

HEALTH PROMOTION ACTION

2014 - 2015

Year in Review



Health
Central Coast
Local Health District

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DIRECTOR'S REPORT



It's time to change the way we address the issue of obesity... overweight... healthy weight... or any of the other labels that are thrown around liberally these days.

There has been a substantial amount of work done with children, particularly in childcare and school settings over the past 10 or so years, developing the supportive environments, policies and skills to assist healthy eating and physical activity in these age groups.

As a result of this work, with remarkable cooperation from childcare services and schools, we can say that we are making headway – with the latest statistics on childhood overweight and obesity looking promising, and as we monitor the practices that support healthy eating and physical activity in these settings, we are seeing outstanding results. Many of the children are doing better than adults!

But my view is that there's a trap that might occur with only working in the early childhood and primary school space... it's time to consider what else we can do now to make sure that this healthy start doesn't unwind.

We cannot drop these children into the same world, which for adults, does not support those healthy habits or make them easy.

Now we have to create a place where healthy habits are reinforced instead of sabotaged...

Although my view is that we need to rethink the way we engage with the public on this issue, I believe that more importantly, in addition to the important work in children's settings, it is time to build on another aspect of our work to address this issue that is presenting a real and serious problem to our health system and the wider community, and will continue to do so if we keep using the same approach.

There is growing recognition that if we don't act to change environmental factors, and in this sense 'environmental

factors' include opportunities to be active, affordable access to healthy fresh food, advertising of food products – then much of the work that has been achieved embedding these healthy skills and behaviours in children will be undone. The impact of the environment on healthy living is a concept that is not new but is rightfully gaining momentum. In particular, being active, moving more, walkability, sitting less... physical activity in all its forms has consistently been shown to be the best return for investment in health.

How can we ensure we lay foundations to improve the surroundings our children will grow up in, a world that supports all the good habits being formed? What challenges will they face if we don't commit our time and energy in this direction?

We can't be complacent. Within 5 years those children in their teens will be approaching adulthood. What can we achieve so that the healthier choice is easier than it is now? For those who are younger perhaps we have 10 years in which to make the healthy choice as easy as the unhealthy one.

And for those who haven't as yet started school, how can we trigger changes in the next 15 years that will surround them with the best chances of avoiding the long list of chronic diseases fuelled by the dominant situation that exists – a lack of physical activity and unhealthy eating?

As you read this, think about where you see the best opportunities for change on the Central Coast...

Are you someone who works in an area that directly or indirectly influences the environment in relation to increasing physical activity? What opportunities can you identify within your own organisation's existing plans and strategies for including goals or outcomes that may help achieve positive change for the Central Coast community, and get the 'Coast in Motion'?

Or perhaps you work in an area that doesn't have this influence, however you live on the Central Coast and would like to see positive change occur, knowing what you do about the Central Coast, what opportunities do you see for action?

I urge you to think about the part you can play in creating the 'place' where the next generation and those who follow will thrive!

Look out for work guided by this Service to engage all parts of the Central Coast community to get the Coast moving...

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Overweight & Obesity Prevention

... for adults, the health problems and consequences of overweight or obesity are many and varied, including musculo-skeletal problems, cardiovascular disease, some cancers, sleep apnoea, type 2 diabetes, and hypertension to name a few. Many of these health problems are preventable through a healthy and active lifestyle. In particular, regular physical activity reduces cardiovascular risk in its own right and also improves levels of cardiovascular risk factors such as overweight, high blood pressure, and Type 2 diabetes.

With respect to children, the most important long term consequence of childhood obesity is its persistence into adulthood.

We work with partners on projects to encourage physical activity and healthy eating: built environments, workplaces, home and community settings, schools and early childhood settings...within these partnerships we build knowledge, ability and supportive environments...projects are tailored to meet specific populations...

Urban Planning 4 Health

There are strong and emerging links between the built environment and human health. The built environment has an important role to play in supporting human health as part of everyday living. Physical inactivity, social isolation and obesity are three of the major risk factors for many of the chronic diseases facing society. Evidence suggests the built environment can:

- Support physical activity
- Connect and strengthen communities
- Provide equitable access to healthy food

With a growing and ageing Central Coast population and much new development proposed in Wyong Shire, we need to ensure that the health needs of the community are being appropriately planned for, designed and built.

How did we do it?

Taking an advocacy role, we are in the practice of making representations and lodging submissions on behalf of the community in regards to health. We endeavour to influence policy and practice at a local level by informing development controls, environment plans, significant development proposals, community strategic plans etc. We advocate for such things as:

- Integrated land use and transport to promote walking and cycling
- Safe and secure streets and public spaces
- Affordable, adaptable and diverse housing

- Protection and promotion of agricultural lands, water supply and the natural environment

What did we achieve?

- Submission regarding draft Central Coast Regional Growth & Infrastructure Plan
- Central Coast Agribusiness Strategy input
- Ourimbah Town Centre revitalisation input
- Central CLHD (Gosford & Wyong Hospitals) Redevelopment Project input
- CCLHD Sustainability Plan input
- Warnervale Town Centre study investigation

We offered the following training

A workshop on Healthy Planning was conducted for Central Coast Local Health District Population Health staff (Health Promotion, Public Health and Health Services Planning) on 25 November 2014.

Look out for...

Active Transport initiatives as part of the Gosford and Wyong Hospitals Redevelopment Project and CCLHD Sustainability Plan.

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How RU Travelling ?

How RU travelling? is a new one week Stage 3 (year 5 and 6 students) primary school health activity developed by Central Coast Health Promotion.

How RU travelling? was offered to all Central Coast primary schools in Term 1 2015, with half of the schools, representing over 4,500 students participating.

Schools received an activity pack with information for teachers and resources to conduct the activity.

Each student received a card to record:

- If they get to and from school in an active way (walk/cycle/bus)
- If they Crunch&Sip some vegetables, fruit and water at fruit break at school

- The number of serves of vegetables they eat
- How many minutes of physical activity they do
- If they replace screen time with other activities.

Students then tally points to see where they can improve.

All the resources are available on the healthpromotion.com.au website.

Other Local Health Districts in NSW have requested permission to offer the activity to their local schools to promote healthy lifestyles.



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Family Activation Packs

This resource has been developed to help prevent further increases in levels of overweight and obesity within the Central Coast community by increasing physical activity levels. These cards are offered to Year 1 families.

If you are not already familiar with the Family ACTIVation Pack, it comprises a set of colourful double-sided skill / game cards on a lanyard. It is designed to get families skilled, active and healthy by providing:

- Quick, easy and fun games to play, as a family, at home, in a park or wherever they can – a great way to get kids and parents / carers active each day;
- Tips to help parents / carers teach their kids to perform fundamental movement skills such as running, jumping, kicking, throwing and catching - skills for an active, healthy life;

- A guide to help families compile their own ACTIVE 'Home Entertainment Centre' – physical activity equipment to entertain the family on any budget.
- Homework ideas for teachers to encourage use of the packs at home.

In 2014, we distributed 4156 cards to 63 schools.

83% of Central Coast Schools received these packs.

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Play with me

Early childhood education and care (ECEC) services are benefiting from new physical activity and fundamental movement skill (FMS) resources developed and distributed by Central Coast Health Promotion Service.

Two separate resources have been made available to services – ‘Play with me! Fun moves for 0-3 years’, and ‘Fundamental movement skills in action: FMS for 3-5 year olds’. These resources enable educators to implement physical activity experiences that are best suited to the developmental stage of children in their care.

‘Play with me! Fun moves for 0-3 years’ focusses on the rapid stages of growth that babies and toddlers advance through. It follows the progression of developmental milestones, starting with babies lifting their head, learning to crawl and cruise, before they progress to walking, running and jumping.

‘Fundamental movement skills in action: FMS for 3-5 year olds’ is based around the 12 fundamental movement skills, providing a range of simple games and activities that link to the locomotor and manipulative movement skills.

The resources are designed to be used in a range of physical activity opportunities throughout the daily routine, helping to stimulate educators with ideas and ways to teach FMS through both planned and spontaneous activities.

Services will be further supported in coming months by another FMS resource: ‘FMS with Franky and friends: A fundamental movement skills resource for pre-schoolers 3-5 years’. These resources are all part of an ongoing effort to encourage structured FMS experiences in ECEC services to improve children’s FMS proficiency and participation in physical activity.

‘Fundamental movement skills in action: FMS for 3-5 year olds’ was developed by Illawarra Shoalhaven Local Health District, with minor additions made by Central Coast Health Promotion Service.

‘FMS with Franky and friends: A fundamental movement skills resource for pre-schoolers 3-5 years’ was developed by South Western Sydney Local Health District, and made available for ECEC services around NSW courtesy of printing provided by the NSW Office of Preventive Health

Both resources are linked to the National Quality Framework, which provide direction to ECEC services regarding the delivery of quality care and education

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The following demonstrates the PDHPE Network's continued popularity and effectiveness in increasing quality school physical activity;



131

individual teachers attended at least one Network workshop this year

36

teachers attended two workshops

7

teachers attended all 3 workshops

65%

of all Central Coast primary schools were represented

53 Central Coast schools were represented at Network workshops this year.

Central Coast Primary School PDHPE Network

The Personal Development, Health & Physical Education (PDHPE) Network supports teachers and schools to address the healthy weight aspects of the PDHPE syllabus by;

- Increasing teacher knowledge, skills and confidence.
- Facilitating idea sharing and cooperation among schools.
- Providing advocacy on health issues to school communities.
- Developing resources to assist local teachers.

How did we do it?

The Central Coast PDHPE Network conducted three active and fun BOSTES accredited teacher professional development workshops this year. Our topics were;

- Yulunga - Traditional Indigenous Games.
- The Teachers Bag of Tricks – Fun physical activities to call on in a moment's notice, fill a gap or reward a group.
- Get Active with Music and Dance – equipping generalist teachers in these specialist fields.

What did we achieve?

NSW Sport and Recreation Director and leading physical educator Rosemary Davies recently commented that “the Central Coast PDHPE Network has been one of the most sustainable examples of high quality professional development for primary school teachers in the area of physical activity in the State”.

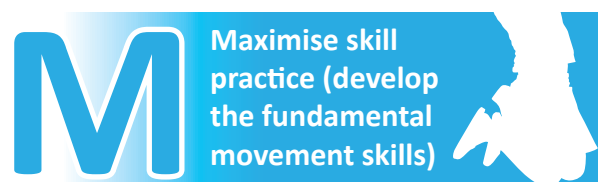
The following demonstrates the Network's continued popularity and effectiveness in increasing quality school physical activity;

- Of the current active teacher members of the Network, 37 teachers have attended more than 5 Network workshops since joining. 19 teachers have attended more than 10 workshops, 10 teachers more than 15, 5 teachers more than 20, and one fabulous teacher, Matt Walter of Wyoming Public School, has attended 29 of the 39 workshops that have been offered since the Network started in 2002.
- A 6 month workshop follow-up survey indicated that 53% of attendees had already implemented changes at school as a result of the Traditional

Indigenous Games workshop. This figure increased to a massive 91% in a 2 month follow-up of the Teacher's Bag of Tricks workshop. A follow up survey has not been conducted on the dance workshop; however, it was the most highly rated of all three in the post workshop evaluations.

- The Central Coast Local Health District was the first Local Health District to set up a PDHPE Network in the State. It continues to mentor newer Networks. Sydney South East, Sydney South West, Western Sydney, and Central Sydney LHDs all approached the Central Coast for assistance this year.

The Network will continue to add physical activity into the school day in 2015-16. We'll be revisiting the foundation stone of fundamental movement skills and also looking at how to add some huff and puff to traditionally sedentary subjects. A new acronym for leading physical activity with young people – Hamm It Up* will be introduced into the Network's lexicon.



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Central Coast **Go Active 2 Work Day**, the ‘third Wednesday every month’, aims to do exactly that – provide an opportunity for more Central Coast workers to be more active, more often!

Happy 1st Birthday, Central Coast Go Active 2 Work Day!

A year on and going strong, Central Coast Go Active 2 Work Day (GA2W) continues to encourage and support increased use of active transport (walking, cycling and public transport) for trips to and from work. All in the name of increasing physical activity as part of everyday living.

With most people time poor and not getting enough physical activity, one of the biggest benefits active transport offers individuals is the opportunity to fit some, or even all, of the physical activity required for good health, into their working week.

Ongoing evaluation findings from National Ride to Work (R2W) Day indicate that the annual event is effective in attracting and maintaining new riders, an important target market. To further support maintenance (sustained behaviour change), post event initiatives such as more regular R2W days have been recommended.

How did we do it?

Following the first official Central Coast Go Active 2 Work Day, held on National Ride 2 Work Day (2013), the Health Promotion Service has been widely promoting the third Wednesday every month as THE DAY for Coasties to go active to work.

Central Coast residents were encouraged to register on www.healthpromotion.com.au/GoActive2Work. Those who registered receive a GA2W commuter satchel and re-useable cup along with other active transport and health promoting resources e.g. The Get Healthy Information & Coaching Service brochure. Once registered, participants also receive a monthly e-newsletter including a reminder about CCGA2W Day.

The initiative has been supported by Gosford City Council and Wyong Shire Council, who have assisted with promotion and events.

What did we achieve?

- CCGA2W Day is facilitated on the third Wednesday every month, with a regular gathering in Gosford maintained, this regular gathering is supported by the new-look monthly e-newsletter launched in October 2014 to 150 subscribers. There has been

a 50% increase in subscribers from October to the end of June, totalling 225.

- CCGA2W home page saw an increase in unique visits, averaging 89 visits per month peaking with 118 visits in March 2015 .
- During NSW Bike Week 2014 breakfast was held attracting support from Gosford City Council and local businesses. Over 40 people attended the event was highlighted through a story in the Central Coast Express Advocate.
- To celebrate the 1st Birthday of CCGA2W a breakfast was held on National Ride 2 work Day 2014. Over 30 people braved wild and wet weather to attend. Brave, hearty, crazy cyclists!
- CCGA2W promotion at Woy Woy, Gosford and Tuggerah train stations rewarding and encouraging bike riders using the many bike lockers and racks.
- Central Coast Local Health District GA2W There has been the retention of over 150 participants in CCLHD's workplace program, and recent recruitment attracted over 600 hits to the GA2W intranet page. End of trip facilities, such as bike racks, lockers, showers etc. have been advocated for and promoted. Active Transport has been included within CCLHD Sustainability Plan and is to be considered as part of CCLHD Redevelopment Project.

Look out for...

Further to the regular Central Coast Go Active 2 Work Day gathering in Gosford on the third Wednesday every month, launching in NSW Bike Week 2015 are two new breakfast events at Wyong and Woy Woy. Hopefully these will become monthly gatherings. Watch this space.

And keep a look out for Active Transport initiatives as part of the Gosford and Wyong Hospitals Redevelopment Project and CCLHD Sustainability Plan.

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Nutrition in Central Coast Canteens

Central Coast Local Health District (CCHLD) has a long history of working with local school canteens, to improve the health of the school community by increasing healthy food and drink choices available to school aged children.

How did we do it?

Through the Central Coast Healthy Canteens we aim to increase the knowledge and skills of canteen supervisors about providing healthy food and drinks and to support canteens and schools to create environments which enable children to eat healthily i.e. promote fruit and vegetable month and the Crunch & Sip program.

CCLHD Health Promotion and Nutrition Services work in partnership with local schools, Healthy Kids Association and food companies.

Canteen Network Meetings are hosted at a different school each term and are always well attended, throughout the year we have contact with 11/29 High schools & 44/71 Primary schools.

We offer an incentive strategy for those that regularly attend with certificates, high quality T towels, mugs and embroidered T shirts. We have some canteen supervisors who have attended well over 30 meetings!

Look out for...

- Setting up a facebook page for Central Coast Canteen Managers to further network and share healthy ideas with one another.

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What did we achieve?

In 2014, 25 local schools achieved the **Central Coast Canteen Award.**

46%

of Central Coast Primary schools have received the award over the last 6 years

GREAT IDEAS BOOKLET

is shared with all Central Coast Canteens and Health Promotion workers across NSW



Live Life Well @ School

Central Coast Local Health District has a long history of working with local schools, to support and work towards improving the health of the school community – staff, students and their families.

In 2008, the Statewide Live Life Well @ School primary school program began to help combat the high childhood overweight and obesity rate in NSW.

Currently around 1 in 4 children are above their healthy weight.

How did we do it?

The Live Life Well @ School program aims to;

- develop teachers' knowledge and skills in teaching about nutrition and movement, and
- support schools to create environments which enable children to eat healthily and be physically active.

CCLHD works in partnership with local schools and partners to meet the key performance indicators of this program. One of our main strategies is to work with teachers to develop relevant, useful and easy to use resources for schools to promote the health of the school community.

What did we achieve?

- The Magic Lunchbox healthy eating resource – Winner CCLHD Quality and Innovation Awards, Healthy Living Section - 1st place 2014.
- Live Life Well @ School Program - as of end of June 2015:
 - 94% Central Coast primary schools had attended Live Life Well at School training. (State Target – 80% schools trained)

- 81.5 % of Central Coast primary schools had achieved 70% of key performance practices (State target - 60 % of schools achieving 70 % of practices)

Look out for...

- How RU Travelling? – New resource in 2015 for Stage 3 primary school students to encourage healthy behaviours including active travel to school.
- Kindergarten Orientation Resource Packs for primary schools - include the Magic Lunchbox book, and Fresh start for school fridge magnets for families. Ongoing partnership with Eat It to Beat It Program, Cancer Council NSW.
- Live Outside the Box resource – reviewed and updated to produce an online version of this Stage 3 primary school resource for NSW Office of Preventive Health.
- the Magic Lunchbox book now available online.

We offered the following training:

K-6 Physical Activity and Healthy Eating Conference, June 2014.

- Part of the professional development offered to teachers through the Live Life Well at School program
- Partnership with the NSW Office of Preventive Health, NSW Dept of Education and Communities, the Australian Council for Health, Physical Education and Recreation.
- 46 Central Coast primary schools represented (plus 16 schools from Hunter New England Local Health District)



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Based on the success of The Magic Lunchbox storybook, the Office of Preventive Health approached Central Coast Health Promotion to produce a new storybook for young children in childcare and starting school.

This new storybook promotes active play by encouraging physical activity

and less use of small screens. These messages are woven into a fun story and supported by Teacher resources to reinforce the messages.

This resource pack will be available to primary schools and Early Childhood Education and Care Services across NSW in 2016.

What did we achieve?



By the end of June 2014, 79.4% of services were meeting 70% or more of the Munch & Move key performance indicators (target for the end of June 2014: 60% of services meeting 70% of KPIs)



Munch & Move

Munch & Move is being implemented in early childhood education and care (ECEC) services at a state-wide level through the NSW Office of Preventive Health as part of the Healthy Children Initiative. The aim of Munch & Move is to build healthy habits in children and families attending ECEC services, particularly around healthy eating, physical activity, and reduced small screen time. This is in response to a high childhood overweight and obesity rate in NSW, which currently sees around 1 in 4 children being above a healthy weight.

How did we do it?

Munch & Move aims to support ECEC services and educators to implement a fun, play-based approach to supporting healthy eating and physical activity habits in young children and their families. The Munch & Move program fits within the National Quality Standards and the Early Years Learning Framework which guide ECEC services. Our strategies focus on the following areas:

1. Improve ECEC educator knowledge, confidence and skills in the provision of a supportive environment for healthy eating, physical activity and reducing small screen recreation for children
2. Promote and support the adoption of Munch & Move key performance indicators by ECEC services (including those catering to disadvantaged populations)

Look out for...

New resources to support the communication of Munch & Move key messages to families

Continued development of resources to support services in the implementation of the Munch & Move program and achieve the key performance indicators.

New active play storybook and support resources being developed for state-wide use in encouraging physical activity and reduced screen time

New training delivery methods – online webinar training to replace face-to-face full-day workshop

We offered the following training:

- Physical Activity for 3-5 year olds
 - 2 workshops were held for early childhood educators. 59 participants attended representing 34 services.
- Caring for Children
 - 4 workshops were held for cooks, educators and directors. 90 participants attended representing 57 Services

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Alcohol

...alcohol is the most commonly used recreational drug in Australia, although it kills fewer Australians each year than tobacco, alcohol tends to kill in younger years with deaths from motor vehicle accidents, other accidents and violence concentrated among the young...costs to the Australian health system far exceeded those of obesity, falls and tobacco... any single occasion of heavy drinking increases the risk of injury and death for the drinker and may place others at risk... adolescents and younger people are particularly vulnerable...

Alcohol Sales 2 Minors

There is no safe level of alcohol consumption for underage people.

During adolescence and young adulthood, the human brain is more sensitive to injury from alcohol and is less able to respond to physiological cues to stop drinking.

Drinkers under the age of 18;

- Have higher risks of accidents, injuries, violence, and academic failure and self-harm.
- Are more likely to engage in risky or anti-social behaviour than older drinkers
- Are much more likely to experience alcohol poisoning and even death due to alcohol overdose.
- Are more likely to go on to experience alcohol related harm as adults.

The Australian guideline states that for young people aged 15-17 years, the safest option is to delay the initiation of drinking for as long as possible.

Under age teenage drinkers claim that retail supply is an important alcohol supply source for them. Self-reported NSW High School Survey data indicates more than 250

Central Coast teenagers aged 16 and 17 years purchase their own alcohol weekly from a retail source, the vast majority from packaged liquor outlets. These underage purchasers potentially represent a significant supply source to the more than 1200 Central Coast 16 and 17 year olds who report being given alcohol by a friend or having another person purchase it for them weekly.

Critics of supply based strategies argue “they’ll just get it from somewhere else”, but the reality is that new supply sources only substitute a small proportion of what is reduced when retail supply is controlled.

The AS2M project set out to investigate and address the claims by teenagers that they buy their own alcohol, and the claims of the industry that they ask for ID for anyone who looks younger than 25.

How did we do it?

Targeted testing of packaged liquor outlets on the Central Coast was carried out over two months early in the 2014-15 financial year. The test aimed to confirm whether identification (ID) was being routinely requested of young people when purchasing alcohol.



The testing was carried out through secret shopper services using young people, aged 18 and 19, who attempted to purchase alcohol without producing ID. 72 outlets representing approximately 65% of all packaged liquor outlets on the Central Coast were tested.

Regrettably, 37.5% of outlets sold to 18 and 19 year olds without checking ID. Of great concern were instances where vendors asked for ID, however continued with the sale of alcohol even after the secret shopper admitted they had no ID. In these cases the seller demonstrated that they were aware of their responsibility but were willing to make a sale despite this.

The Health Promotion Service shared these disturbing findings with the two Central Coast police commands and the Office of Liquor, Gaming and Racing (OLGR). An alliance was formed representing the Local Health District, Brisbane Waters and Tuggerah Police Commands, and the compliance division of OLGR. A letter was co-signed by the head of each agency and sent to all packaged liquor outlets on the Central Coast. The letter expressed the concern of all agencies at the results of the survey, reminded them of their responsibilities in ensuring ID is checked, explained the current penalties for selling to underage people, offered assistance to ensure compliance, and warned that targeted surveillance operations were being conducted and that a local retailer had been detected selling in a recent surveillance operation and was likely to be prosecuted.

The results were also shared with local news media to increase awareness of the issue among the industry and community. The story featured on the front page of the Central Coast Express as well as on ABC Central Coast and

Sydney radio, and the two local commercial FM stations.

Following the letter and media coverage a follow up survey of 76 outlets was carried out using the same procedure.

What did we achieve?

Alcohol sales to teenagers without seeing an ID reduced from 37.5% in the first survey to 21% in the second survey. A valuable partnership between the Central Coast Local Health District, both Central Coast police Local Area Commands and the Office of Liquor Gaming and Racing Compliance Division has formed around this issue.

Look out for...

While a massive reduction in sales rate without ID was achieved, none of the project partners are satisfied that alcohol is still being sold to teenagers without ID being produced. The latest survey indicates that more than one in five packaged liquor outlets on the Central Coast are not routinely checking the ID of young customers. The Local Health District, the two local police commands and OLGR's compliance division, intend to work together to see that ID is always required of young customers. The Health Promotion Service will be continuing with further secret shopper surveys and sending out information and resources to retailers to help them address the issue. The results of the surveys will be used for targeted surveillance by the police and OLGR. OLGR will also be using intelligence from the surveys to direct targeted retailer visits

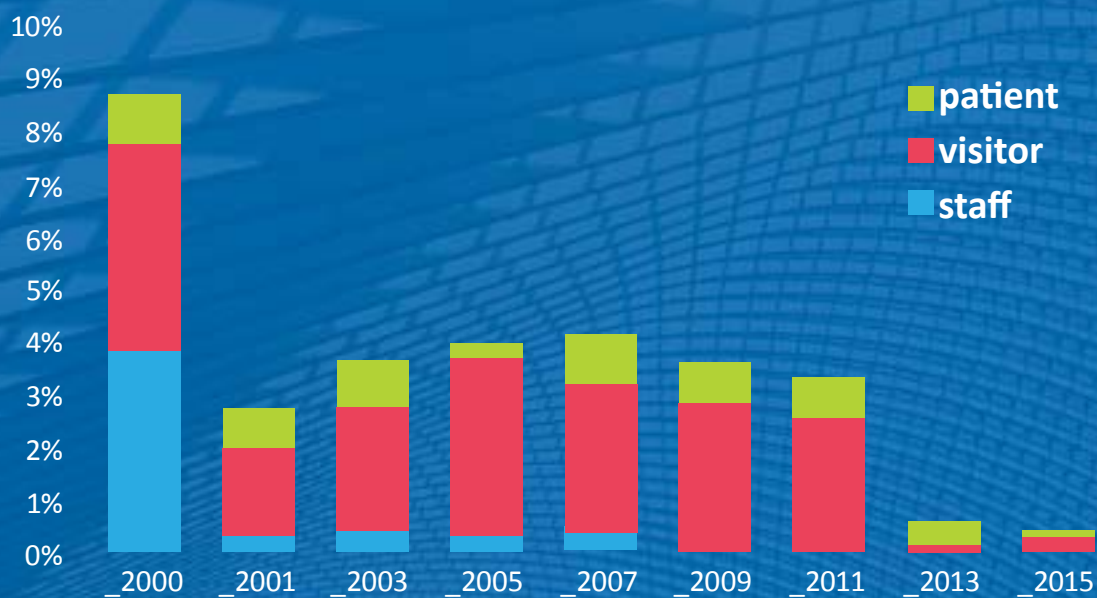


ALCOHOL SALES
TO TEENAGERS
WITHOUT SEEING AN ID
REDUCED





Proportion of people smoking in high profile areas at Gosford and Wyong Hospital sites 2000 to 2015



Tobacco

... in 2013, the smoking rate for people in NSW who reported daily or occasional smoking was 16.4%, the Central Coast Local Health District was 17.3% ...total smoking related costs are estimated at \$31.5 billion ...smoking still remains the number one preventable cause of death and disease

Smoke Free Central Coast Local Health District

Emerging evidence on the impact of smoking on air quality in outdoor location, has found that under some circumstances, tobacco smoke affects air quality in outdoor locations just as much as indoor locations. While Central Coast smoking rates are gradually declining the Central Coast Local Health District is committed to further reducing tobacco-related harm by the implementation and enforcement of the By-law under the NSW Smoke-free Environment Act 2000.

How did we do it?

We offer support for admitted patients who are smokers to manage their nicotine dependence (cravings and withdrawal symptoms) while in hospital. This includes being offered nicotine replacement therapy (NRT) and referral to Quitline 13 7848.

To manage the implementation and enforcement of the By-law under the NSW Smoke-free Environment Act 2000 the Central Coast Local Health District now has seven authorised and trained officers who are able to issue Penalty Infringement Notices or on the spot fines, to those who smoke on CCLHD grounds. To support their regular patrols at Wyong and Gosford Hospitals, new signage has been placed at strategic locations and updated loudspeaker messages are being used to alert the public to the introduction of the By-law,

Look out for...

A whole of Local Health District approach to supporting and managing patients who smoke through better identification of smokers, more offers of NRT to those patients and more referrals to the Quitline.

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Medical Student Smoking Cessation Training

To increase the frequency and quality of smoking cessation interventions delivered by graduating doctors smoking cessation training is offered, the cessation training also maintains our link with the University of Newcastle to facilitate joint projects.

How did we do it?

We run tutorials every three months to groups of around 20 medical students in 3rd year. The tutorials consist of initial education followed by group role plays with examples of challenging situations in smoking cessation counselling. After completing the tutorial students are then individually examined by an independent examiner specifically on smoking cessation counselling role play.

What did we achieve?

An increase in smoking cessation interventions from graduating doctors.

Look out for...

We have been asked to develop an online training module for resident doctors. (We already have a basic one but we have been asked to make an interactive module)

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What did we achieve?

OVER **9,500**
cards distributed.



Falls Prevention

... fall related injuries in older people are a serious yet potentially preventable cause of mortality and morbidity... the effects of falls are costly to the individual in terms of health, function and quality of life...we provide health care providers, older people, their families and carers with information and actions that can be taken to reduce the risk of falls and injury from falls ...

Medicine Record Cards to reduce falls

Every year, one third of unplanned hospital visits for older adults are related to problems with medications. This can happen by mixing prescription medications with certain over the counter medications, taking the wrong dose or accidentally taking the same medication twice due to different medication names. Fortunately half of these could be prevented.

Our goal is to have Central Coast residents 65+ carry an up to date medicine record card with them at all times to show all health professionals.

How did we do it?

A medicine record card was produced and community pharmacies were recruited to assist with distribution. The card, media release and advertisement emphasised the importance of having an updated list for all over the counter medication, vitamins, minerals, herbal medications, prescription medication, puffs and patches taken. The need to carry the card at all times and to show all health professionals was highlighted.

The card was designed to fit into a handbag or wallet.

Look out for...

Planning has commenced to investigate a comprehensive falls prevention project with local podiatrists. It will include Continual Professional Development training and undertaking a falls prevention activity in their practice.

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Fourteen Retirement Villages distributed the medicine record card to their residents

1,500
cards requested



The Active Over 50™ Program

Why are we doing this?

The Active Over 50 program has contributed to healthy active living among our Central Coast older adults since 1997. Not only does it offer excellent physical activity opportunities with fall prevention benefits, it also encourages long lasting friendships, and participation in the community. Annual attendances fluctuate in response to variations in numbers of venues, instructors, classes available, and seasonal influences. For the 2014-2015 financial year, a conservative estimate of annual attendances was 33, 533 compared to 38,088 in the previous financial year. The reduction may be due to the withdrawal of two major strength training providers from the program. One of the providers (now a YMCA centre) chose to replace the 'Active Over 50' brand with their generic brand and style of older adults classes. The other provider changed the format of their strength training classes which did not align with Active Over 50 guidelines.

Since the programs' inception, the majority of Active Over 50 classes have been available in the Gosford Local Government Area. In 2014, 64.3% of all (70) Active over 50 classes were available in the Gosford Local Government Area, compared to 37.7% in the Wyong Local Government Area. Given the increasing proportion of adults aged over 65 years in the Wyong Local Government Area, and the higher level of socioeconomic disadvantage, a logical program improvement step for the 2014/2015 year was to increase the availability of Active Over 50 classes in Wyong suburbs.

How did we do it?

Demand for type and location of Active Over 50 classes in Wyong was established through a newspaper advertisement, asking Wyong community members to phone the Health Promotion Service with their preferences. The top 3 suburbs identified by community members were Wyong, Wattanobbi, and Bateau Bay. Other suburbs such as Long Jetty, The Entrance, and Mannering Park were also cited.

Gentle exercise and strength training were the most commonly requested class types.

New instructors were recruited through various means including contact with Gosford TAFE, the Newcastle University Sports Science Department, existing instructor networks and newspaper advertisement. Five suitably qualified and experienced new instructors were recruited, and one existing instructor established an additional class.

By negotiation with new instructors, Wyong Council, and fitness centres, seven new venues offering 10 new classes were established and promoted through various means including;

- Direct mail to community members,
- Free passes for new attendees
- Direct mail to 330 individual GP's,

DURING THE PROMOTION



- Direct mail to seniors organisations offering free passes, and
- Extensive mail out of promotional materials to community organisations, allied health professionals, and relevant LHD departments.
- Newspaper editorial
- Paid newspaper advertising
- Free information packs and free passes sent to all community members responding to newspaper advertising.

New concepts for newspaper advertisements (to recruit participants) were also developed and tested among community members, prior to the program launch. Interestingly, it was found that some of new concepts were less positively received, compared to advertisements previously used to promote Active Over 50 classes.

What did we achieve?

- An increase in the proportion of Active Over 50 classes in the Wyong LGA from 35.7% in 2014 to 43.4% in 2015.
- Establishment of 10 new Active Over 50 classes in 7 Wyong locations. Classes include 2 strength training, 1 tai chi and 7 gentle exercise, whilst the new venues include 2 fitness centres and 5

community venues.

- Recruitment of 6 new Active Over 50 instructors, with 5 regularly teaching classes and one available for holiday and sick relief.
- To date there are approximately 70 new attendances weekly. Typically attendances at new classes are slow to increase, particularly in the winter months, therefore it is too early to expect an increase in annual attendances. Watch this space in another 6 to 12 months!

We offered the following training

In July 2014 39% (11/28) of Active over 50 instructors attended a professional development workshop delivered by Merrin Martin from 'Active Anatomy'. The workshop focused on strengthening and protecting the 'Core & Pelvis'.

Look out for...

The next financial year will look at conducting qualitative evaluation on certain aspects of the Active over 50 program never previously explored. Also, the feasibility of utilising social media platforms for promotion and communication will be investigated.

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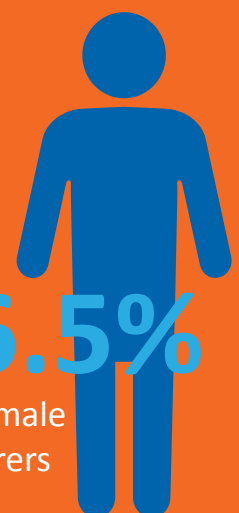
156

information packs and free passes were sent out



16.5%

were male enquirers





Short & Sharp

Tougher Targets

Disadvantaged communities bear a disproportionate amount of harm caused by tobacco smoking. Aboriginal people have a higher smoking rate than the general population.

We now work more closely with Aboriginal organisations to increase their focus on reducing smoking within the Aboriginal community. This year, NAIDOC Day was once again a smoke-free event with smoking permitted in small smoking area away from the main event. Providing people are informed prior to events that the event is smoke-free most are happy to comply.

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Liquor Licence Applications

There is ample and compelling evidence in the population health literature linking increased packaged liquor outlet density and harm. A new boost to arguments for limiting outlet density is the latest opinion poll of the Central Coast’s own residents. We simply do not want additional alcohol outlets. In the 2014 Central Coast Community Health Survey only 2% of respondents indicated that more alcohol outlets were needed on the Central Coast. 69% indicated that they felt there are already enough and an additional 23% indicated that there are already too many.

The Central Coast Health Local Health District opposed 4 out of 7 applications for new packaged liquor licenses on the Central Coast in 2014-15. The applications that were opposed were for sites that were particularly vulnerable to increased harm from additional outlet density. Decisions are still pending on two of the applications that were opposed and two have been approved including provisions to address concerns raised by CCLHD and local police.

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EDDI – Alcohol, Everyone Doesn’t Do It!

The Health Promotion Service’s on-line alcohol reality check for 13 to 17 year olds remained a popular section of the healthpromotion.com.au website this year. EDDI attracted an average of 200 unique visits a month peaking in March 2015 with 357 visits.

Every1 Doesn’t Do it! (EDDI) was presented to the Department of Education & Communities and Central Coast Heads of PDHPE meeting in October 2014 and was also featured in a new brochure produced by the Central Coast Health Promotion Service. The brochure, entitled ‘Reducing the Risk of Teenage Alcohol Consumption on the Central Coast’, was released in Term 4, 2014. It was developed in consultation with the Health District’s Youth Health and Drug and Alcohol Departments, and was distributed to all Central Coast High School principals, head teachers of both PDHPE and Welfare, and year advisors. EDDI was included in the resource as an important educational tool in raising awareness that most 13 to 17 year olds don’t drink, and most of those that do, only drink small amounts. Important knowledge for young people who may otherwise think they need to drink to fit in.

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ACTIVE facelift for our schools

6 Large playground stencils were made available for schools to borrow free of charge in 2014.

13 Central Coast schools made use of the stencils during the year. The stencils add colour as well as increased the opportunity for the children to be more active during playtime.

An accompanying resource with ideas and games to use the stencils is provided to all schools that borrow the stencils.

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Short & Sharp Cont.

Coast Diabetes Prevention

Diabetes is recognised as the biggest challenge confronting Australia's health system. Some 280 Australians develop diabetes every day: that's one person every 5 minutes. It is increasing at rate faster than any other chronic disease including heart disease and cancer.

How did we do it?

Coast Diabetes Prevention is an initiative of the Central Coast Diabetes Advisory Group, which is chaired and administered by CCLHD's Public Health Unit and comprised of other CCLHD departments such as the Diabetes Service, Nutrition Service, Health Promotion Service, Endocrinology, Podiatry, Aboriginal Health, Ongoing and Complex Care and GP Collaboration Unit as well as the CC Primary Care (formerly CCNSWML) and consumers.

Funded largely by Public Health and with significant in-kind contribution from Health Promotion and other group members a 'Check your risk' campaign was launched and run throughout May 2015.

A multi-level media campaign was developed. Campaign strategies included;

- The development of campaign messaging & resources (including poster, brochure/tear-off pad and local version of the AUSDRISK tool) designed, printed and distributed to Central Coast GPs and Practice Managers.

- Print and electronic advertising, website development and the production and airing of a television commercial.

What did we achieve?

- The website attracted at least 261 unique visits recorded in May. Further to this, 298 unique visits were recorded on the Australian Government Department of Health website, referred from the Central Coast Health Promotion Service website. (http://www.healthpromotion.com.au/Diabetes/Check_your_risk.htm)
- 2GO Roadrunner vehicles visited Central Coast workplaces, resulting in over 200 diabetes risk checks being completed.

Look out for...

The Coast Diabetes Prevention campaign is set to make another media appearance in November 2015 for Diabetes Australia Walk to Work Day (Friday 13) and World Diabetes Day (Saturday 14). Evaluation results linked to the uptake of Medicare Health Assessments as a result of people completing the AUSDRISK tool and visiting their GP.

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1 in every **10** adults on the Central Coast, has **diabetes**

– a statistic that is higher than the national average.



Health Promotion Website

www.healthpromotion.com.au

The Health Promotion Service's website is the on-line home for 19 major projects plus popular resources and archival material. Additions to the site this year included Diabetes – Check Your Risk, Healthy Drinks for Children, How R U Travelling? and Breastfeeding in Public Places

The healthpromotion.com.au hit parade

1. Nutrition Resources for the Classroom. This two page summary of where to go for school K-6 nutrition teaching resources is a big hit. It was the most downloaded item on the site for 7 of the 12 months this year and had 5580 downloads for the year!
2. The Magic Lunchbox is easily number two on the site. Its home page was either number one or two for 11 months of the year, the resources page was always in the top ten and when the book was made available on-line in May it quickly shot to number 5!
3. The Active over 50 timetable held down a top 5 position every month of the year and the A/50 homepage was never far behind.
4. Everyone Doesn't Do It! EDDI – The alcohol reality check for 13 to 17 year olds has slipped from being a consistent number one in previous years but managed to cling to a spot in the top 5.
5. Fun Activities to Practise Fundamental Movement Skills (FMS) at Home. Lots of FMS resources on the site attract loads of visits. This old favourite tops them all.

Honourable mentions – at different periods of the year, depending on project stage, the following sections nabbed top ten spots – 'Family ACTIVation Packs', 'PDHPE Network' and 'Munch and Move' all held top ten spots for 5 months each. 'Diabetes – Check your Risk' jumped straight into the top ten when it was introduced in May.

Navigation around the site was enhanced this year with the introduction of a user friendly site map and a series of navigation pages based on health promotion settings and target groups.

The website is complimented by our other major on-line platform, the Central Coast Health Promotion YouTube Channel. Popular videos on the channel include; 'Falls Prevention – Reducing Hazards at Home' (over 7,000 views), 'Teenage Binge Drinking' (over 3,400 views), 'Falls Prevention – Getting off the Floor after a Fall' (over 2,500 views), 'The Magic Lunchbox Video' (over 1,600 views), Teen Attitudes to Smoking in Cars (over 1,000 views). A series of videos filmed and introduced this year on the Games Sense approach to leading physical activity with teens have quickly become extremely popular. Several have already achieved more than 1000 views each, and one, 'Games Sense Warm Up', has had over 6000 views! The latest exciting addition to the site is a series of Back to Basics Cooking demonstrations that was filmed and edited locally in March 2015 in collaboration with the CCLHD Nutrition Service.

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The site attracted an average of 9820 unique visitors per month.

Peak traffic was in May 2015 with a record 12,644 unique visitors.



Major Committees and Presentations

Committees

- Honorary Membership of Australian Association of Smoking Cessation Professionals.
- Conjoint Senior Lecturer position held at University of Newcastle
- NSW Health Professionals Group – Support the implementation of Fresh Tastes @ School and Nutrition in Schools Policy through sharing resources and approaches and strategies used across the state.
- NSW Get Healthy at Work Local Health District Network
- Munch & Move webinar training advisory group – pilot and provide feedback on the new Munch & Move online webinar training series
- Munch & Move State-wide Key Contact Group, is led by the Office of Preventative Health, this group supports the implementation of the Munch & Move program in Early Childhood Education and Care Services.
- Live Life Well @ School State-wide Key Contact Group guides and supports the implementation of the Live Life Well @ School program in primary schools.
- Storybook Advisory Group. Guidance and development of new active play storybook and support resources for NSW Office of Preventive Health for state-wide distribution to Early Childhood Centre Services and primary schools.
- Crunch&Sip® Program Advisory Group – guides and supports the Crunch&Sip® program in primary schools.
- Live Life Well @ School Online Training Module Working Group – led by the Department of Education to develop strategies to promote the online training program for teachers.
- Wyong Licenced Premises Liaison Group – Discusses and provides advice on Development Applications, Social Impact Statements and licence applications in relation to licenced premises as well as other alcohol related issues. Includes representation from CCLHD, Tuggerah Police Command and Wyong Council.
- Tuggerah Lakes and Brisbane Waters Liquor Accords – Liquor Accords are made up of local liquor retailers including clubs, pubs and packaged liquor outlets, as well as local police commands, local councils, RMS, OLGR and the Local Health District. Accords aim to improve safety in entertainment areas and reduce alcohol-related anti-social behaviour, offences and violence.

Presentations

- Healthy Eating Active Living (HEAL) Annual Forum, February 2015. *Innovation in Children's Settings - 'How RU Travelling?'* Primary School Resource.
- 6th Biennial Australian and New Zealand Falls Prevention Conference- *'The Role of the Community Pharmacy in Falls Prevention.'*



