

Health Promotion Action

2015-2016
Year in Review



Health
Central Coast
Local Health District

Central Coast
Health Promotion Service

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2016

Directors Report

Throughout 2015-2016 Health Promotion has continued to deliver programs with the commitment to prevent disease and improve the wellbeing of our community, with most of this work operating at a population health level. Physical health, quality of life, social connection and mental wellbeing can all influence each other positively and negatively. If we are to improve the health and wellbeing of Central Coast residents then we must consider every aspect of life in the Community. The Health Promotion Team has worked tirelessly to address our priority areas of tobacco, healthy weight, falls and alcohol. You can read more about the Team's endeavours in this publication.

The District continues its transformation, with the appointment of a new Chief Executive, a multimillion dollar Gosford & Wyong Hospital redevelopment, and for some Services within the District a restructure is in place. The redevelopment of Gosford Hospital site is currently underway, providing our Service with the opportunity to implement some of our Central Coast Healthy Eating Active Living strategies. For example, the 'Park and Walk' project provides an opportunity to increase incidental physical activity by encouraging staff that use the temporary car park; to walk to and from their place of work.

Our programs look to improve and maintain a 'good health' lifestyle starting early in life through our Munch & Move program in Early Childhood Education Centres. This year we partnered with the Central Coast A-League Football Team, Central Coast Mariners, who provided an additional opportunity to the Munch & Move project with their 'Run All Day the Mariners Way' program.

Later in childhood, children and their families benefit from the Live Life Well at School program as teachers develop their skill in creating a healthy school environment. One of the positive developments this year was the introduction of the Central Coast School Garden Interest Group, where schools have the opportunity to showcase their school garden and share ideas, producing a setting for students to experience the cycle from growing produce to creating healthy and delicious food to eat.

During adolescence, one of the health risk factors is the effect of alcohol on teens and young people. As there is no safe level of alcohol consumption for underage people we are concentrating our efforts in reducing the supply. From working to ensure retailers ask for ID prior to a sale of alcohol through to how the marketing of alcohol is pitched to have appeal to young people.

Several strategies are in place to improve and maintain the health of our adult population. The strategies include; reducing the adult smoking rates by 1% point with a focus on Aboriginal people as measured by the Population Health Survey, encouraging Health Professionals to refer their patients and clients to the Get

Healthy Service and promoting to the wider adult Central Coast community, that they Go Active2Work.

To reduce the incidence of falls in our older population we promote and offer the Active Over 50 programs, engage with older adult groups and collaborate with a range of health professionals to create awareness around the risk factors for falls, our most recent partners being local Podiatrists.

In the last twelve months, the Premier's Priorities Targets have been introduced, one of those priority areas is paramount to our operation to work towards reducing overweight and obesity rates of children by 5% over 10 years. This has led us to look not only at childhood overweight and obesity, but also at overweight and obesity across all ages. A direct result has been the development of the Central Coast Healthy Eating Active Living Framework (CCHEAL Framework). As the name suggests, this is the starting point for the development of the CCHEAL Plan. The plan will take a whole of community approach to 'making healthy normal' and will include many Central Coast Government agencies and non-Government agencies and businesses developments.



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Alcohol

... risky behaviours can occur when teenagers drink alcohol. Risky behaviour can have both short-term and long-term impacts, which is why it is important to change the community attitudes surrounding alcohol ...



"I think it's kind of ridiculous how often I don't get asked for ID",

teen secret shopper Corey Brown who purchased alcohol without showing an ID

Alcohol Sales to 2 Minors

Alarmingly, young people 15-17 years, who shouldn't access alcohol, have the second highest rate of emergency department presentations for alcohol related injury. Only 18 to 24 year olds have a higher rate.

Evidence suggests that many underage young people purchase their own alcohol. Those who do purchase their own alcohol are amongst the riskiest drinkers in their age group.

The alcohol industry claim that their ID25 scheme ensures underage teenagers are not sold alcohol. Retailers who are part of the ID25 scheme are meant to request ID if they believe customers look under 25 years of age.

The Alcohol Sales 2 Minors project is a continuation of an intervention that investigates the industry's checking ID of young customers. The project uses the research findings to promote greater compliance with the industry's own policies.

How did we do it?

Young people 18-19 years were recruited to attempt to purchase alcohol from bottle shops without showing ID. 75% of Central Coast bottle shops were randomly selected and surveyed. The surveys have been conducted in 2012, 2014, 2015, 2016.

The 2015 survey results were shared with:

- The packaged liquor industry:
 - Survey findings and a later update were presented to both Central Coast Liquor Accords
 - Every Central Coast bottle shop was sent a letter from the CE of the CCLHD detailing the findings, as well as significance to public health and possible targeted enforcement implications. The letter was packaged with free samples of NSW Liquor and Gaming resources to address underage sales and ID checking, as well as a montage of the media that had been generated over the issue during 2015.
- The media: extensive media coverage in the first half of 2015 was followed up with significant coverage in the Central Coast Express in September of the same year.
- Enforcement agencies: reports were prepared for the Compliance Division of NSW Liquor and Gaming as well as for both NSW Police Local Area Command Licensing Divisions.

At the request of NSW Liquor and Gaming, a follow-up survey was conducted of all sellers in the first round of the 2015 survey. A further report was prepared and distributed to NSW Police and Liquor and Gaming following this re-survey.

A follow up survey of another randomly selected sample of 75% of all Central Coast bottle shops was conducted in the first half of 2016.

What did we achieve?

With the exception of the 2015 survey, selling rates without viewing ID have not improved despite comprehensive marketing and information distribution.



The 2015 survey results represented a significant improvement from the results in previous years. While 21% still represented one in five outlets selling to teenage secret shoppers, it was an enormous improvement from the 2012 and 2014 results. It was anticipated that with further interventions, including direct mail, media coverage, and presentations to liquor accords, that the rate would continue to improve. It was hoped that the rate might drop to a point that surveillance by enforcement agencies would be able to target the remaining recalcitrant outlets. Initial optimism however was dashed after the 2016 results came out. Unfortunately the selling rate bounced back to pre-2015 levels.

Results indicate that retailers breaching the alcohol industry campaign ID25 remain very common, despite significant information and education around the campaign. The decreased rate in 2015 may have been associated with a unique circumstance at the time that the survey was being conducted. A well-publicised local prosecution of a Central Coast bottle shop for alcohol sales to a minor by Liquor and Gaming NSW occurred during the period in which the survey was being conducted.

A challenging aspect of addressing the problem is the widespread nature of the breaches. The enforcement agencies associated with the project have been

using the survey results to target surveillance operations for actual underage sales. However, outlets that sell in any particular survey are only marginally more likely to sell in subsequent surveys than outlets that didn't sell. This is borne out by mapping the performance of various outlets over the four surveys conducted so far. It is best illustrated by the resurvey that was conducted of just the outlets that sold in the 2015 survey. In the September 2015 retest of the sixteen outlets that sold in May/June 2015, only three sold in the retest ie the selling rate was much the same as for the whole sample. Breaches are, for the main, widespread across the outlets rather than limited to specific individual outlets consistently breaching ID25.

Look out for ...

The Health Promotion Service and its project partners, NSW Police and NSW Liquor and Gaming, will continue to work with the packaged liquor industry to improve ID checking.

Experience in addressing tobacco sales to minors demonstrates that a compliance testing and enforcement regime is a very effective strategy in stopping retail supply. The Health Promotion Service and its partners would welcome change to legislation to permit a compliance testing and enforcement regime similar to that employed in retail tobacco supply, to be employed with bottle shops.

The Health Promotion Service proposes to publish the results of this intervention with a view to progressing sentiment towards legislative change.

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Overweight & Obesity Prevention

... for adults, the health problems and consequences of overweight or obesity are many and varied, including musculoskeletal problems, cardiovascular disease, some cancers, sleep apnoea, type 2 diabetes and hypertension to name a few ... many of the health problems are preventable ... we work to implement a range of programs in a variety of settings to encourage physical activity, reduce sedentary behaviours, promote active travel, increase fruit and vegetable consumption, and reduce consumption of sweetened drinks and energy dense foods which have been identified as key behaviours to promote a healthy body weight and lifestyle ...

... the prevalence of overweight and obesity in children has been relatively stable in NSW since 2007, with an estimated prevalence of 22.0% among 5-16 year old children in September 2015, the prevalence remains high and is a cause for concern ... in 2017 the twelve Premier's' Priorities were announced, including the priority to reduce the rate of childhood overweight and obesity in NSW children by 5% over 10 years ...

... partnership and collaboration with stakeholders is an important aspect in building capacity and sustainability to promote behaviour and policy change ...



Healthy School Canteens

To improve the health of the school community Health Promotion provides ongoing opportunities for Canteen Managers to develop and maintain their knowledge and skills in providing nutritional food and drink through the school canteen.

How did we do it?

We offer:

- regular canteen network meetings for both primary and high school canteen workers.
- the Canteen Award and incentive program for Primary schools.
- communication through Facebook, emails and phone contact.

What did we achieve?

- 25 (35%) schools achieved the Central Coast Canteen Awards.
- The Active Facebook group currently has 43 members. It is a closed group for Central Coast Canteen Managers who share ideas, recipes, menus, ask questions and much more.
- Great attendance to all of the Canteen Network meetings held during the year – over 22 schools are represented at each meeting. This number increased for the Term 3 Combined Primary & High School meeting.
- And two school canteen managers attended their 50th canteen network meeting.

We offered the following training:

47 (48%) schools attended at least one or more canteen network meetings over the last year. Of those attending, 36 (52%) of primary schools attended at least one or more canteen network meetings and 11 (39%) of high schools attended at least one or more canteen network meetings.

Look out for ...

Review of the Canteen criteria will mean introduction and support to local schools and review of CC Canteen Award criteria.

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Find us on
Facebook



www.facebook.com/Central-Coast-Canteen-Network-930303760369141/

Munch & Move



The aim of Munch & Move is to build healthy habits in children and families attending early childhood education and care (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 approximately 1 in 4 children being above a healthy weight.

Munch & Move is being implemented in ECEC services at a state-wide level through the NSW Office of Preventive Health as part of the Healthy Children Initiative.

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 Framework which guides ECEC services. Munch & Move strategies focus on the following areas:

- 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.
- Promote and support the adoption of Munch & Move key performance indicators by ECEC services (including those catering to disadvantaged populations).

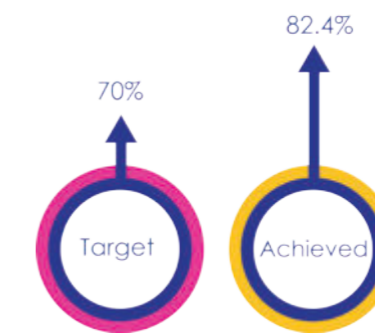
In working towards these objectives, a variety of training, resources, follow up and support strategies are provided to ECEC services.

What did we achieve?

- 127 of 136 Services are participating in Munch & Move, reaching an estimated number of 11,000 children and 8,600 families.
- 4 Munch & Move professional development workshops provided to ECEC educators.

For the 2015/16 year, the Munch & Move program had a target of 70% of ECEC services meeting 70% of program practices. These program practices are related to the adoption of healthy eating and physical activity practices, as well as the implementation of healthy policies by ECEC services.

By the end of June 2016, the District had achieved 82.4% of ECEC services meeting 70% of practices, a result well above the target for the year.



We offered the following training:

Munch & Move evening workshops

We offered four workshops: one per term

Fun Moves for 0-3s:

Linked to the new resource
26 attendees from 16 services

Munch & Move overview (new):

20 attendees from 11 services

FMS with Franky & Friends:

The workshop linked to new resources

21 attendees from 14 services

Munch learning experiences (updated):

33 attendees from 18 services

Total attendance: 100 educators

Services represented at workshops:
44 of 135

Evaluation results from the workshops.

- 100% of participants found workshop content 'very relevant' or 'extremely relevant' to their childcare practice.
- 100% of participants would 'likely' or 'definitely' incorporate workshop physical activity ideas into their childcare practice.

Webinar Training.

Four educators representing four Central Coast Services completed the Munch & Move online training.

Look out for . . .

Family Day Care

- We are re-establishing partnership with family day care sector.

Fun Moves DVD Project

- The Central Coast Health Promotion Service has been contracted by the NSW Office of Preventive Health to develop the updated Munch & Move Fun Moves DVD resource. The DVD is an instructional resource for educators detailing the components of the fundamental movement skills. This work will take place in the second half of 2016.

Munch & Move Implementation Award

- Will be awarded in recognition and reward Services achieving ≥80% of Munch & Move practices. Some services had the opportunity to apply for the Implementation Award in May and June 2016, as the strategy was able to be rolled out earlier than expected.

In 2017

- a Central Coast Munch & Move Healthy Eating and Active Play Conference will be offered to provide professional development for ECEC educators.

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Live Life Well@School

Live Life Well @ School (LLW@S) is a healthy eating and physical activity program in primary schools across NSW. LLW@S is part of the Healthy Children Initiative (HCI) to address the problem of childhood overweight and obesity. Currently in NSW around 1 in 4 children are above their healthy weight.

How did we do it?

LLW@S aims to enable children to eat healthily and be physically active by developing teachers' knowledge and skills in teaching, and supporting school communities to create healthy environments.

The Central Coast Local Health District works with local schools to meet the key performance indicators of this program.

What did we achieve?

Live Life Well @ School Program Practice Status, as of end of June 2016:

- 85.7% of Central Coast primary schools achieved 70% of key performance practices (State target - 70% of schools achieving 70% of practices).
- A new Central Coast School Garden Interest Group of 44 enthusiastic primary teachers with an interest in school vegetable gardens from 25 schools met at Terrigal Public School in Term 1 2016.

This group met to share ideas and enhance their knowledge, skills and confidence in providing healthy eating learning experiences at school. With positive feedback from the group, a second meeting is planned later in 2016 at Niagara Public School.

Term 1 Central Coast Health Week involved over 4,500 students from 25 local schools conducting curriculum based programs:

- Q4 : H2O healthy drink activity for year 3 and 4 students.
- How R U Travelling? activity for year 5 and 6 students.
- Resources were developed for and distributed to 53 local primary schools to use as part of their Kindergarten Orientation Programs to provide health information to families of children starting school in 2016.

Look out for . . .

LLW@S program has renewed focus with the prevention of childhood overweight and obesity recently being identified as a Premier's Priority. The target for the Premier's Priority is to reduce overweight and obesity rates of children by 5% in the next 10 years.

- In 2017 a Central Coast Physical Activity and Health Conference will be offered to primary school teachers as professional development in healthy eating and physical activity strategies.
- New strategies will be investigated with the purpose of engaging and delivering health messages to families.
- Jack's FUNtastic Day. A new storybook plus teaching resources encouraging active play and less screen time for young children will be offered to schools as part of their kindergarten orientation programs for families with children starting school in 2017.



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Jack's FUNtastic Day

Based on the success of The Magic Lunchbox storybook and resources produced by Central Coast Health Promotion in 2012, the NSW Office of Preventive Health (OPH) contracted Health Promotion to produce a new storybook in 2016. This book would be a new resource strategy for the Healthy Children Initiative program to address the high rate of childhood overweight and obesity in NSW.

The aim of this project was to develop a storybook and teaching/learning materials on active play (to increase physical activity and reduce small screen recreation) for children aged 3-6 years for distribution across NSW Early Childhood Education and Care (ECEC) services, primary schools and by families.



What did we achieve?

Jack's FUNtastic Day is a storybook which weaves physical activity and screen time health messages into a fun story for young children. It is about a boy named Jack who leaves his screen behind for a day to embark on a fun-finding expedition. Along the way he meets Ruby and together they discover that fun and games can be found just about anywhere.

The additional teaching resources serve to reinforce these messages through activities and learning experiences.

The Jack's FUNtastic Day resource pack was distributed to primary schools and ECEC services through Local Health Districts across NSW in early 2016.

Through the HCI program, Jack's FUNtastic Day links with the state-wide Munch & Move and Live Life Well @ School programs, and contributes towards meeting program practices.

The resources were distributed to Central Coast ECEC services in May and June 2016:

- The resource pack was ordered by 53 ECEC services.
- 115 resource packs were distributed to these services.
- A resource pack was subsequently sent to the remaining 83 services, to ensure that they had access to a copy of the resources.

Look out for . . .

A digital version of the storybook is planned for the Healthy Kids website in 2017.



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Central Coast Garden Interest Group

More and more schools on the Central Coast now have a kitchen garden growing in the school grounds. There is much variety in the site, size, resources and knowledge of the teachers - from beginners through to garden enthusiasts. Some schools use foam boxes and some have established garden beds. Cooking utensils may be as simple as a knife and fry pan right through to a fully stocked kitchen. The Central Coast School Garden Interest Group (CCSGIG) aims to share ideas and connect Central Coast schools with an interest in school gardens and cooking. Healthy eating, encouraging physical activity and providing an interest for students rather than using small screens underpins the CCSGIG philosophy.

How did we do it?

The first meeting was held at Terrigal Public School. Over a couple of years, Terrigal Public School have established a chook house with laying hens, gardens all over the school and now a fully equipped kitchen with Stage 2 classes rotating through the program.

What did we achieve?

43 teachers representing 25 schools attended the first School Garden Interest Group meeting at Terrigal Primary School in Term 1 2016.

Look out for . . .

Another teacher garden workshop is planned for the second half of 2016.

'Thank you very much, a very engaging and generous workshop. It was just brilliant, looking forward to starting our garden.'
CC Teacher 2016

'It was wonderful; I can't wait to instigate part of this workshop in the classroom!'
CC Teacher 2016



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Primary School PDHPE Network

The Personal Development, Health & Physical Education (PDHPE) Networks objective is to increase the provision of physical activity and healthy eating education in Central Coast primary schools.

The 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

The Central Coast Local Health District Health Promotion Service continues to mentor other Networks in the State. South Eastern Sydney, Western Sydney, Central Sydney, Northern Sydney and Illawarra Shoalhaven LHDs all approached the Central Coast for assistance this year.

"The kids have been so much more engaged in Maths"

Maths 'n' Movement workshop

How did we do it?

The Central Coast PDHPE Network conducted three active and fun Board of Studies Teaching and Educational Standards NSW, (BOSTES) accredited teacher professional development workshops this year. Our featured topics were:

- Maths 'N' Movement
- Teaching and Assessing Fundamental Movement Skills
- Games Sense (also known as Teaching Games for Understanding).

We loaded video footage of some of our previous workshops onto our website. Not only are the clips full of great ideas for running physical activity at school, they're also a great promotion for the Network. Titles include:

- Reinforcing Numeracy and Literacy with Physical Activity
- Get Active with Music and Dance
- Maximising Participation in Fitness Activities for Primary School PDHPE
- Dance 4 Creativity
- FISH (Fun, Inclusive, Safe, High Involvement) Physical Activities .

You can view them all at

www.healthpromotion.com.au/HPS/PrimaryResources.htm

What did we achieve?

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

- 127 individual teachers attended at least one Network workshop this year. 17 teachers attended two workshops, and 6 teachers attended all 3 workshops.
- A 6 month workshop follow-up survey indicated that 56% of attendees had already implemented changes at school as a result of the Maths 'N' Movement workshop. This figure increased to 63% in a 2 month follow-up of the Teaching and Assessing Fundamental Movement Skills workshop.
- 54 Central Coast schools were represented at Network workshops this year. That's about 67% of all Central Coast primary schools.

Look out for . . .

The Gymnastics Teaching workshop in Term 3 2016 for Network Members.

"Your practical sessions are fantastic and most useful to take back and use straight away"

Games Sense workshop

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Thirsty? Choose water

Central Coast Local Health District (CCLHD) Health Promotion identified the early high school years as a stage and age group receiving minimal focus in terms of health messages.

Together, CCLHD Health Promotion and an external marketing company developed a social marketing and public health campaign targeting Year 7 students. The campaign focussed on promoting water and the reduction of their sugary drink consumption. The delivery of this message was provided through the CCLHD School Immunisation Team.

How did we do it?

Taking a playful, engaging and age-appropriate approach, the Thirsty? Choose Water activity utilised fun characters for use in print and digital materials.

Key objectives of the "Thirsty? Choose Water" project were to promote water and educate Year 7 students about sugary drinks, to inform them about their drink choices and ultimately to encourage a reduction in sugary drinks consumption.

The implementation was based around a 15 minute window in the school day when Year 7 students are a "captive audience"; the time just after students receive their vaccinations, and when they must remain in an observation area to monitor adverse medical reactions. After immunisation students received a guitar pick as a playing marker for a board game "spouts and straws". The board game was a way of reinforcing the message to drink water.

The students were also provided with a link to an online quiz to complete in their own time which aimed to further inform students about the benefits of drinking water.

What did we achieve?

Short pre-and post-campaign online surveys used to measure effectiveness.

The survey focused on specific knowledge and behaviour change questions.

Three extra questions in the post-campaign survey included to gain specific campaign feedback and to further explore campaign outcomes.

Schools Physical Activity and Nutrition Survey 2010 was used as reference for question development.

Images accompanied some questions, to assist respondents with lower literacy levels.

Results will be available in the second half of 2016.

We offered the following training:

- A presentation on the project was given to the Head Teacher PDHPE Central Coast Dept. Education Schools meeting to update and inform

teachers on the issue surrounding sugary drinks and high school aged students. The presentation covered a background to the project, current data on consumption of sugary drinks, resources available to provide additional information on the issue and the type of support on offer from Health Promotion during the intervention period.

- The Central Coast School Immunisation Team.
- In Session 1 the Team was informed on the project implementation process and their role.
- During Session 2 an updated report was given on the results to date of the intervention. At the end of the session the nurses who took part in the intervention were invited to complete a survey.

As a result of the presentation to the Central Coast Immunisation Team a request was made to present to the NSW Statewide Immunisation Network.

Look out for:

Results from pre and post Thirsty? Choose water survey and quiz.

The results will determine future interventions with the School's Immunisation Team as well as drinking water messages with high school students.

Thirsty? Choose Water. The project has been submitted for a Marketing AMI Award – yet to be judged.



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Urban Planning 4 Health

Guided by the NSW Healthy Eating and Active Living Strategy: Preventing overweight and obesity in NSW 2013-18, and the University of NSW Healthy Built Environments Program, we have set ourselves the goal to support and improve the physical and mental health of the Central Coast Community by making it easier for them to be active, access healthy food and connect with each other as part of everyday living.

How did we do it?

Taking an advocacy role, together with our Public Health and Health Services Planning colleagues, we are in the practice of making representations and lodging submissions on behalf of the community in regards to health. We endeavor to influence policy and practice at a local level by informing regional planning, environmental planning instruments, development controls, significant development proposals, community strategic plans etc.

In our representations and submissions we advocated and changed policy on:

- Integrated land use and transport to promote walking and cycling.
- Safe and secure streets and public spaces.
- Affordable, adaptable and diverse housing.
- Protection of agricultural lands, water supply, air quality and the natural environment.

What did we achieve?

- Inclusion of healthy planning principles (eg Healthy Places to Live) in the Draft Central Coast Regional Plan, an iteration of the Central Coast Regional Growth and Infrastructure Plan .
- Representation at Department of Planning & Environment regional planning workshop and submission in response to the Draft Central Coast Regional Plan.
- Contribution to the Centre for Population Health's Local Government Project and draft resource, Local Government and Health Promotion Working Together. A toolkit for practitioners.
- Gosford Hospital Redevelopment Project end of trip facilities.

Look out for . . .

Release of the Central Coast Regional Plan, with the inclusion of further healthy planning principles.



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Go Active2Work

In an effort to keep people healthy and out of hospital and more specifically, to stabilise overweight and obesity rates in adults, the NSW Healthy Eating and Active Living Strategy: Preventing overweight and obesity in NSW 2013-18, sets targets to increase the mode share of bicycle, walking and public transport trips.

On the Central Coast, such active modes of transport make up a very small percentage of overall trips. Whilst there are understandable reasons for this, great potential exists to increase patronage of these forms of transport and in doing so, increase population levels of physical activity and improve the physical and mental health of the community.

Workplaces are an obvious place for health promotion action, adults spending approximately a third of their working days and most of their lives in this setting, and travel being required to and from. With a lack of time often cited by working adults as a reason for not getting enough physical activity, active transport offers the opportunity to fit some, or even all, of the physical activity required for good health, into a working week.

The goal of Go Active 2 Work (GA2W) is to increase population levels of physical activity by encouraging and supporting increased use of active transport which includes catching public transport, walking and cycling for journeys to work.

How did we do it?

By establishing strong partnerships with both state and local government organisations for example; Transport for NSW, Road and Maritime Service, Gosford City Council, Wyong Shire Council, and the Gosford Hospital Redevelopment Team we are able to encourage and support increased use of public transport, walking and cycling to places of work by Central Coast adults.

The Health Promotion website, CCLHD intranet, monthly e-newsletter, CCLHD-GA2W and CCLHD-HealthBUG shared mailboxes, printed promotional materials and resources, merchandise, internal communications, recruitment campaigns, advertising and media are some of the mediums used to promote and inform the community about the benefits of active travel.

Transport for NSW Bike Week 2015 funding was secured to advertise and promote GA2W breakfasts at Wyong Station, Gosford City centre and Woy Woy Station. The events were supported by Gosford City Council, Central Coast Bicycle User Group (CCBUG), ABC local radio, Get Healthy at Work and local businesses.

On National Ride 2 Work Day 2015 a GA2W breakfast event was held in Gosford City. The event was supported by Gosford City Council, Bicycle Network, Get Healthy at Work and local businesses.

On Diabetes Australia Walk to Work Day 2015, a Go Active 2 Work and Coast Diabetes Prevention breakfast was held in Gosford City. The event was supported by Gosford City Council, Gosford Business Improvement District (GBID), Get Healthy at Work, CCLHD Diabetes Service and local businesses.

Cross promotion of Get Healthy at Work (GHaW), in particular, the Active Travel focus area and engagement of GHaW team in GA2W events.

CCLHD Staff Travel Survey was conducted to establish a baseline, to help understand the transport patterns and behaviours of the Central Coast's biggest employer and to identify potential opportunities to increase active transport and help with transport planning associated with the Gosford Hospital Redevelopment and Gosford City Centre revitalisation.

Park & Walk initiative was implemented at Gosford Hospital as part of the redevelopment project, to encourage staff to walk to &/or from work from new staff car park.

What did we achieve?

- Over 1400 unique visits to the healthpromotion.com.au GA2W webpage.
- Over 468 unique visits to the GA2W intranet page.
- 95 new GA2W registrations, taking total registrations to 310.
- 42 GA2W Registration and Transport Behaviour Surveys completed, which accounts for 44% of all registrations. Approx. 66% of registrations were from women.
- GA2W e-newsletter issued monthly to a growing GA2W community of 310, with an open rate above the health and fitness industry average, 26% v 16.6% and a click rate also above industry average, 3.8% v 2.3%.
- New GA2W resources and incentives produced and distributed. The

resources include high visibility backpack covers, reflective slap bands, commuter satchels and cups.

- Central Coast GA2W on the Third Wednesday of every month is promoted and a monthly morning 'cuppa and chat' gathering is held in Gosford City centre, attended by a regular group of Gosford-based workers.
- NSW Bike Week 2015 - GA2W Day breakfasts held at Wyong Station, Gosford City Centre (on Central Coast GA2W Day) and Woy Woy Station attracting over 100 riders, including newcomers. The event also proved a great opportunity for the GHaW team to distribute promotional material and talk to thousands of Central Coast commuters.
- National Ride 2 Work Day 2015 breakfast held at Gosford attracting over 40 riders, including newcomers.
- Diabetes Australia Walk to Work Day 2015 - GA2W and Coast Diabetes Prevention breakfast held near Gosford Station attracting over 100 walkers, including newcomers, and many more participants.
- Numerous types of media generated from NSW Bike Week, National Ride 2 Work Day and Diabetes Australia Walk to Work Day events.
- CCLHD Staff Travel Survey conducted and findings disseminated to Redevelopment.

Look out for . . .

The final plan and design of Gosford Hospital end-of-trip facility.



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Park & Walk at Gosford Hospital

"This is my only chance to walk as I have little people at home"

quote



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Walking has been described as near perfect exercise.

The temporary staff car park near Gosford Hospital presents an opportunity to promote incidental walking by encouraging CCLHD staff to walk between the car park and Gosford Hospital.

The temporary car park is located approximately 1.2 km from the Holden St entrance of Gosford Hospital, on the corner of Showground Rd and Glennie St, approximately a 10 to 15 minute walk.

The car park will be operational for a minimum of 2 years.

How did we do it?

Three smiling staff walking together is the vision that greets CCLHD staff when they drive into the temporary car park on Showground Rd. They are the face of "Park & Walk" a campaign to encourage hospital staff to enjoy the benefits of walking to or from work.

Along with orange bunting bearing the brand throughout the car park, signs at the cafeteria and encouraging articles highlighted in the CE newsletter are some of the media strategies to make the promotion more visible.

Go Active 2 Work day has been the springboard for promoting "Park & Walk" and as a focal event the Third Wednesday of every month, to raise the visibility of walking to work as a 'normal' behaviour.

A key component to the success of the project to date has been promoting the choice to walk at the "Point of Choice" (ie, where people are more likely to immediately make a decision and act on it). This has been achieved by Health Promotion and Staff Health greeting staff as they drive through the gates, handing incentives to those who choose to walk and by creating a more enjoyable atmosphere along the Showground Road by way of footpath designs and musical entertainment.

What did we achieve?

Since the Car park opened in May 2016, it has been a win/win outcome with:

- The number of staff using the car park doubling (from 56 to 120)
- A two fold increase in the number of staff using the shuttle service (from 55 to over 100)
- An overall increasing trend in the number of staff walking to and/or from work
- Over 1 third of staff parking at the car park walk on Go Active 2 Work days .

This has been a great opportunity to chat with staff who use the car park about the barriers and motivators for walking.

By collaborating with the shuttle bus service, The Redevelopment Team, and Corporate Communications we have collectively encouraged more staff to use the car park and try walking.

Partnering with Central Coast Council and Gosford High School demonstrates the valuable nature of gaining community support to enhance environments that make incidental walking more pleasurable and safe.

Many staff chose to walk either walk one way and catch the shuttle bus or walk both ways:

"I caught the bus this morning but decided to walk down to the car park this afternoon".

"This is my only chance to walk as I have little people at home".

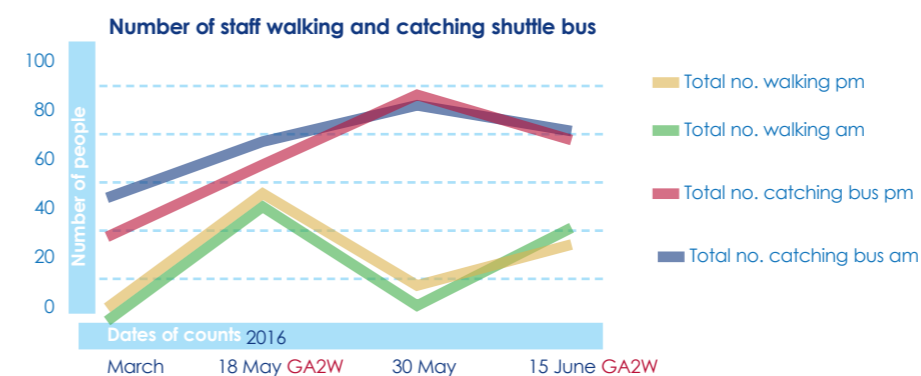
"I would walk but somebody's got to drive the bus".

"I missed the bus but now I'm just going to enjoy the walk".

"It's easy to get my exercise in for the day".

There are new sights and sounds afoot as spring nears, to create a safe and enjoyable walking environment for all who walk.

This Park & Walk initiative has the potential to be used by other work places to promote Go Active 2 Work and seize opportunities to put a positive healthy spin on them.



Get Healthy Service

The District has a Service Agreement with the Secretary NSW Health to meet 100% of the target set for Health Professional referrals to the Get Healthy Service (GHS).

A goal has also been set for the total number of Central Coast residents who self-refer to the GHS.

How did we do it?

Support was gained by forming partnerships with Hospital Physiotherapists, Dietitians, Complex Care, Better Health Management and Workforce. Private physiotherapists were also recruited to refer their clients to the GHS.

Ads in local print publications, attending events to promote the Service and social media were some of the strategies used to encourage members of the public to self-refer to the Service.

What did we achieve?

The target of 72 health professional referrals to the Get Healthy Service was met by March 2016.

Though only a goal, it is anticipated that the total number of self-referrals by the end of June will be close to the target of 568.

Look out for . . .

The District Midwives will be take part in the State piloted role out of Get Healthy in Pregnancy (GHIP) trial.

Partnership with Child and Family Health will ensure the Get Healthy Service is promoted to parents and carers of young children on the Central Coast.

Diabetes Prevention

Over 40? Check your risk! What's your score?

Many Central Coast adults, particularly those over 40, are at risk of developing type 2 diabetes. Lifestyle can be a major factor; such as lack of physical activity, poor nutrition, being overweight or smoking. Other factors that increase risk include being male, having a family history of diabetes and being of Aboriginal or Torres Strait Islander descent.

How did we do it?

Working in partnership with the Central Coast Diabetes Advisory Group, comprising the Central Coast Local Health District and Hunter New England and Central Coast Primary Health Network, Central Coast adults, particularly those over 40, were targeted and encouraged to use the Australian Type 2 Diabetes Risk Assessment (AUSDRISK) tool to check their risk and take appropriate action. The call to action used electronic and digital advertising, print and promotional resources, links to healthpromotion.com.au, and mail outs to Central Coast GPs and Practice Managers. Health Promotion worked in collaboration with the Australian Government Department of Health who provided AUSDRISK website data.

Diabetes Australia Walk to Work Day 2015 / World Diabetes Day, 14 November 2015, was an opportunity for publicity and community engagement around type 2 diabetes. Coast Diabetes Prevention and Go Active 2 Work day breakfast was held in Gosford City. The well attended event took place through partnership between Gosford City Council, Gosford Business Improvement District (GBID), Get Healthy at Work, CCLHD Diabetes Service and local businesses.

What did we achieve?

- Over 1668 unique visits to the healthpromotion.com.au 'Check your risk' webpage and over 147 downloads of the AUDRISK tool from the site, taking the total number of visits to over 2055 since May 2015.
- Over 228 sessions on the Australian Government Department of Health website, interactive AUSDRISK tool, referred from www.healthpromotion.com.au. Taking the total number of sessions to 541 since May 2015.
- Increased traffic to the Australian Government Department of Health website, interactive AUSDRISK tool, referred from digital advertising, QR codes on print ads and printed promotional materials, and self-referral as a result of the campaign.

Over 40?
Check your risk...
What's your score?

type 2 diabetes

Many Coasties, particularly those over 40, are at risk of developing type 2 diabetes through any one of these lifestyle factors:

- Not enough physical activity
- Poor nutrition
- Being overweight
- Smoking

Other factors that increase risk are:

- Aboriginal or Torres Strait Islander people
- Being male
- Having a family history of diabetes
- Ethnicity/country of birth

You can have type 2 diabetes and not know because symptoms may not be obvious.

Act now

Check your risk by completing the AUSDRISK tool:

- Available at www.healthpromotion.com.au or
- By scanning the qr code

Then:

- If you score 6+ talk to your GP
- Call NSW Health's FREE Get Healthy Information & Coaching Service on 1300 806 258 or visit www.gethealthynsw.com.au

NSW Health Central Coast Local Health District | phn HUNTER NEW ENGLAND AND CENTRAL COAST | caring@coast coast diabetes prevention

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DO YOU WANT TO GET HEALTHY?

Get **FREE** help and support with:

- * healthy eating
- * being physically active
- * achieving & maintaining a healthy weight

You will receive 10 free coaching phone calls at a time that suits you and support from your own personal health coach for 6 months.

www.gethealthynsw.com.au

1300 806 258

Monday - Friday 8am-8pm



Health Central Coast Local Health District

Look out for . . .

Coast Diabetes Prevention is set to launch again for National Diabetes Week 2016, raising further awareness of modifiable risk factors for type 2 diabetes and increasing use of key diabetes prevention services and early detection tools. And the new Central Coast Diabetes Plan, featuring a strong prevention component.

The 2014 Central Coast Community Survey showed that over

10% of Central Coast adults

have been told by a health professional that they **have diabetes**.

Most have type 2.

Falls Prevention

... no other single cause of injury, including road trauma, costs the health system more than falls. More than one in three people aged 65 or over fall at least once a year and many fall more often. In NSW each year, falls lead to approximately 27,000 hospitalisations and at least 400 deaths in people aged 65 and older ...



Putting the best foot forward

Working with podiatrists

Foot care is important for everyone, as our feet enable us to walk, shop drive, do housework, lead an active lifestyle and much more. The importance of keeping feet healthy through exercise is a great way to prevent falls.

How did we do it?

Following on the success of the Pharmacy CPD training and falls prevention project a similar model was offered to Central Coast Podiatrists. Along with CPD training resources to implement a Falls Prevention Program in the practice were made available to the podiatrist. Included in the resources was a quick falls checklist to assist in the program delivery.

What did we achieve?

37 of 75 (50%) Central Coast Podiatrists attended the CPD training evening.

23 of 35 (65%) Central Coast Podiatry Practices attended the CPD training evening.

19 Podiatrists are implementing a falls prevention program in their practice as a result of attending the CPD training.

- In 2012 Health Promotion produced a DVD on preventing falls for both health professionals and the general public. The DVD covers the risk factors for falls and demonstrates how to take action to reduce the risk of falls. The DVD still remains popular with over 25 requests for the DVD this year from Health Professionals across NSW and Tasmania.
- Falls Prevention packs. 1,500 falls prevention resources have been distributed throughout the LHD this year. Occupational Therapists discuss the resources in the pack with the client following surgery from a fall. Other departments include Transitional Care, Geriatric Medicine, Rehabilitation, Complex Care and private providers such as Brisbane Waters Private Hospital and Stepping On facilitators.

Look out for ...

Go to healthpromotion.com.au for the new and updated Falls Prevention resources.

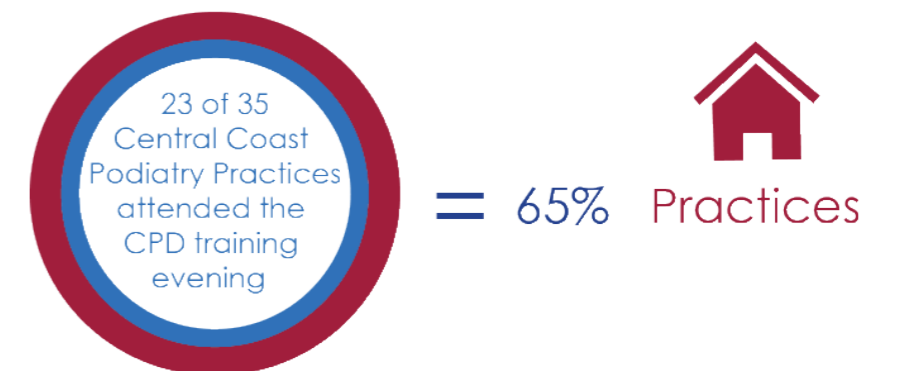
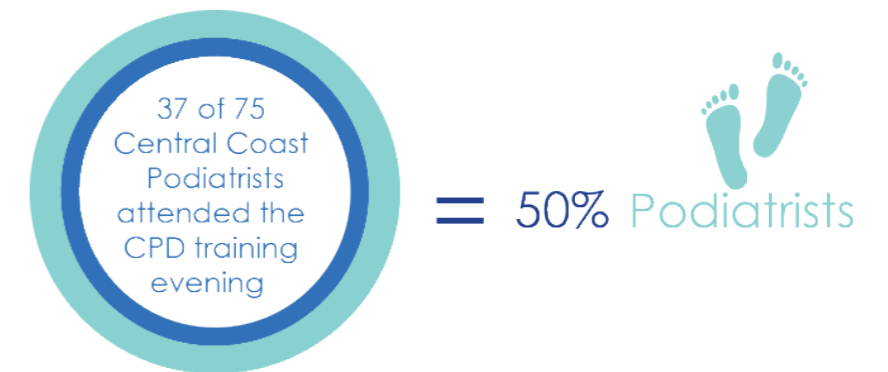
Updated Falls Prevention resources:

- Prevent Falls with Stronger Feet- brochure
- Making the Most of Your Eyesight
- Home Safety for Falls Prevention Improve your Balance
- Managing Chronic Conditions
- Be Physically Active
- Manage Your Medicines
- Preventing Falls in Public Places

And the new resources:

- Home Safety Checklist
- Exercises to Improve your Strength and Balance

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Active Over 50

A Future Beyond Health Promotion

Being physically active into old age is of the utmost importance. It will assist in reducing serious injuries from falls, enhance cardiovascular and mental health, reduce the risk of major illnesses, and help to manage chronic conditions such as type 2 diabetes and hypertension. Good evidence shows that older adults can benefit from physical activity, even if becoming active is a decision left until later in life.

The Active Over 50 Program is a popular exercise program specifically for older adults, attracting roughly 40,000 attendances annually to its 90 classes. Classes are located in fitness centres and community venues from Ettalong in the South of the Central Coast, to Mannering Park in the North, and Kulnura in the West. Accredited instructors conduct the classes, who are expert in combining exercises that build strength, flexibility and fitness, as well as providing a fun and friendly atmosphere.

The Active Over 50 Program now in its 20th year, is an example of a health promotion initiative that is sustainable without the ongoing support of the Health Promotion Service. From June 30th 2017, the Health Promotion Service will cease to coordinate the program.

You might be in a quandary wondering why the Health Promotion Service would release a successful program. Based on the Ottawa Charter and other health promotion evidence, one would argue that 'good' health promotion is about empowering the community, after facilitating and building an enduring change.



How did we do it?

In a nutshell, the Health Promotion Service has collaborated with the local fitness industry to establish and then maintain a range of exercise classes in fitness centres and community venues. Regular professional development for instructors, and comprehensive marketing and promotion of the program has assisted in creating high demand for physical activity amongst older people, as well as among local fitness providers.

One of the key success factors has been the transition from a program that was initially funded by the Central Coast Local Health District, to a program that is currently operated and funded by sole business operators and fitness centres, with promotion, marketing and in kind support from the Health Promotion Service.

What did we achieve?

The key achievement of this program has been in putting physical activity for older adults 'on the map'.

The program has successfully strengthened local fitness industry environments and infrastructure, and created a demand for high quality physical activity opportunities for older adults. It has taken away the stigma of fitness centre based activities for many older adults through the provision of important classes such as 'strength training for seniors' and group exercise. Older adult physical activity has become key business in the fitness industry, and availability of physical activity for older adults is now easily accessible.

On a broader level, the program has influenced organisational change within the fitness industry. Strong lobbying of Fitness Australia, the overseeing body, and advocacy for recognition of older adults as a distinctive population group, has resulted in nationally accredited training and registration for fitness instructors specialising in exercise provision for older adults which previously was nonexistent. Local health professionals confidently refer clients into the classes.

The program has also built the personal skills of instructors by fostering professional development, resulting in a reputable and qualified workforce of instructors. In turn, they increase the personal skills of older adults through expert instruction, and create supportive environments by nurturing strong social connections and events within classes.

In the twenty years since the program's inception, two thirds of Central Coast fitness centres now offer physical activity for older adults, with over one third offering Active Over 50 classes. Over 90 Active Over 50 classes are available weekly, attracting approximately 40,000 attendances annually. Four local health districts have replicated the program.

Program evaluations show high participant satisfaction, low attrition rates, increased participant confidence and fitness, significant increases in strength, and increased physical activity participation.

The Active Over 50 program is a good example of a population health program that has established sustainable infrastructure.

Look out for . . .

Given the solid community and industry infrastructure that has been developed, and the widely demanded physical activity classes, the program is in a strong position to be sustained in the community, independently of the CCHPS.

From June 30th 2017, the Health Promotion Service will cease to coordinate the Active Over 50 program. The Health Promotion Service will be taking steps to keep physical activity on the radar of fitness providers, allied health professionals and the community generally. This will be achieved through the promotion and utilisation of the well-established 'Active & Healthy' Website as a searching and referral tool.

The 'Active and Healthy' website is a comprehensive database and search engine of NSW physical activity classes specifically for older adults. Fitness providers can register their classes on the website, whilst health professionals can utilise it as a referral tool. The website also features a wealth of fall prevention and physical activity information for professionals and community members.

The Health Promotion Service will promote the use of the Active and Healthy website as a 'go to' spot for older adult groups and the community generally, with a range of communication strategies beyond June 2017.



Over 90
Active Over 50
classes
are available
weekly, attracting
approximately
40,000
attendances
annually.
Four local health
districts have
replicated the
program.

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Tobacco

... in 2013 on the Central Coast, smoking was responsible for 2,392 hospital admissions (46,335 in NSW) and 337 deaths (5,460 in NSW). The rates of hospitalisations and deaths on the Central Coast are higher compared to NSW, particularly in the former Wyong Local Government Area ... Central Coast smoking rates have progressively and significantly declined from 25.1% in 2004, to 16.2% in 2014. Tobacco control is an area that requires ongoing attention, and 2016 results will be of interest ... The NSW Tobacco Strategy 2012-2017 has a focus on reducing smoking in outdoor areas, and amongst populations with high smoking rates including Aboriginal communities, pregnant smokers, mental health consumers, and people in correctional facilities ...



Smoke-free

Central Coast Local Health District

Admission to hospital is a great opportunity for patients who smoke to quit.

Because smoking is the major preventable cause of illness and death within the community the District has an obligation to send a strong message to the community.

How did we do it?

By increasing the type and number of times Nicotine Replacement Therapy (NRT) is offered to patients and by offering regular education sessions to staff about the use of NRT.

Wyong & Gosford Accident and Emergency Departments have had NRT vending machines installed making NRT available to visitors while visiting Wyong & Gosford Hospitals.

The District has a By-law in place making it an offence to smoke on hospital grounds. To date three infringement notices and nearly 2000 cautions have been issued. Regular smoke-free patrols are conducted at both Wyong and Gosford hospitals to enforce the smoke-free by-law.

What did we achieve?

The last smoking compliance counts showed greater than 98% compliance.

We offered the following training:

Red trolley rounds (nurse training about NRT) at Gosford and Wyong Hospitals.

Look out for ...

The District is looking to work in partnership with Barang, an aboriginal organisation consisting of seven non-government groups.

An increase in the number of Authorised Officers under the Smoke-free Environment Act 2000 who can issue infringement notices to people smoking on CCLHD grounds.



Central Coast Dining

There is no safe level of exposure to second-hand tobacco smoke. A 2013 NSW Smoking and Health survey showed strong support for smoking bans in commercial outdoor dining areas. On July 6 2015 new rules came into place banning smoking in outdoor eating areas.

How did we do it?

Prior to July 6, 2015 information about the new laws was sent to restaurants, cafes, and clubs. Media articles complimented to mail outs and visits. Health Promotion staff and Public Health staff visited several premises to inform the staff of the new laws.

What did we achieve?

The introduction of the new laws was a great success; there have very few complaints regarding breaches. Eating places have accepted the changes without disruption.

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Short & Sharp

Central Coast Mariners Pilot Program

The Central Coast Mariners (CCM) and Central Coast Local Health District (CCLHD) have teamed up on a pilot program that encourages children's healthy eating and physical activity.

The pilot program is collaboration between CCM and CCLHD to complement and invigorate Munch & Move in 2 local early childhood education and care services.

Early childhood is the ideal time for children to form healthy food and physical activity habits that will give them the best chance of maintaining a healthy weight throughout their lives.

The three-week program was delivered by CCM representatives and featured readings of 'The Magic Lunchbox' storybook, a new storybook developed by CCM entitled 'Run All Day The Mariners Way', physical activity sessions, and discussions with children around the importance of healthy eating.

Throughout the program, children received a range of resources to take home and reinforce the key messages of Munch & Move. Resources included: a lunchbox branded with 'The Magic Lunchbox' logo, a Magic Lunchbox flyer for families addressing healthy food choices, a soft ball detailing the Munch & Move key messages, and a copy of 'Run All Day the Mariners Way' storybook.

The six key messages of the Munch & Move program are:

- Eat more fruit and vegetables
- Choose healthier snacks
- Choose water as a drink
- Encourage and support breastfeeding
- Get active each day
- Turn off the television and computer and get active

An evaluation of the pilot program is now being conducted.

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Short & Sharp

Alcohol – Every 1 Doesn't Do It!

Farewell EDDI

The Health Promotion Service's on-line alcohol reality check for 13 to 17 year olds (EDDI) is to be decommissioned.

Back in 2010 it was noted that social norms theory was not being addressed in existing school alcohol education programs.

The Health Promotion Service created EDDI to introduce social norms to our teachers and young people. EDDI proved to be an extremely popular activity, being the most visited section of the healthpromotion.com.au website for several years.

Along the way in 2014 EDDI had a major facelift to improve accessibility and functionality. After five years of faithful service

EDDI has finally grown too old. Sadly, it was built using local data that is no longer collected and cannot be updated.

On the bright side however EDDI's work appears to be done with social norms now a fundamental component of all mainstream school alcohol education programs. We also don't plan to waste a highly popular web address. The EDDI URL will be redeveloped into a new home for local alcohol related health promotion projects.

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The Magic Lunchbox

This storybook provides teachers with a base to start conversations with children about healthy eating, and which foods would be better choices when packing a lunchbox.

Supporting resources have been developed for Early Childhood Education and Care (ECEC) service educators and primary school teachers to discuss health messages in a fun way with children and through them to their parents and carers.

'The Magic Lunchbox' supports the state-wide NSW Health Munch and Move and Live Life Well @ School projects in childcare and school settings, which encourage a healthy lifestyle for children by promoting healthy eating, physical activity and reduced screen time.

This resource package was developed by Health Promotion in 2012, and distributed to all Central Coast ECEC services and primary schools. Since then, the storybook has achieved wide reach, being printed and distributed throughout NSW to support these statewide programs.

In 2015, the story was made available online through our healthpromotion.com.au website.

The PDF version of the book was downloaded over 2900 times.

The Magic Lunchbox' is a captivating, fun story book for children aged 4 to 6 years about packing a healthy lunchbox for school.

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Liquor License Applications

The Central Coast Health Local Health District opposes liquor license applications where increased outlet density is likely to increase alcohol related harm.

The Central Coast Health Local Health District (CCHLD) opposes liquor license applications where increased outlet density is likely to increase alcohol related harm. Thankfully no new applications of concern were noted in the 2015-16 financial year.

Additionally, two outstanding applications of concern from the previous year were refused. The Independent Liquor and Gaming Authority gave careful consideration to the opposition expressed by the CCLHD and the Tuggerah Police Local Area Command and decided against permitting an increase in packaged liquor outlet density in an area already struggling with alcohol related harm issues.

This represented a great outcome for the CCLHD and local police as well as the local community. In particular the staff of the Phoenix Youth Support Service expressed great relief at this outcome. The two proposed outlets were both in the immediate vicinity of their site in the Lake Haven Shopping precinct.

"The Authority accepts as credible the local knowledge of NSW Police and the Central Coast Local Health District of NSW Health and is satisfied that there are prevailing adverse impacts upon local amenity that are alcohol related and relevant to an assessment of the impact of licensing this proposed business in this location." Excerpt from the 'Statement of Reasons' for the formal decision of the Independent Liquor and Gaming Authority to refuse an application for an additional packaged liquor license at Lake Haven Shopping Centre, November 2015.

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Website

Some of the projects available on healthpromotion.com.au include:

- Active over 50
- Breastfeeding Friendly Scheme
- Canteen Network
- Diabetes: Check Your Risk
- Get Healthy Service
- Get Healthy at Work
- How RU Travelling
- PDHPE Network
- Screen Time Counts
- Healthy Drinks for Children
- LLW@School
- Munch & Move
- Q4:H2O
- Smoke Free Central Coast Local Health District
- Every1 Doesn't Do It

The Health Promotion service's own website is the on-line home for 15 major projects plus popular resources and archival material. It contains loads of local content together with links to hand-picked resources from around the globe.

New this year on the site:

- The Choose Water project and Healthy Drinks for Children section
- Enhanced site accessibility with the addition of a site map navigation system on the base of every page
- Increased home page real estate to promote current activities with the introduction of a home page slider

The site attracted an average of over 12,400 unique visits per month, peaking in May 2016 with a record 14,626 unique visits.

The healthpromotion.com.au hit parade

- The Magic Lunchbox is easily the most popular section on the site. Its home page was number one for 10 months of the year, slipping down only during the Christmas holiday period. The resources page and the downloadable PDF version of the book were almost always in the top ten. The PDF version of the book was downloaded over 2900 times.
- The Active over 50 time table held down a top 3 position every month of the year, amassing over 5400 downloads for the year.
- Nutrition Resources for the Classroom. This two page summary of where to go for school K-6 nutrition teaching resources retains a spot in the hit parade. It was in the top 5 most popular downloads every month of the year.
- Fundamental Movement Skills. Lots of FMS resources on the site attract high visitation. Three of the Family ACTIVation Pack cards were regularly in the top ten. An old favorite, 'Fun Activities to Practice Fundamental Movement Skills at Home', topped them all.
- Q4:H2O was in the top ten for eight months of the year.

Honourable mentions; at different periods of the year, depending on project stage, the following sections nabbed top ten spots;

- Live Life Well @ School'
- Diabetes - Check your Risk', and the 'PDHPE Network'

A document detailing Central Coast Walking Groups was also in the top ten most popular downloads for three months of the year.

The website is complemented by our other major on-line platform, the Central Coast Health Promotion YouTube Channel (CCHealthPromotion).

The most popular videos on the channel include;

- Games Sense/ Warm-Up over 18,000 views
- Falls Prevention/ Reducing Hazards at Home over 10,000 views
- Falls Prevention/ Getting off the Floor after a Fall over 4,000 views and
- Teenage Binge Drinking over 3,900 views

The latest exciting additions to the site are a series of PDHPE Network workshops, a forum on how to promote your school canteen, and clips from the launch of the 'Jack's FUNtastic Day storybook and resources.

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Major Committees & Presentations

The Central Coast Health Promotion Service is an active member on relevant local and state committees and advisory groups.

The Service contributes from an approach to health that aims to improve the health of the entire population and to reduce health inequities among population groups. In order to reach these objectives, Health Promotion looks at and acts upon the broad range of factors and conditions that have a strong influence on the health of people in our Community.

Committees

Live Life Well @ School State-wide Key Contact Group

- guides and supports the implementation of the statewide Live Life Well @ School program in primary schools.

Munch & Move State-wide Key Contact Group

- led by the Office of Preventative Health, this group supports the implementation of the Munch & Move program in Early Childhood Education and Care Services.

CCLHD Breastfeeding and Infant Feeding Reference Group

- support the implementation of a comprehensive and integrated plan for breastfeeding on the Central Coast in line with the policy framework document.

NSW LHD Canteen Network

- supports and shares canteen related issues amongst all the Local Health District members across NSW.

Healthy Built Environment Local Health District Network (HBE LHD Network)

- serves as an informal network for collaboration on, and collective resolution of, built environment issues across LHDs. The network will also facilitate information exchange about local and state-wide healthy built environment initiatives and built-environment related issues of interest and relevance to LHDs both nationally and internationally.

Central Coast Diabetes Advisory Group

- The Central Coast Diabetes Advisory Group comprises various departments of the Central Coast Local Health District and the Hunter New England and Central Coast Primary Health Network. The Group meets regularly throughout the year to discuss and plan action on diabetes prevention and management on the Central Coast. A notable achievement of the Group during the past year was the hosting of the Central Coast Diabetes Planning Day at Gosford Hospital on 17 March 2016 (Close the Gap Day), which brought together numerous local and state level stakeholders to develop a new Central Coast Diabetes Plan, something that is currently a work in progress.

Wyong Licensed Premises Liaison Group

- Discusses and provides advice on Development Applications, Social Impact Statements and license applications in relation to licensed premises as well as other alcohol related issues. Includes representation from CCLHD, Tuggerah Police Command and Central Coast Council.

Central Coast Road Safety Group

- Includes representation from Road & Maritime Services, local councils, local police and the LHD. Meets to discuss local initiatives to improve road safety. Alcohol and active transport issues are high on the Health District's agenda.

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, NSW Liquor and Gaming, and the Local Health District. Accords aim to improve safety in entertainment areas and reduce alcohol-related anti-social behaviour, offences and violence.

Smoke-free Health Care Working Group

- This group coordinates strategies and recommendations across the District to reduce smoking for staff, visitors and patients.

Presentations

2015 Oceania Tobacco Control Conference, Perth, WA

Fifteen years towards a smoke-free Health Service, Dr Lyndon Bauer and Don Cook.





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