

2 - PLAN What will your project change?

- ▶ **Step 1: Develop your aim**
- ▶ **Step 2: Develop your health objectives**

Step 1: Develop your aim

Your aim should be an overarching statement which addresses your health issue and identifies what your organisation will do to improve health.



Let's go back to our case study with Sam...

Using the information from the **WHY** section, Sam knows he needs to address issues around knowledge and skills related to healthy food intake, and availability of healthy choices. He develops the following aim.

The project aims to increase healthy eating amongst club members aged 5-12 years and their families.

Step 2: Develop your health objectives

Your objectives should be short and focus on the outcomes you want to achieve.

There are two types of objectives:

1

Behavioural

These focus on the **behaviours** of individuals or the community – the knowledge, attitudes, skills or intentions you want to influence in your target group.

2

Environmental

These focus on the **environment** (or the space) around your target group that influence their choices and health behaviours.

Your **objectives** should focus on **reducing risk factors** and increasing **protective factors** associated with your health issue.

Risk factors are any exposure that increases a person's likelihood of developing a disease or injury.

For example, if your project addresses healthy eating within your target group, the risk factors might include exposure to promotions of unhealthy food, or lack of understanding of what healthy food is. If your aim is to address preventing harm from alcohol, your risk factors might include exposing junior participants to alcohol promotion.

Protective factors explain why some people in a community will have better health outcomes than others.

For example, a protective factor for good mental health is access to strong support networks and community engagement. If your aim is promoting good mental health, your objective could focus on improving the awareness of existing networks and providing pathways to access support networks.



Healthway's Partnership Program Objectives below shows examples of objectives based on risk or protective factors.

Partnership Program objective	Example objective
Educate and raise awareness about good health to support healthy choices.	<ul style="list-style-type: none">• To increase knowledge of healthy eating messages throughout the project (behavioural)• To increase awareness of the importance of participating in physical activity (behavioural)• To increase knowledge on strategies to maintain positive mental health (behavioural)
Create healthy environments within organisations and venues.	<ul style="list-style-type: none">• To increase the amount of healthy food options available at the venue (environmental)• To reduce display of sugary drinks at your event (environmental)• To increase the size of outdoor smoke-free outdoor areas at a venue (environmental)
Reduce the promotion of unhealthy messages.	<ul style="list-style-type: none">• To reduce exposure of alcohol promotions at the event (environmental)• To replace unhealthy incentive awards with healthy alternatives (environmental)
Provide opportunities for participation in healthy activities particularly among Healthway's priority populations.	<ul style="list-style-type: none">• To improve the confidence of your target group in accessing social support to improve their mental health (behavioural)• To increase participation in physical activity throughout the project (behavioural)
Build the capacity of organisations and the community to advocate for health promoting culture, norms and practices.	<ul style="list-style-type: none">• To increase the number of staff who participate in workshop training relating to the health issue (behavioural)• To increase community involvement in the planning and delivery of your project (behavioural)



Back to our story with Sam

Throughout the **PLAN** phase, Sam wants to ensure he is covering both behavioural and environmental objectives. He focuses on the health issues identified, including limited knowledge and skills around healthy eating, and availability and promotion of unhealthy food throughout the club – and develops the following objectives:



To improve skills around cooking and healthy eating practices in parents



To increase knowledge of children and their parents around healthy eating



To increase the number of children and their parents who choose healthier food options at the club



To reduce promotions of unhealthy food and drinks at the club



To improve the availability of healthy food and drinks in canteens at the club

3 - DO **What activities will the project implement?** **Strategies**

- Educational
- Communication
- Structural
- Organisational
- Community engagement

Strategies focus on what your organisation will **DO** to achieve the aim and objectives of your project. **Note: if you are applying for more than one program, you will need to develop strategies for each program.**

What are health promotion strategies?

Health promotion strategies are actions that you implement to achieve your objectives. Strategies may vary in delivery, complexity, scope and size.

Often, a project will use many different strategies to achieve an objective. For example, providing information and promotional resources, providing healthy environments, or running training sessions and workshops.

In health promotion there are a number of proven strategies that can be used to improve health behaviours and outcomes.

Health promotion strategies can be grouped into the following categories:



In addition to these strategies (which are outlined in more detail below), Healthway has a number of existing policies that all applying organisations need to align to in submitting an application to us.

1. Healthway has a set of **minimum health policy requirements** ([hyperlink](#)) that all applying organisations must agree to meet when submitting an application. These can be viewed on the website.
2. **Healthway's Co-Supporter Policy** ([hyperlink](#)) requires all applying organisations with unhealthy co-supporters to be assessed for potential risks that may compromise the impact of the health message being promoted. The Co-Supporter Policy is a structural strategy that ensures the health objectives of your project are not compromised by the presence of unhealthy brands or messages.
3. **Healthway's Healthy Food and Drink Provision Policy** ([hyperlink](#)) requires organisations to increase healthy food and drink choices at funded events by creating settings that encourage healthy eating.

More information on this can be sourced on **Healthway's website** ([hyperlink](#)). Call us to talk through any of these policies in more detail.

Health promotion campaigns

There are a number of health promotion campaigns in WA (identified below) you can utilise to develop strategies.

Research tells us that if people in the community are receiving the same health messages and education strategies from multiple sources, the messages are more likely to be remembered, understood and implemented into everyday activities.

The campaigns offer a range of evidence-informed health messages and incorporate strategies, that can be adapted and used in your health promotion plan. The programs align to Healthway's priority health areas, and you are encouraged to use these messages and strategies to assist you in achieving your project's aim and objectives.

Healthway's Healthy Partnerships Toolkit has communication toolkits for these campaigns. These can be found [here](#) ([hyperlink](#)).



What strategies can your project use?



Educational strategies

These involve a target group improving their knowledge and understanding of the health issue. This includes changing attitudes, improving skills and altering behavioural intentions within your target group.

For example, strategies in health education could involve delivery of workshops and/or seminars that target staff within your organisation to equip them to deliver health education to your target group. There may be existing education programs that you already provide that can be enhanced to include health related information. Some examples are listed below:



Run a series of workshops at your event to develop awareness of healthy behaviours. This could include nutrition workshops, mental health first aid training, or responsible service of alcohol training to staff.



Develop and distribute resources for participants to increase knowledge of how to improve healthy choices.



Implement health workshops and skill development into volunteer/official/staff training.



Communication strategies

These focus on raising awareness of a health message and support educational strategies in changing people's knowledge, attitudes and/or behaviours.

Communication can include verbal, written and online strategies to reinforce positive behaviours, improve knowledge or influence attitudes. It's important to consider your target group and the best way to engage with them, so the content is relevant and appropriate.

For example, you could include small media (promotional items, newsletters, websites), mass media (television, radio, newspaper ads, editorials) and social media (Facebook, Twitter, Youtube). Other examples are listed below. See the [Healthy Partnership Toolkit \(hyperlink\)](#) for more resources around communication strategies.



Place signage in strategic places.



Have volunteers wear clothing that promotes a health message.



Run a series of activities at your event that promote the health message.



Structural strategies

These recognise the influence of the environment and setting that we live in on individual health behaviours and health outcomes. These strategies focus on creating environments that support healthier behaviours for example, creating more smoke-free areas, or providing shade. Policies are an effective way to improve the environment of your target group. Approaches could include developing and implementing smoke-free policies at outdoor events, restricting promotion of unhealthy messages, or mandating the availability of healthy food and drink options at events.

For example, the Western Australian School Canteen Association (WASCA) works with Healthway-funded organisations to assess canteens or kiosk menus using the Fuel to Go & Play traffic light system. Food and drink items are rated as green, amber or red based on their nutritional value. Organisations are then able to develop policies around promotion of green and removal of red items.

The Alcohol and Drug Foundation works with Healthway to implement the Good Sports Program within sporting clubs across WA. The program offers support for clubs to develop policies around alcohol in the sports environment and can be used in developing structural health promotion strategies. See the [Health and Wellbeing Policy template \(hyperlink\)](#) in the [Healthy Partnerships Toolkit \(hyperlink\)](#) to see how your organisation can develop a health policy.



Assess your canteen or vendors menus and implement policies for the promotion of healthy food and drink products.



Develop and implement policies that guide food vendors at your event to sell healthy food and drink options within your community project or event.



Develop and implement policies that reduce the number of vending machines available on sites (or look at sourcing vending machines from healthy providers).



Develop and implement policies around the non-sale of sugary drinks.



Introduce a policy restricting exposure of alcohol promotions at your event.



Increase the cost of alcoholic beverages or reduce the cost of low alcohol beverages.



Organisational capacity building and sustainability strategies

These strategies enable you to build skills in the people and groups within your organisation to deliver health outcomes, ensuring the outcomes are sustained.

Organisational strategies also involve consideration of your stakeholders to ensure you are partnering with the most effective mix of organisations that can extend the project's reach and when appropriate engage with disadvantaged groups. Examples of strategies you can use:



Develop and implement training for staff in health promotion and evaluation.



Partner with organisations that engage with Healthway's priority groups, and develop a suite of tools to engage those most in need or those who have become disengaged.



Work with relevant partners to develop culturally appropriate engagement strategies and resources.



Community development and advocacy strategies

Improving health outcomes within populations often involves a degree of change to your target group. The receptiveness of your target group to any change being put forward in their community often depends on their awareness of, and connections to the health issue you are addressing.



Advocate for healthy food and drink within venues that you work with.



Engage communities in planning and implementing your program.



Use of social media to advocate for improvement in health.



Using the **Health Promotion Plan Template**, insert this information into the 'DO' area. Remember these need to align to the objectives that you are trying to achieve.



Let's apply these strategies to Sam's situation

Sam looks at the campaign strategies outlined in the guide and considers how they can be applied to his objectives.

Sam wants to identify at least two strategies for each objective.

Sam explores the types of opportunities within the club.

He notes the competition days are dispersed over three venues, with families often spending the day commuting between each one. Sam observes the poor selection of healthy snacks and food available at each venue and notices a lot of parents looking for quick snacks for the car trips to other venues. He has had several parents complain about the limited selection of healthy options.

Sam considers each objective, and documents the following strategies:

Objective	Strategy
To improve skills of parents around healthy eating practices by the end of the project	 Educational strategy: Develop and deliver four (4) cooking demonstration sessions with parents and their children that aim to develop skills in cooking healthy food and healthy snack ideas.
	 Educational strategy: Develop and distribute one package of educational resources with each cooking demonstration for application of skills in the home environment.
To increase knowledge of children and their parents around healthy eating messages	 Organisational strategy: Develop and deliver a series of healthy eating training sessions for development staff within the club. These will focus on incorporating healthy eating education strategies into their regular activities.
	 Communication strategy: Develop and implement four (4) activities that align to healthy eating to be implemented in at least three training sessions throughout the year.
	 Communication strategy: Develop three key messages to be incorporated across all communication channels which gives people skills to make small changes to improve their health.
	 Educational strategy: Develop and deliver four (4) training workshops for children around healthy eating.



Objective	Strategy
To increase the number of children and their parents who choose healthier food options at the club	 Community engagement strategy: Partner with the local green grocer to provide free fruit and vegetable snacks for participants on competition days.
To reduce promotions of unhealthy food products at the club	 Communication strategy: Develop and install signage for each venue to promote a healthy eating message and remove unhealthy brands and signage.
	 Structural strategy: Implement Healthway's Co-Sponsorship Policy to reduce any unhealthy food promotions at each venue.
To improve the availability of healthy food within food vendors at the club	 Structural strategy: Develop and implement a healthy food policy, in collaboration with venue management, to promote healthy menu items within all food vendors. This will include removal of all sugary drinks from display.

4 - REVIEW

Has the project achieved what it is set out to do?

Step 1: Develop review measures

Step 2: Develop collection methods

Reviewing your project is essential to demonstrate the impact it had and if it benefited your target group. Evaluation of your project answers questions such as:

- Did the project achieve its aim and objectives?
- Has it been implemented as planned?
- What could be improved?
- Are we reaching the right people?

Healthway will work closely with you in developing the review methods within your health promotion plan and may work with external agencies to evaluate the broader impacts of your project.

This section will explore:

- What evaluation is required of your project
- Types of evaluation, and
- How to develop and implement your evaluation plan.

Your evaluation strategies need to be considered early in the planning process to ensure that opportunities to collect information are not missed throughout your project.

If you opt to also include measures that evaluate your objectives, speak to us about how we can help you develop surveys or audits before the project commences. This will allow you to compare the issue to what it was before your project started.



1. For each strategy you have developed, identify the ways it would be successful. These can go into the “Review measure” of your health promotion plan;
2. For each “Review measure” identify how you will collect the information. This can go into the “Collection method” of your health promotion plan.

Common approaches to this type of evaluation that you could use in your health promotion plan include:

Example strategy	Review measures	Collection methods
Run a series of advertisements that promote the campaign health message	<ul style="list-style-type: none"> • Confirm the number of advertisements published; Strategy reach 	<ul style="list-style-type: none"> • Provide copies of the advertisements;
Introduce a smoke free policy	<ul style="list-style-type: none"> • Policy introduction 	<ul style="list-style-type: none"> • Provide copies of the policy
Deliver training to staff and volunteers around the health message	<ul style="list-style-type: none"> • Number of training sessions held; number of people attending 	<ul style="list-style-type: none"> • Documentation of schedule and record of attendance; Short Survey of satisfaction
Develop and implement a food policy for all organisational food vendors	<ul style="list-style-type: none"> • Comparison of sales data from vendors compared to a previous event 	<ul style="list-style-type: none"> • Collection and analysis of sales data from food vendors
Develop and implement a policy to reduce the exposure of alcohol promotions to all attendees and participants	<ul style="list-style-type: none"> • Profile of alcohol promotions at the event 	<ul style="list-style-type: none"> • Documenting promotional strategies at the event



Back to our story with Sam

Sam's health promotion template is now populated with the health issue, target group, aim, objectives and strategies.

Sam starts reviewing each strategy and considers how to measure the success of each one.

Strategy	Review measure	Collection method
 <p>Educational strategy: Develop and deliver four (4) cooking demonstration sessions with parents and their children that aim to develop skills in cooking healthy food – dispersed throughout the year.</p>	<ul style="list-style-type: none"> • Number of cooking session delivered • Number of attendees to sessions 	Documentation of sessions and packages
 <p>Educational strategy: Develop and distribute one package of educational resources in conjunction with each cooking demonstration session, that aligns to the healthy eating message, for application of skills in the home environment.</p>	<ul style="list-style-type: none"> • Number of packages delivered at each session 	<ul style="list-style-type: none"> • Documentation of sessions and packages
 <p>Policy strategy: Develop a healthy eating policy for the club</p>	<ul style="list-style-type: none"> • Policy development • Policy implementation 	<ul style="list-style-type: none"> • Copy of policy
 <p>Educational strategy: Develop and deliver a series of healthy eating training sessions for staff within the club</p>	<ul style="list-style-type: none"> • Number of sessions with staff • Number of attendees 	<ul style="list-style-type: none"> • Documentation of sessions
 <p>Educational strategy: Develop and deliver a series of healthy eating training sessions for staff within the club</p>	<ul style="list-style-type: none"> • Number of activities developed and implemented 	<ul style="list-style-type: none"> • Documentation of activities
 <p>Communication strategy: Develop and implement four (4) activities that align to the healthy eating message to be implemented in at least 3 training sessions throughout the year</p>		



Strategy	Review measures	Collection methods
 <p>Educational strategy: Develop and deliver four (4) training workshops for children around healthy eating</p>	<ul style="list-style-type: none"> • Number of training session implemented 	<ul style="list-style-type: none"> • Documentation of activities
 <p>Environmental strategy: Partner with the local supermarket to provide free fruit and vegetable snacks for participants on competition days</p>	<ul style="list-style-type: none"> • Partnership contract 	<ul style="list-style-type: none"> • Copy of the partnership contract • Number of fruit and vegetable packs provided
 <p>Communication strategy: Develop and install signage for each venue to promote the healthy eating message</p>	<ul style="list-style-type: none"> • Number of signs installed across each venue 	<ul style="list-style-type: none"> • Images of signage
 <p>Structural strategy: Implement Healthway's Co-Sponsorship Policy to reduce any unhealthy food promotions at each venue</p>	<ul style="list-style-type: none"> • Policy introduction 	<ul style="list-style-type: none"> • Copy of policy • Feedback survey on effectiveness of the implementation of policy
 <p>Structural strategy: Develop and implement a healthy food policy, in collaboration with venue management, to promote healthy menu items within all food vendors</p>	<ul style="list-style-type: none"> • Policy introduction 	<ul style="list-style-type: none"> • Copy of policy • Feedback survey on effectiveness of the implementation of policy



Sam's Health Promotion Plan is now complete (refer Appendix 1).



update June Pic
content needs to
be reviewed



Let's consider how this would apply to the Arts!

June works for an arts organisation which provides a range of programs that deliver student writing workshops and offers professional learning opportunities for teachers in children's literature.

June is aware of Healthway's Healthy Partnership Program and looks at the possibility of applying for funding under the Arts Program. The organisation runs a number of specialised programs for schools with students from low socio-economic and culturally and linguistically diverse backgrounds. June recognises the opportunity to use the literacy program to improve health outcomes for the children. She considers the steps outlined in Healthway's Best Practice Guide to develop a Health Promotion Plan.

First, the **WHY**. In identifying disadvantaged children and young people as the primary target group, June considers Healthway's Strategic Plan and Healthy Fact Sheets to look at the most significant health issues affecting this group. In addition to the facts around poor nutrition amongst disadvantaged children, she discovers that parents play the most significant role in providing healthy food for the family. June feels the project should target both children and their parents.

Next, June considers the **factors that influence the health** of the target group. The Healthy Fact Sheets indicate that groups who are disadvantaged often face barriers around food availability, and knowledge of how to budget, purchase and cook healthy food within the family environment. June speaks with teachers from the school, who note that although time poor, the parents are very engaged with extra curricula activities and events through the school. The staff at the school feel that nutrition literacy is a significant problem that needs to be addressed within the local community.

June identifies **increasing healthy eating** as the priority for the project.

In focusing on disadvantaged children and young people, June will also address factors that influence their health, particularly knowledge around purchasing and cooking healthy food in the home environment.

June acknowledges that some of these needs may require health promotion advice and expertise. She has an existing relationship with Foodbank WA and feels there is scope to work with them in developing the project.



What do we want to change?

June considers the **PLAN** stage of the Best Practice Guide. Using the identified health issue, she develops the following aim:

To improve knowledge and skills around healthy eating practices amongst disadvantaged children and their families.

In identifying the **objectives** of the project, June focuses on addressing the factors that influence health, identified in the previous section. She identifies the following objectives:

- ✓ To increase knowledge of children around healthy eating practices (**behavioural**)
- ✓ To increase health literacy of parents around healthy food and nutrition practices (**behavioural**)

Let's look at how these will be met...

In reviewing the types of strategies in the Best Practice Guide, June considers the opportunities within her organisation and ways in which they could integrate health promotion strategies in the best possible way, the **DO**.

The school project run by June's organisation encourages participation in literature-based activities to increase literacy skills. There are five schools involved, with each school attending the Centre once a week, over two school terms.

The project presents a good opportunity to combine the literature focus with the principles of healthy eating to develop some creative strategies. June meets with Foodbank WA to discuss the possibility of developing creatives around Superhero Foods.

To adopt a 'big picture approach' June also considers how to address nutrition literacy for the parents. June discusses the project with the schools and meets with each principal to talk about the possibility of running workshops for the parents. Foodbank WA also raised the possibility of conducting supermarket tours for parents to educate them around budgeting and purchasing healthy food for the family.



June develops the following strategies:

Objective	Strategy
To increase knowledge of children around healthy eating practices (behavioural).	 Educational strategy: Develop and implement eight (8) literature-based nutrition workshops which include resources such as cookbooks, hand books, and activity sheets.
	 Communication strategy: Develop a series of Superhero Food characters to promote nutrition messages throughout the project.
	 Communication strategy: Develop and run a series of competitions linking the Superhero Food to key nutrition messages.
	 Organisation strategy: Develop and implement one healthy eating session for workshop educators of the literature program.
	 Structural/Environmental strategy: Develop and install signage of healthy eating messages throughout the organisation and within each school
To increase health literacy of parents around healthy food and nutrition practices (behavioural).	 Educational strategy: Run four (4) supermarket tours with the parents of participating children.
	 Educational strategy: Run two (2) workshop sessions around healthy food and nutrition practices.
	 Educational strategy: Develop and distribute educational resources using the Superhero Food characters for implementation in the home environment.



What do we want to change?

June considers the Best Practice Guide and looks at each strategy to identify how to measure if they have been successfully implemented, the **REVIEW**. She also considers how she will collect this information.

Strategy	Review measure	Collection method
 Educational strategy: Develop and implement eight (8) literature-based nutrition workshops which include resources such as cook books, hand books, and activity sheets.	<ul style="list-style-type: none">• Number of sessions implemented, number of attendees to each session.• Number of resources developed and distributed	<ul style="list-style-type: none">• Documentation of workshops• Copies of resources
 Communication strategy: Develop a series of Superhero Food characters to promote nutrition messages throughout the project.	<ul style="list-style-type: none">• Number of characters developed and number of promotions	<ul style="list-style-type: none">• Copies of resources and characters• Documentation of promotions
 Communication strategy: Develop and run a series of competitions linking the Superhero Food to key nutrition messages.	<ul style="list-style-type: none">• Number of competitions developed	<ul style="list-style-type: none">• Documentation of competitions
 Organisational strategy: Develop and implement one healthy eating session for workshop educators of the literature program	<ul style="list-style-type: none">• Number of workshops implemented, number of attendees	<ul style="list-style-type: none">• Documentation of workshops
 Communication strategy: Develop and install signage of healthy eating messages throughout the Centre and within each school	<ul style="list-style-type: none">• Number of signage instalments at each venue	<ul style="list-style-type: none">• Photos and catalogues of signage



Strategy	Review measure	Collection method
 <p>Educational strategy: Run four (4) supermarket tours with the parents of participating children</p>	<ul style="list-style-type: none"> • Number of supermarket tours, number of attendees 	<ul style="list-style-type: none"> • Documentation of tours
 <p>Educational strategy: Run two (2) workshop sessions around healthy eating practices</p>	<ul style="list-style-type: none"> • Number of workshops implemented, number of attendees 	<ul style="list-style-type: none"> • Documentation of workshops
 <p>Educational strategy: Develop and distribute educational resources using the Superhero Food characters for implementation in the home environment.</p>	<ul style="list-style-type: none"> • Number of resources developed and distributed 	<ul style="list-style-type: none"> • Copies of resources and distribution methods

June has identified a clear need to increase healthy eating within the target group. The Health Promotion Plan uses objectives that focus on improving knowledge to facilitate behaviours that support health.

The strategies use different approaches, including workshops, partnerships and the development of creatives. Each strategy and objective has a clear evaluation plan to measure the success of the project.



June's Health Promotion Plan is now complete (refer Appendix 2).

Appendix 1: Sam's Health Promotion Plan

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1. WHY		2. PLAN	
Health issue and rationale	Target group	Aim	
<ul style="list-style-type: none"> • 20% of children are overweight or obese • 40% of children's energy intake comes from unhealthy food and drink • Health issue: increasing healthy eating 	<ul style="list-style-type: none"> • Children, young people (5-12years) and their families, participating in the basketball program. 	<ul style="list-style-type: none"> • To increase heathy eating among basketball club members aged 5-12 years and their families 	
2. PLAN		4. REVIEW	
Health objectives	3. DO	Review measures	Collection methods
Behavioural Objective 1 To increase the knowledge of healthy eating messages among children and parents	Educational strategy 1. Develop and deliver three (3) Go for 2&5 workshops around healthy eating guidelines and strategies for parents – dispersed throughout the year.	<ul style="list-style-type: none"> • Number of workshops run • Number of attendees to each workshop 	<ul style="list-style-type: none"> • Documentation of workshop schedule and attendance
	Communication strategy 2. Incorporate Go for 2&5 messages throughout the fortnightly newsletter to outline knowledge around tips and tricks for healthy eating.	<ul style="list-style-type: none"> • Number of newsletters published with health message tips 	<ul style="list-style-type: none"> • Catalogue of newsletters
Behavioural Objective 2 To improve skills of children and parents around healthy eating practices	Educational strategy 1. Develop and deliver four (4) cooking demonstration sessions with parents and their children that aim to develop skills in cooking healthy food – dispersed throughout the year.	<ul style="list-style-type: none"> • Number of cooking session delivered • Number of attendees at sessions 	<ul style="list-style-type: none"> • Documentation of sessions and packages
	Educational strategy 2. Develop and distribute one package of educational resources in conjunction with each cooking demonstration session that aligns to the Go for 2&5 message, for application of skills in the home environment.	<ul style="list-style-type: none"> • Number of packages delivered at each session 	<ul style="list-style-type: none"> • Documentation of sessions and packages
Behavioural Objective 3 To increase the number of children and parents who can recall healthy eating messages	Policy strategy 1. Develop a health policy for the club that enables children to participate in healthy eating initiatives developed by the club throughout the competition	<ul style="list-style-type: none"> • Policy introduction 	<ul style="list-style-type: none"> • Copy of policy • Feedback survey on effectiveness of the implementation of policy
	Educational strategy 2. Develop and deliver a series of Go for 2&5 training sessions for staff within the club	<ul style="list-style-type: none"> • Number of sessions help with staff • Number of attendees 	<ul style="list-style-type: none"> • Documentation of sessions
	Communication strategy 3. Develop and implement four (4) activities that align to the Go for 2&5 message to be implemented in at least 3 training sessions throughout the year	<ul style="list-style-type: none"> • Number of activities developed and implemented • Number of training session implemented 	<ul style="list-style-type: none"> • Documentation of activities
	Educational strategy 4. Develop and deliver four (4) training workshops for children around healthy eating.	<ul style="list-style-type: none"> • Number of workshops developed and implemented, number of attendees 	<ul style="list-style-type: none"> • Documentation of activities

Appendix 1: Sam's Health Promotion Plan

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2. PLAN	3. DO		4. REVIEW	
Health objectives	Strategies (actions)		Review measures	Collection methods
<p>Behavioural Objective 4 To increase the number of children and their parents who choose healthier food options at</p>	<p>Organisation strategy 1. Partner with the local supermarket to provide free fruit and vegetable snacks for participants at competition days</p>		<ul style="list-style-type: none"> Partnership contract 	<ul style="list-style-type: none"> Copy of partnership agreement Number of fruit and vegetable packs provided
<p>Environmental Objective To reduce promotions of unhealthy food products at the club</p>	<p>Communication strategy 1. Develop and install signage for each venue to promote the Go for 2&5 message</p>		<ul style="list-style-type: none"> Number of signs installed across each venue 	<ul style="list-style-type: none"> Images of signage
	<p>Policy strategy 2. Implement Healthway's Co-Sponsorship Policy to reduce any unhealthy food promotions at each venue</p>		<ul style="list-style-type: none"> Policy introduction 	<ul style="list-style-type: none"> Copy of policy Feedback survey on effectiveness of the implementation of policy
<p>Environmental Objective 2 To improve the availability of healthy food within food vendors at the club</p>	<p>Policy strategy 1. Develop and implement a healthy food policy, in collaboration with venue management, to promote healthy menu items within all food vendors</p>		<ul style="list-style-type: none"> Policy introduction 	<ul style="list-style-type: none"> Copy of policy Feedback survey on effectiveness of the implementation of policy

Appendix 2: June's Health Promotion Plan

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1. WHY		2. PLAN
Health issue(s)	Target group	Aim
<ul style="list-style-type: none"> Increasing healthy eating 	<ul style="list-style-type: none"> Children, young people and their families 	<ul style="list-style-type: none"> To improve knowledge and skills around healthy eating practices amongst disadvantaged children and their families

2. PLAN	3. DO	4. REVIEW	
Health objectives	Strategies (actions)	Review measures	Collection methods
Behavioural Objective 1 To increase knowledge of children around healthy eating practices	1. Educational strategy Develop and implement eight (8) literature-based nutrition workshops which include resources such as cookbooks, handbooks, and activity sheets	<ul style="list-style-type: none"> Number of sessions implemented, number of attendees to each session. Number of resources developed and distributed 	<ul style="list-style-type: none"> Documentation of workshops Copies of resources
	2. Communication strategy Develop a series of Superhero Food characters to promote nutrition messages throughout the project	<ul style="list-style-type: none"> Number of characters developed and number of promotions 	<ul style="list-style-type: none"> Copies of resources and characters Documentation of promotions
	3. Communication strategy Develop and run a series of competitions linking the Superhero Food to key nutrition messages	<ul style="list-style-type: none"> Number of competitions developed 	<ul style="list-style-type: none"> Documentation of competitions
	4. Organisation strategy Develop and implement one healthy eating session for workshop educators of the literature program	<ul style="list-style-type: none"> Number of workshops implemented, number of attendees 	<ul style="list-style-type: none"> Documentation of workshops
	5. Structural strategy Develop and install signage of healthy eating messages throughout the organisation and within each school	<ul style="list-style-type: none"> Number of signage instalments at each venue 	<ul style="list-style-type: none"> Photos and catalogues of signage
Behavioural Objective 2 To increase health literacy of parents around healthy food and nutrition practices	1. Educational strategy Run four (4) supermarket tours with the parents of participating children	<ul style="list-style-type: none"> Number of supermarket tours, number of attendees 	<ul style="list-style-type: none"> Documentation of tours
	2. Educational strategy Run two (2) workshop sessions around healthy eating practices	<ul style="list-style-type: none"> Number of workshops implemented, number of attendees 	<ul style="list-style-type: none"> Documentation of workshops
	3. Educational strategy Develop and distribute educational resources using the Superhero Food characters for implementation in the home environment	<ul style="list-style-type: none"> Number of resources developed and distributed 	<ul style="list-style-type: none"> Copies of resources and distribution methods