledge and recall of heat health messaging

Indicators:

- % of key heat health messages correctly recalled
- # of campaign messages correctly recalled
- % of respondents report increased knowledge of heat health impacts

Objectives:

- Over 90% of community members can recall at least one key heat health message
- Over 75% of community members reported some level of knowledge increase after reading the storybook

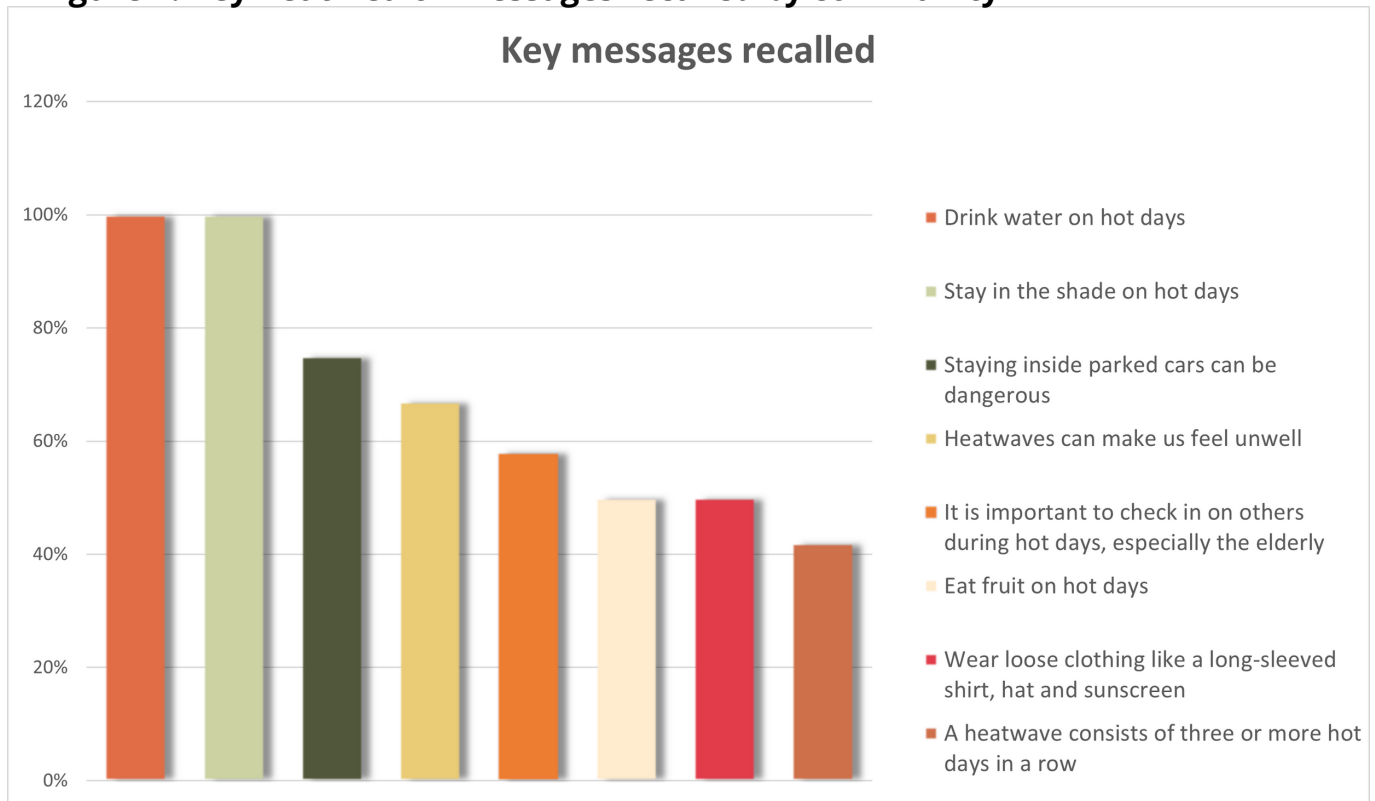
Outcomes:

- 100% of respondents could recall at least one heat health message.
 - The top three heat health messages correctly recalled included (when prompted):
 - Drink water on hot days
 - Stay in the shade on hot days
 - Staying inside parked cars can be dangerous



Figure 1 displays the percentage of survey participants recalling each of the eight key messages.

Figure 1: Key heat health messages recalled by community



- 83% of respondents reported that the storybook helped increase their knowledge about heatwaves and health impacts.
 - Respondents were asked to state in their own words, the type of knowledge and information that they learnt from reading the storybook.
- The most common responses included:
 - The sun can make you feel sick
 - What to do to protect yourself from the sun
 - Don't leave anyone inside a parked car, especially children & animals
 - You must listen to your parents when it comes to being safe in the sun,
 - That the definition of a heatwave is 3 or more days and that inside car temperatures can double in a few minutes.

Increased climate change resilience and behaviour change

Indicator:

- % respondents reported increased capacity to plan and act on climate change

Objective:

- Over 75% of community members report increased preparedness for hot days

Outcomes:

- 75% reported feelings of increased preparedness for hot days after reading the storybook.
 - The remaining respondents reported no increased preparedness because they were already well prepared.
- 50% reported that this storybook created some level of behaviour change during hot days.
 - The type of behaviours noted by respondents included **drinking more water**, **staying under shelter** more often, **growing some trees** and bushes at home and **putting water out at home for the wildlife**.
- 67% reported they have shared the book with others (e.g. friends and family).

5.4.2. Evaluation results - Staff feedback

Staff feedback on the resource was overwhelmingly encouraging, with 92% stating that the book was received positively by their staff and 85% stating it was overall positively received by their community. Below are some quotes from the staff questionnaires.

'We read the book to the children and we discussed climate change, the weather and the environment.'

'The staff enjoyed reading this book with the children and talked further about what can be implemented in the Centre for further awareness.'

'A wonderful resource to support our teaching of climate change and caring for our environment.'

'Simple but great idea to help us on the ground engage easily with our residents. Great conversation starter!'

'Reinforces common language and concepts used around the topic in a friendly and Australian format.'

'An easy read enjoyed by little ones teaching them about the dangers of heatwaves in the land down under!'

'Fun and interesting resource to help bolster heat health messaging.'

Increased community awareness of heat health impacts

92% of staff believed that this resource helped to increase the awareness of their local community about the health impacts of heatwaves and adaptation strategies.

Overall, feedback from staff suggested that the storybook was easy to read and understand, particularly due to the simple messaging. The colourful imagery and use of rhyme made it an engaging read, noting the use of Australian animals which made it easy for the children to relate to the story. Overall, staff thought it was a useful way to reinforce heatwave and sunsmart messaging, whilst creating awareness of climate change and the importance of caring for the environment.

How the book was available to community

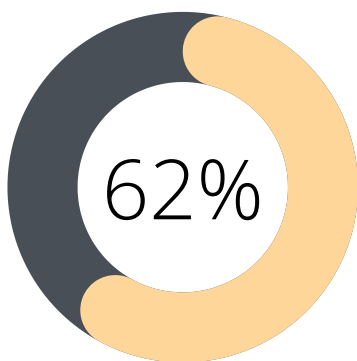
The book was distributed and used in many ways in communities in Melbourne's South East. Most common answers included:

- Book was loaned out to families to read at home
- Group storytime and discussion
- English learning classes
- Used as a tool when discussing topics such as health, sun safety and hot weather

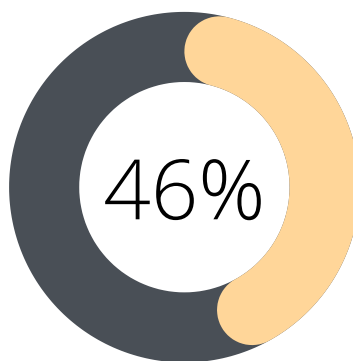
Dissemination process

Feedback received from staff about the communication and process of ordering and receiving the books from enliven Victoria was positive. Below is a summary of findings:

What worked well	Improvements
Clear and prompt communication	Some required more time to use the book, so couldn't complete an evaluation questionnaire
Respecting time constraints with evaluation (as delivery was made at end of school term)	Bigger more colourful images
Having access to a free educational resource	Potential for bigger version of the storybook
The personalised element of receiving the books by an enliven staff member	Translated copies could include an audio link of pre-recorded readings using a QR code
Good timing with start of school year / summer season	



Staff who would like to receive **more copies** of *Joey and the Heatwave*



Staff who would like **translated** versions.

Languages include:

- Khmer
- Vietnamese
- Dari
- Malay
- Burmese
- Arabic
- Chinese
- Hindi
- Urdu
- Tamil
- Mandarin
- Punjabi

6. LEARNINGS & RECOMMENDATIONS

Below is a list of some learnings we have taken from this project and that we recommend for replication:

- Administration/staff time: keeping track of expressions of interest and orders can be very time consuming and cannot be underestimated in budgeting. We recommend using a website or software to manage orders and delivery logistics, instead of transferring data from Google Form across to Excel and then emailing recipients.
- Regular discussion and collaboration with Graphic Designer during the story-writing process ensured a successful outcome.
- We relied heavily on staff during dissemination, as we delivered books in person. Without this availability and capacity of staff, we would have had to charge postage costs.
- Co-design methods were fundamental in designing such a resource to ensure it was culturally accessible to the target audience and included key messages in an engaging way that would have a positive lasting impact on the reader.
- Our Graphic Designer had a pre-existing relationship with the printing company, so was familiar with the quality and specifications of the book, making the process of designing and ordering the book smooth.
- We do not recommend distributing so close to the end of the school year to ensure settings have had enough time to test and use the resource with community prior to evaluation. Our project timeline was delayed, so we distributed later than planned.
- Although we promoted the resource within our catchment area, the resource was shared via word of mouth and as a result, we received interest state-wide. Acknowledges the importance and need for this type of climate change educational / communication material.

7. APPENDICES

Appendix 1 - Community questionnaire

Joey and the heatwave: Community Questionnaire

Thank you for your interest in Enliven Victoria's heat health storybook titled 'Joey and the heatwave'. This questionnaire is designed to be filled out by those who have read the book. The information that you provide will be used to help us measure the impact this storybook has made on local communities. Your identity and name will remain anonymous in any external reports and documentation. Any questions, please email georgia@enliven.org.au.

Please tick your responses.

1. Are you filling this form out as...

- myself
- an adult on behalf of someone else (e.g. a child)
- a group (if so, please tell us how many people are in your group _____)

2. How old are you? *If you are filling this out on behalf of someone else, please indicate their age.*

- Below 5 years
- 5 – 8 years
- 9 – 13 years
- 14 – 17 years
- 18+

3. When you read *Joey and the heatwave*, did you learn something new?

- Yes
- No

If yes, please describe below one thing you learnt from reading this book:

4. After reading this storybook, do you feel more prepared for hot days?

- Yes
- No
- No, because I was already well prepared

Appendix 1 - Community questionnaire (continued)

5. Which of the following messages do you recall from reading the storybook? (Tick all that apply)

- Heatwaves can make us feel unwell
- A heatwave consists of three or more hot days in a row
- Staying inside parked cars can be dangerous, especially on hot days
- It is important to check in on others during hot days, especially the elderly
- Drink water on hot days
- Eat fruit on hot days
- Stay in shade on hot days
- Wear loose clothing like a long-sleeved shirt, hat and sunscreen

6. Has the storybook encouraged you to change any behaviours during hot days?

- Yes
- No

If yes, please specify what type of behaviours below:

7. Have you shared or talked about this storybook with others? (e.g. friends or family)

- Yes
- No

8. What is your favourite part of the storybook?

9. Was the storybook easy to read?

- Yes
- No

If no, please describe below why not:

10. Do you have any feedback you would like to tell the authors/illustrators?

****End of survey.****

Appendix 2 - Staff questionnaire (continued)

Joey and the heatwave: Staff Evaluation Questionnaire

Thank you for your interest in Enliven Victoria's heat health storybook titled 'Joey and the heatwave'. The information that you provide in this questionnaire will be used as part of the project evaluation to help us measure the impact this resource has made within local communities and settings. Your identity and name of your organisation will remain anonymous in any external reports and documentation.

1. Name of organisation: _____

2. Overall, how would you describe the response from staff in relation to the storybook?

- Positive
- Neutral
- Negative

3. Overall, how would you describe the response by community (e.g. students, families)?

- Positive
- Neutral
- Negative

4. How was the storybook used by your organisation? What community members had access to the book? (e.g. children, adults, English learning classes)

5. Overall, do you feel the storybook has helped increase community awareness of health impacts of heatwaves and adaptation strategies?

- Yes
- No

6. Was there any feedback you received from staff or community you would like to note?

Appendix 2 - Staff questionnaire (continued)

Question 7 and 8 relate to the dissemination process and communication with staff from enliven Victoria:

7. What worked well?

8. What could be improved?

9. Please provide a quote which summarises your organisation's experience of using this resource.

10. Do you have access to any photo/s (e.g. displays, staff/students/community reading) that enliven can use for the evaluation report?

- Yes - if yes, could you please email photos to georgia@enliven.org.au
- No

11. If there were future print runs of Joey and the heatwave, would your organisation like to receive more free copies?

- Yes (Please indicate approximately how many copies you would like) _____
- No thank you

b. Would it assist if the book was provided in other languages.

- Yes. If yes, which language/s?
- No

****End of survey.****