



A baby with light brown hair and blue eyes is sitting on a wooden floor, looking directly at the camera with an open mouth. The baby is wearing a pink long-sleeved shirt that says "I ♥ Daddi" in red. The baby is holding a large, bright orange ball with both hands. In the background, there is a colorful play tent with blue and yellow panels.



WHO ARE WE?

and what do we do?

The Health Promotion Service implements community initiatives to improve the health and wellbeing of people who live in the Illawarra and Shoalhaven.

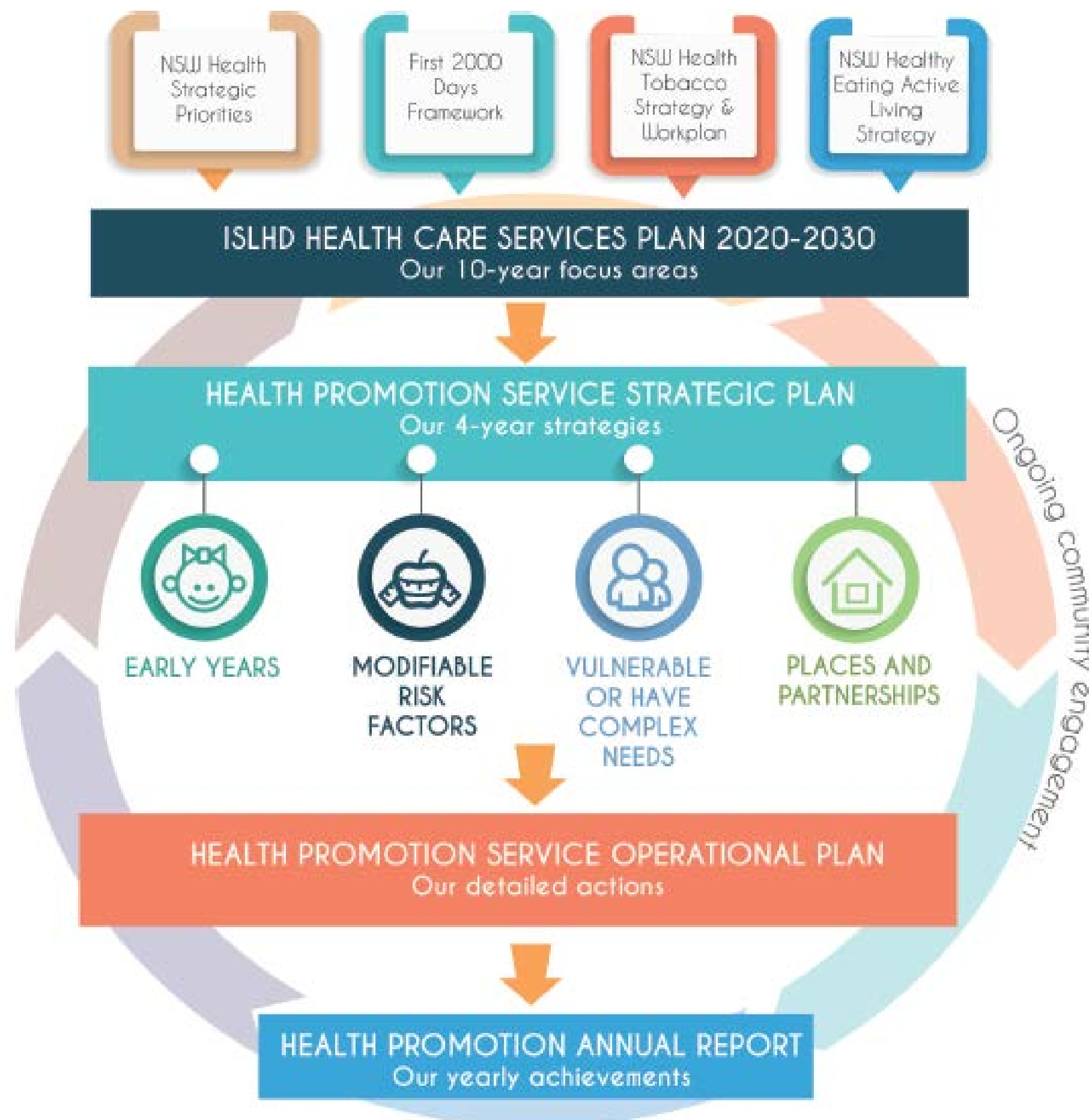
We are an integral part of the Illawarra Shoalhaven Local Health District and assist to promote, protect and maintain the health of the community.

We have a dynamic team delivering a range of initiatives to the communities we serve.

Acknowledgement of Country

We wish to acknowledge the traditional custodians of the land on which we live and work, and pay our respects to Elders past, present and future.

OUR FRAMEWORK



IMPACT OF COVID-19: AN UNPREDICTABLE TIME

From March 2020, the COVID-19 pandemic disrupted normal life around the world. Despite this, the Health Promotion Service have continued to deliver our programs to the community.

The team have been adaptive and innovative in their response to maintain service delivery to the community and organisations we work with. Read about these actions in our 'reset' pop up boxes.

The team have also supported the Public Health response to the pandemic with staff working across other services and units in the District.



1. EARLY YEARS

STRATEGIES:

- Supported the First 2000 Days framework through the development of communication material that supports key messages.
- Implemented state-wide programs that focus on healthy eating and physical activity into the curriculum and daily activities of all early childhood centres and primary schools across the District.
- Invested in new opportunities to reduce overweight and obesity rates of children in ISLHD.



MUNCH & MOVE

Munch & Move is a NSW Health initiative that supports the healthy development of children birth to 5 years. We provided support to over 200 childcare, preschools and family and daycares to strengthen their approach to healthy lifestyles of young children and their families.



84%

of services provided daily opportunities for fundamental movement skills for preschool-aged children.



97%

of services communicated with families about healthy packed lunches and drinks.



56%

of services supported breastfeeding through creating a supportive environment, centre policies and procedures to support families.



98%

of educators provided positive role models for healthy eating.

201 educators from 102 services
(49% of all services within the District)
attended at least 1 of 7 workshops.

There are 414 members in our Facebook
educator group and 91 members in our
Facebook cooks group.

RESET

Weekly 'Healthy eating and active play at home' e-newsletters were created for services to share with families. These were shared and loved by all childcare, preschools and family daycares.



RESET

A series of webinars focusing on encouraging physical activity at schools as well as links to positive mental health strategies for teachers and students to use during class and in school break times.

LIVE LIFE WELL @ SCHOOL

Live Life Well @ School is a joint initiative between the NSW Department of Education and the NSW Ministry of Health. The program aims to get more students more active, more often, as well as improving their eating habits.



There are 137 members of our Health & PE Facebook page.

We conducted 3 Health & PE Networks with 80 teachers, representing 45 schools. Topics included games with minimal equipment, outdoor education and school gardens and teaching PDHPE remotely.



92%

of schools provided a supportive environment for healthy eating such as food growing experiences and healthy cooking programs.



Almost all schools provided programs, equipment and play spaces encouraging student physical activity as well as promoting active transport opportunities.



90.4%

of schools provided health information to families.

SCHOOL CANTEENS

Since the introduction of the NSW Healthy School Canteen Strategy we have worked intensively with canteen managers and workers from primary and secondary schools to meet the strategy.



81%

of all primary school canteens met the NSW Healthy School Canteen Strategy, compared to 68% across the state.

Specifically, 92% of Department of Education primary school canteens met the Strategy compared to 68% across the state.



71%

of all secondary school canteens met the Strategy.

Specifically, 82% of Department of Education secondary school canteens met the Strategy.



218

members in the Canteen Communities closed Facebook group with membership continuing to increase.



3 primary and 3 secondary school face-to-face network meetings were held from July 2019 to March 2020.



RESET

SKYPE catch-ups with canteen managers.

Participants requested more meetings via this platform.



GET HEALTHY IN PREGNANCY

Get Healthy in Pregnancy is a free health coaching service for all pregnant women in NSW aged 16 years and over.

- 206 referrals were made to Get Healthy in Pregnancy. This was 60% of our target of 342.
- Consultation with all midwifery and maternity managers to determine how to better promote the service to pregnant women.

ROUTINE GROWTH ASSESSMENTS

The NSW Health Service Measure indicates that all children who come into contact with a NSW Health facility have their growth assessed as part of good clinical care. We have been working with clinical teams to build staff skills, knowledge and confidence to accurately measure a child's growth.

- 66% of children seen by a ISLHD service had a growth check completed. This is slightly lower than the 2019-20 target of 70%.
- Health Promotion continues to work with clinical teams to build staff skills, knowledge and confidence to accurately measure a child's growth. We have also encouraged referrals to support services like the Go4Fun or Get Healthy Service.



SMOKING IN PREGNANCY

- 15% of pregnant women smoked during their pregnancy in 2019/2020. This was a decrease from 16.5% in the previous year.
- Smoking-cessation training was provided to midwives on nicotine addiction and correct use of nicotine replacement therapy.
- Health Promotion continued to partner with the Drug and Alcohol Service and Aboriginal Maternal Infant Child Health (AMICH) to reduce the number of pregnant women who smoke.



RESET

The Go4Fun team promoted and recruited families to participate in the Go4Fun online program during Term 2. 17 participants went on to participate online.

GO4FUN

Go4Fun is a free, family lifestyle program to help children and their families lead a healthier and more active life. The program is for children 7-13 years of age who are above a healthy weight.



45

eligible participants in 4 programs (reduced number of programs due to Covid-19 pandemic). 82% of participants completed the program.



2

Aboriginal Go4Fun programs were run with 30 children recruited through our partner services; South Coast AMS & Coomaditchie Aboriginal Corporation.



Number of days meeting the National Physical Activity Guidelines increased for 67% of participants.



Frequency of takeaway food consumption decreased for 50% of participants while frequency of sweet snack food consumption decreased for 62% of participants.



Waist circumference decreased by 0.6cm.



Body mass index of participants decreased by 0.1BMI units.

2. MODIFIABLE RISK FACTORS

STRATEGIES:

- Supported the key actions within the NSW Healthy Eating and Active Living Strategy.
- Increased the uptake of appropriate physical activity for falls prevention and active ageing for the older population.
- Supported the key health promotion actions within the NSW Tobacco Strategy.
- Creatively communicated health learning messages and engaged with the community to promote health and wellbeing.



HEALTH MOVES

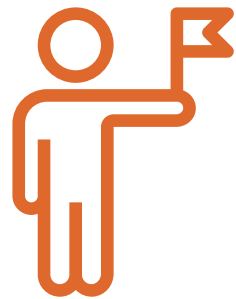
Health Moves is a community-based physical activity and healthy living program for people either with, or at risk of developing chronic disease to help self-manage their condition.

Health Moves is a partnership between with Wollongong, Kiama and Shoalhaven Councils. It is managed by the Health Promotion Service, ISLHD Integrated Chronic Disease Management and the Illawarra Shoalhaven Diabetes Service.



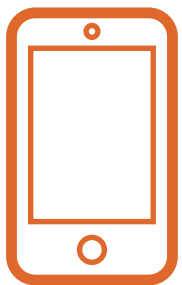
197

people participated in the program across Wollongong, Kiama and Shoalhaven local government areas before programs shut down in March.



5

new leaders were trained. Leaders have requested training to support participants with their mental health and wellbeing.



A daily health text program was commenced to support new participants in achieving healthy living goals.



RESET

Participants were provided with home programs and support phone calls, a weekly email with health information and had health texts adapted to suit new environment.



HEALTHY AND ACTIVE FOR LIFE

The Healthy and Active for Life Program is a 10-week once a week program. The program supports individuals to participate in safe physical activity and provides healthy lifestyle tips.

- 5 programs were delivered.

RESET:

- Developed a short series of videos on staying active during COVID restrictions.



STEPPING ON

Stepping On is a program for older people designed to increase strength, improve balance, confidence and knowledge to prevent falls.

- 185 participants completed 5 or more sessions.
- 15 programs were delivered.
- 2 CALD groups delivered: 1 Arabic and 1 Macedonian.

RESET:

- Stepping On coordinators have been involved in developing virtual programs for older people.



GET HEALTHY SERVICE

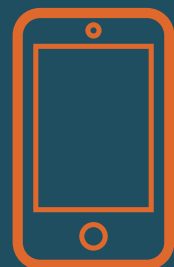
The Get Healthy Service is a telephone health coaching and information service for adults 16 years and over in NSW. We encourage and promote health professional referrals to the service.

- There were 685 referrals made to the Get Healthy Service. This was 147% of the target of 465.
- A monthly newsletter was created for health professionals to continue to encourage referrals.



TEXT2QUIT

A text message program to assist people quit smoking.



- 61 smokers received text messages on smoking cessation.
- Messages developed were inline with current guidelines and clients were encouraged to access existing supports such as NSW Quitline, My Quit Buddy, ICanquit.com and to visit their GP.



- When asked what they liked about Text2Quit, clients responded,

“It felt like someone was talking to me and being my coach” and “the texts were short and sweet and not like a lecture”.



- All clients said they would recommend Text2Quit to other smokers.

COMMUNITY ENGAGEMENT THROUGH SOCIAL MEDIA

- 891 people follow the Health Promotion Service Facebook Page (as at June 2020).
- Recruited community members to our text message programs including The Family Text Message Pilot Study. Paid advertising for this program reached 18,780 people and the required 60 participants were recruited within two weeks.
- A local organic post celebrating the success of the local Canteen Managers was another highlight with 6,152 people reached and 376 reactions, comments and shares.



RESET

A Healthy@Home social media campaign was run in response to COVID-19. Throughout Autumn, videos and tip sheets were posted almost daily to encourage people to stay active at home, eat well and promote mental health.



3. PEOPLE WHO ARE VULNERABLE OR HAVE COMPLEX NEEDS

STRATEGIES:

- Invested in new opportunities to promote health to people living with mental health conditions, in particular physical activity, healthy eating and smoking.
- Worked in partnership with Aboriginal Health to improve health and wellbeing outcomes for Aboriginal families living in ISLHD.
- Promoted healthy lifestyles of people from culturally and linguistically-diverse communities including refugees.
- Collaborated with government and non-government agencies to address the health needs of underserved communities.



RESET

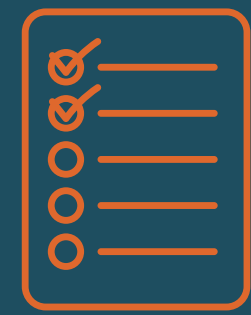
A Heath Promotion Service Wellbeing Plan 2020/21 has been developed to recognise the importance of healthy nutrition as well as physical activity for improved mental health.

PHYSICAL ACTIVITY FOR PROTECTING MENTAL HEALTH

Health promotion continued its work in supporting improved mental health in the community.



Distribution of resources and information to community- based organisations and the broader community on the benefits of physical activity for improved mental health.



Following the successful professional development seminar on Physical Activity and Mental Health in June 2019, we continued to distribute resources and information on this topic to community-based organisations and the broader community. The impact over COVID has made this topic even more important.



Future strategies include non-government organisation consultation, stakeholder training and capacity building, and the development of local projects partnering with community organisations across the District throughout the coming year.

STAMP OUT SMOKING

The Stamp Out Smoking project has built partnerships with community service organisations to create environments that protect the health of staff and clients and encourage cessation of smoking. It puts systems in place within the organisation to better monitor, manage, support and refer clients who smoke.



- 6 new partnerships formed with Warrigal Employment, Shellharbour and Wollongong TAFE, Unanderra Community Centre Mental Health Group, Flourish and the Wollongong Branch of Aids Council of NSW.



- Regular capacity building and tobacco support were provided to 10 services: Dapto Aboriginal Medical Service, AMICHs, Carinya House, The Housing Trust, NEAMI, Wollongong City Council Youth Services, Darcy House, Illawarra Koori Men's Group, CHAIN and Wollongong Flexible Learning Centre.



- Tobacco training conducted with 7 services and 40 staff.



Planning
Healthy Meals



Shopping for
Healthy Foods



Healthy Lunches



Healthy Family
Routines



Food Safety



REFUGEE HEALTH - HEALTHY EATING IN AUSTRALIA

A series of 5 video to assist newly-arrived communities to make healthy food choices in Australia.

- The videos were officially launched in September 2019.
- The video is available on YouTube at: bit.ly/HealthyEatinginAustralia.
- There have been 1,289 views of the videos on YouTube (as of June 2020).



4. PLACES AND PARTNERSHIPS

STRATEGIES:

- Partnered with local government and planning agencies to ensure population health is promoted in all urban planning and development with a key focus on walkable neighbourhoods.
- Collaborated with partner organisations to further improve local food security within the local community.
- Implemented the NSW Healthy Food and Drink Policy in all health facilities.

RESET

Planning continues with community service organisations to determine how projects can be run within current COVID-19 restrictions.

MAKE HEALTHY NORMAL

The Make Healthy Normal Community Project supports not-for-profit, non-government community service organisations to implement innovative local projects which promote healthy eating and active living.



8

projects were funded. 7 in the Illawarra and 1 in the Shoalhaven.



6

projects completed in underserved communities.



2

projects on hold due to COVID -19.



73

community members engaged in local project activities (58 adults, 27 children) .

Community members reached included children and families, people experiencing homelessness, people living with mental illness, community organisation staff and volunteers.

FOOD SECURITY

Health Promotion provided support for coordination, advocacy, working groups and submission writing as a key stakeholder in the Food Fairness Illawarra coalition.

A community event was held in October 2019 with the theme “Our actions are our future – Healthy Diets for a Zero Hunger World”. More than 150 people attended a screening of the film 2040 and heard local food producers talk about how they are embracing sustainable food practices.

RESET

Health Promotion partnered with Healthy Cities Illawarra, Food Fairness Illawarra and local councils to respond to the emerging food security needs of the community during the COVID-19 pandemic.

This included updating online information for the Food Fairness Illawarra website about where low-cost and free meals were available during the pandemic and working with Shellharbour and Wollongong Councils and non-government organisations to establish two temporary food hubs for packaging of rescued food from OzHarvest into food hampers.



STIR IT UP!

Between July 2019 and February 2020, 240 adults and children attended healthy eating activities run by Stir It Up volunteers.

No activities were run after this date due to COVID-19 restrictions.

SMOKE-FREE HEALTH CARE

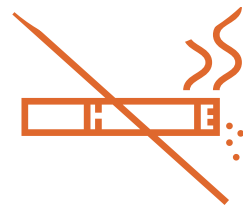
The Smoke Free Health Care Policy is to protect nonsmokers from harm and provide smokers with the opportunity to manage their nicotine dependence while in a health care setting. We work in partnership with the Drug and Alcohol Service and all clinical services.



- 29 in-services were held across 19 wards to 176 nursing and allied health staff and 45 medical officers



- Prior to March, we conducted two Let's Treat It workshops with 30 health professionals to increase the number of workers who can provide evidence-based support for smokers.



- Supported 22 staff to make a quit attempt through the promotion of the Staff Nicotine Replacement Therapy program.



- We continued to deliver the Patches Plus In-services to support clinical staff to manage nicotine dependence in a smoke-free facility.



- Information kiosks were held to promote the Staff Nicotine Replacement Therapy program at Shoalhaven District Memorial Hospital and The Wollongong Hospital.



- Worked in partnership with ISLHD community and outpatient services to support staff to encourage their clients who smoke to make a quit attempt. This included hosting 3 tobacco and health kiosks at Wollongong Hospital and 5 kiosks at Shellharbour Hospital.



HEALTHY ENVIRONMENTS

Healthy environments are necessary to support health within a community. HPS continues to work with Council partners on a range of strategic planning documents and processes to advocate for a healthy living in these key documents and developments that influence future community environments.



- Advocacy for all four Councils Local Strategic Planning Statements including the healthy living principles in the community's vision for land use. This included food security, walkability, place design and active transport.



- HPS continues to work with partner councils, National Heart Foundation and Healthy Cities Illawarra to promote walking and cycling in our region and apply best practice in Councils strategic planning.

RESET

Opportunity to work closely with Council partners to support the community through social media, collaborate and provide assistance to vulnerable communities and partner to ensure robust risk assessment and community safety on the return of community activities and programs.



HEALTHY FOOD & DRINK IN HEALTH FACILITIES

Healthy Food and Drink in NSW Health Facilities provides a set of best practice guidelines for food outlets in NSW Health Facilities to make healthy choices an easy choice for staff and visitors. We worked alongside vendors who operate 4 cafeterias, 3 coffee-carts and over 40 vending machines across the District.



- No sugary drinks offered for sale at any health sites.



- All Cafes and cafeterias across all ISLHD facilities are offering a good balance between everyday and sometimes foods (more than 75% everyday food choices).



- Majority of advertising at cafes and vending machines promote healthier choices.

Note: Some vending machines were excluded from the data collection due to the bush fires,

5. RESEARCH PROJECTS & PUBLICATIONS

STRATEGIES:

- Conducted projects that addressed a range of health issues including chronic disease, falls prevention and childhood obesity.
- Continued to explore opportunities for the translation of research findings into policy and practice.
- Worked in partnership with Early Start, University of Wollongong and the University of Sydney on projects funded under the Prevention Research Support Program (NSW Ministry of Health), NHMRC Partnership Project grant and Translational Research Grants Scheme (NSW Ministry of Health).





DTEXT

The DTEXT research program is a randomised controlled trial we conducted with the University of Sydney. DTEXT is funded through the NSW Ministry of Health Translational Research Grants Scheme (2016).

- The intervention has concluded.
- 395 participants were recruited.
- The study was highly accepted and had minimal withdrawal.
- The study results are currently being written up for publication in peer reviewed journals.
- Data analysis is underway to determine the cost-effectiveness of the intervention
- Options for translation of the intervention are being explored.

THE FAMILY TEXT MESSAGES PILOT STUDY

Family text Messages is a research study that provides tips for families on healthy eating, physical activity, screen time and sleep.

- The primary aim was to test the feasibility and acceptability of a text message program for parents of primary school-aged children on their children's healthy eating and physical activity behaviours.
- 62 parents/caregivers with a primary school aged child were recruited to the study in the first two weeks of March 2020.
- Participants randomised to the intervention group received 12 weeks of daily healthy eating and physical activity health promoting text messages.
- Data analysis is currently underway.



BEST@HOME

BEST (Balance Exercise Strength Training) at home project determines the effectiveness and cost effectiveness of the exercise program to prevent falls and upper limb dysfunction in older people.

- The intervention has concluded,
- 617 participants were recruited.
- Data analysis is underway to determine the effectiveness of the intervention.
- Once the results are available the study will be written up and submitted for publication in peer reviewed journals.



PUBLICATIONS

- Kerr E., Kelly B., Norman J., Furber S., Hernandez L., Hammersley M., Ryan S., Franco L., Vuong C., Okely A. (2020), 'Nutrition, physical activity and screen time policies and practices in family daycare in Australia', manuscript in review with the Australian New Zealand Journal of Public Health.

CONFERENCES

- Kerr E., Kelly B., Norman J., Furber S., Hernandez L., Hammersley M., Ryan S., Franco L., Vuong C., Okely A., (2019) 'Opportunities for Family Day Care Service Providers to promote healthy eating and physical activity', presented at the International Society of Behavioral Nutrition and Physical Activity Conference, Prague, Czech Republic June.
- Kerr E., Okely A., Hammersley M., Kelly B., Norman J., Furber S., Franco L., Hernandez L., Ryan S., Vuong C., Wardle K. (2020), 'Educators' positive and negative feeding practices and mealtime environments in the family day care setting', presented at the Australasian Journal of Early Childhood Research Symposium, Sydney, Australia 13-14 February.
- Kerr E., Kelly B., Hernandez L., Hammersley M., Norman J., Furber S., Franco L., Vuong C., Wardle K., Nacher Espuig M., Okely A. (2020), 'What's in the lunchbox? Food provision in family day care', presented online at the World Public Health Nutrition Congress.
- Kerr E., Okely A., Hammersley M., Kelly B., Norman J., Furber S., Franco L., Hernandez L., Ryan S., Vuong C., Wardle K. (2020), 'Positive and negative educator feeding practices and mealtime environments in the Family Day Care setting' abstract accepted at the International Society of Behavioral Nutrition and Physical Activity Conference 2020, conference postponed due to COVID-19.

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- For questions, requests and anything else we can help you with, please email us:**

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