



Introducing Sam

Sam works for a sports organisation and is looking to apply to Healthway for funding to support the organisation's program for children.

To answer the **WHY**, Sam needs to consider who he can reach through his program (target group). To understand the health needs of the target group, he will review Healthway's priority health areas, and talk to people in the community including children, parents, coaches, team managers and other volunteers. Sam will look at the physical and cultural environment of the organisation, and consider which factors he can address to create a healthier environment for the target group.

▶ **Step 1: Define your target group**

Sam reviews Healthway's priority populations and determines that his project's primary target group will be children aged 5-12 years. He also identifies a secondary target group as the parents of those children, given the role they play in facilitating children's participation in sport.

▶ **Step 2: Define your health issue**

Sam considers **Healthway's Strategic Plan**, and the information on **Healthway's priority health areas**. With his target group in mind, Sam notes the following points:

- Most West Australian children do not meet the Australian Dietary Guideline recommendations for consumption of healthy foods;
- Almost 40% of West Australian children's food and drink intake is from unhealthy sources high in saturated fat, salt, sugar; and
- More than 20% of children are classified as overweight or obese.



Factors influencing their health:

Sam notes the following dietary risk factors for children:

- Too much intake of processed food and drinks;
- Low levels of vegetable intake; and
- Heavy marketing of unhealthy food products aimed at children.

Sam looks at the food and drink environment in his organisation. He sees that there is a lack of healthy options at the club canteen, and that unhealthy foods are featured on signage and in displays. Sam also notices a culture of providing lollies and sugary drinks to children after games, an annual chocolate fundraiser and occasionally fast food vouchers are given as rewards and prizes.

Sam talks to the people in his community. Parents indicate that they have limited time and do not want to spend a lot of money on buying healthy food. Sam observes there is a need to address issues around healthy eating and food availability, and that in doing so he'll need to make sure it is affordable for families.

Health Issue

Based on this information, Sam identifies increasing healthy eating as the health issue for his project. He has identified that his organisation can take action by creating a healthier food and drink environment, which will have health benefits for his target group.

▶ Step 3: Describe your program

As Sam develops his Health Promotion Plan, he considers which existing and new programs will include health promotion strategies. Sam describes these programs in the Program Outline section of the **Health Promotion Plan template**.

Using the information from the **WHY** section, Sam sees that his organisation can have a positive influence on the health of the community, particularly for children, by educating members on healthy eating and creating a healthy food and drink environment.

He develops the following aim.

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



What do we want to change?

Throughout the **PLAN** phase, Sam includes both behavioural and environmental objectives. He focuses on the health issues identified, including the availability and promotion of foods and drinks and develops the following objectives:





Let's look at how Sam's objectives will be met

Sam considers which strategies will best align with his health promotion objectives.

To do this, Sam uses the information he has gathered on the organisational structure, the environment and the behaviours in the community.

Sam considers each objective and plans a mix of strategies as follows:

Objective	Strategy
To increase knowledge of children and their parents around healthy eating during and after sport. (behavioural)	 Educational strategy: Deliver nutrition training for junior coaches, team managers and parent volunteers around healthy eating and drinking in junior sport.  Communications strategy: Develop a healthy eating in junior sport resource and distribute through member communications, coach and team manager briefings and at junior events.








Objective	Strategy
To reduce the supply of unhealthy food and drinks during and after sport. (behavioural)	 Organisational strategy: Encourage staff, officials, senior and elite players to role-model healthy eating and drinking to junior players.
	 Communication strategy: Communicate through newsletters the importance of healthy eating and drinking in junior sport by encouraging families to provide fruit and water.
To increase the number of children and their parents who choose healthier food and drink options on game days. (behavioural)	 Community engagement strategy: Partner with a local grocer to provide free or low cost fruit and veg for healthy snacks on sport days.
	 Structural strategy: Install a water fountain for participants to re-fill their water bottles for free.
To reduce promotion of unhealthy food and drinks across the organisation. (environmental)	 Communication strategy: Replace or cover signage and displays that promote unhealthy products with healthy messages and brands i.e. fridges and vending machines.
	 Structural strategy: Implement Healthway's Co-Sponsorship Policy to reduce unhealthy food promotions which includes fundraising, gifts and awards.
To increase availability and promotion of healthy food and drink options. (environmental)	 Structural strategy: Develop and implement a healthy food and drink policy aligned with the Fuel to Go & Play accreditation program.
	 Organisational strategy: Ensure all food service staff complete the free Fuel to Go & Play training.
	 Communication strategy: Promote healthy food specials in newsletter and through social media.



Let's plan the review of the project...

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

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

Strategy	Review measure	Collection method
 Educational strategy: Deliver nutrition training for coaches, managers and parent volunteers around healthy eating and drinking in junior sport	<ul style="list-style-type: none"> • Number of sessions and participants • Feedback from participants 	Attendance list and followup survey
 Structural strategy: Develop and implement a healthy food and drink policy aligned with the Fuel to Go & Play accreditation program	<ul style="list-style-type: none"> • Policy development • Policy implementation 	<ul style="list-style-type: none"> • Copy of policy
 Communication strategy: Replace or cover signage and displays that promote unhealthy products with healthy messages and brands i.e. fridges and vending machines	<ul style="list-style-type: none"> • Number of signage and branding assets installed 	<ul style="list-style-type: none"> • Photographs of signage and displays
 Organisational strategy: Ensure all food service staff complete free Fuel to Go & Play training	<ul style="list-style-type: none"> • Number of training sessions implemented 	<ul style="list-style-type: none"> • Documentation of activities
 Community engagement strategy: Partner with a local grocer to provide free or low cost fruit and veg for healthy snacks on sport days	<ul style="list-style-type: none"> • Partnership agreement 	<ul style="list-style-type: none"> • Documentation of agreement • Quantities supplied and consumed



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

Appendix 1: Sam's Health Promotion Plan

1. WHY		2. PLAN
Health issue and rationale	Target group	Aim
There is a need to increase healthy eating at the organisation. The project will address a lack of availability of healthy food and drink options, and a culture of providing and promoting unhealthy products and brands in junior sport.	Children aged 5-12 years	The project aims to increase healthy eating amongst participants aged 5-12 years and their families.

2. PLAN	3. DO	4. REVIEW	
Health Objectives	Strategies (actions)	Review measures	Collection methods
Consider both behavioural and environmental objectives.	Consider a mix of educational, communication, structural, organisational, and community engagement strategies.	How will you evidence success from your strategy?	How will you collect the information?
Objective 1 To increase knowledge of children and their parents around healthy eating during and after sport. (behavioural)	1. Educational strategy: Deliver nutrition training for junior coaches, team managers and parent volunteers around healthy eating and drinking in junior sport.	<ul style="list-style-type: none"> Number of sessions and participants Feedback from participants 	<ul style="list-style-type: none"> Attendance list and follow up survey
	2. Communications strategy: Develop a healthy eating in junior sport resource and distribute through member communications, coach and team manager briefings and at junior events.	<ul style="list-style-type: none"> Resource implemented 	<ul style="list-style-type: none"> Copy of resource
Objective 2 To reduce the supply of unhealthy food and drinks during and after sport. (behavioural)	3. Organisational strategy: Encourage staff, officials, senior and elite players to role-model healthy eating and drinking to junior players.	<ul style="list-style-type: none"> Feedback from coaches and team managers 	<ul style="list-style-type: none"> Photos of healthy eating role models
	4. Communication strategy: Communicate through newsletters the importance of healthy eating and drinking in junior sport by encouraging families to provide fruit and water.	<ul style="list-style-type: none"> Inclusion in newsletter 	<ul style="list-style-type: none"> Copy of newsletter Number of newsletter opens
Objective 3 To increase the number of children and their parents who choose healthier food and drink options on game days. (behavioural)	5. Community engagement strategy: Partner with a local grocer to provide free or low-cost fruit and veg for healthy snacks on sport days.	<ul style="list-style-type: none"> Partnership agreement 	<ul style="list-style-type: none"> Documentation of agreement Quantities supplied and consumed
	6. Structural strategy: Install a water fountain for participants to re-fill their water bottles for free.	<ul style="list-style-type: none"> Water fountain installed 	<ul style="list-style-type: none"> Receipt for water fountain
Objective 4 To reduce promotion of unhealthy food and drinks across the organisation. (environmental)	7. Communication strategy: Replace or cover signage and displays that promote unhealthy products with healthy messages and brands i.e., fridges and vending machines.	<ul style="list-style-type: none"> Number of signage and branding assets installed 	<ul style="list-style-type: none"> Photographs of signage and displays
	8. Structural strategy: Implement Healthway's Co-Sponsorship Policy to reduce unhealthy food promotions which includes fundraising, gifts and awards.	<ul style="list-style-type: none"> No unhealthy sponsors 	<ul style="list-style-type: none"> Photographs of venue without unhealthy brand signage
Objective 5 To increase availability and promotion of healthy food and drink options. (environmental)	9. Structural strategy: Develop and implement a healthy food and drink policy aligned with the Fuel to Go & Play accreditation program.	<ul style="list-style-type: none"> Policy development Policy implementation 	<ul style="list-style-type: none"> Copy of policy
	10. Organisational strategy: Ensure all food service staff complete the free Fuel to Go & Play training.	<ul style="list-style-type: none"> Number of training sessions implemented 	<ul style="list-style-type: none"> Documentation of activities
	11. Communication strategy: Promote healthy food specials in newsletter and through social media.	<ul style="list-style-type: none"> Frequency of promotion of healthy food specials 	<ul style="list-style-type: none"> Evidence of healthy food promotion and sales