



Successful Healthway Projects

Kalgoorlie to Perth Pipeline Challenge

The Kalgoorlie to Perth Pipeline Challenge was a physical activity and nutrition education program involving schools in the Goldfields.

Case Study
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Kalgoorlie to Perth Pipeline Challenge

Organisation:	Northern Goldfields Public Health Unit
Healthway funding:	\$5,000 (Funded: The project launch, publishing costs, stationery costs, prizes)
Program period:	7 months
Year:	1999
Target group:	Northern Goldfields region schools with high Aboriginal enrolment
Number of participants:	136 classes and > 3,000 participants

What was the project about?

The Kalgoorlie to Perth Pipeline Challenge was a physical activity and nutrition education program for schools in the Goldfields region, which commenced shortly after the launch of the National Diabetes Strategy in 1998. The project was an early intervention and education program targeting youth which aimed to dispel the widely held belief among the Aboriginal population that diabetes was inevitable.

The project was based on the successful Canning Stock Route Challenge project in the Pilbara. Participants were challenged to 'travel the length of the pipeline' by accumulating sessions of physical activity during a school term. Each 15 minute physical activity session a class completed represented a progression to the next pumping station until the class reached Perth. During the Challenge, teachers also conducted healthy lifestyle lessons.

What strategies were used?

- Schools received a free resource package, including registration forms, information sheets, posters and progress stickers, a healthy lifestyle lesson pack for teachers, activity record tables and information on the Kalgoorlie Pipeline history.
- Teachers were provided with professional development to use the package and guest speakers from public health services were offered to schools.
- Gift vouchers were presented to classrooms that covered a large distance.
- The program was launched and the Education Department's Curriculum Development Officer promoted the program during school visits.
- The results from the program were disseminated to schools to keep them informed.

What did the project achieve?

- More than 3,000 students (from 136 out of a possible 159 classes) participated in the project.
- The project raised awareness about diabetes and 70% of participants improved their understanding of the role of healthy lifestyles in preventing diabetes.
- High quality resources were produced for schools.
- The project achieved good publicity throughout the region.
- Unfortunately four remote Aboriginal schools did not participate in the Challenge, indicating less effective targeting of this population.

What Healthway had to say about the Kalgoorlie to Perth Pipeline Challenge project:

This project, which was conducted jointly between the Northern Goldfields Public Health Unit and Education Department, resulted in the production of excellent resource materials for schools, the involvement of over 3,000 participants and very good publicity.

What Were the Effective Health Promotion Elements?

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PLANNING

Information from an earlier project in the Pilbara, the National Diabetes Strategy and the Australian Bureau of Statistics helped provide an understanding of the health issue and target population.

Consultations were conducted with:

- The producer of the original Canning Stock Route Challenge project.
- The Goldfields Public Health Dietician.
- The Education Department, particularly in relation to marketing and promoting the project.

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IMPLEMENTATION

A variety of innovative strategies and high quality resources were developed - these were supported by teachers and relevant to the target audience.

The program was free of charge to schools.

The project was promoted through:

- Publicity and press releases.
- A launch attended by regional school representatives.
- Flyers, advertisements and other materials sent to schools.
- Regular liaison with schools.
- Articles in local media and various newsletters.

A range of stakeholders including teachers, public health professionals and the Education Department's Curriculum Development Officer were involved in implementing and promoting the program.

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EVALUATION

The evaluation measured:

- Program reach: (number of schools participating; number of representatives at the project launch).
- Participant satisfaction: (written evaluation by participating schools).

Feedback from the launch was used to refine the promotional strategies.

Other measures included:

- Message awareness.
- Knowledge of healthy lifestyles.
- Distances travelled along the pipeline.
- Anecdotal reports of children making more informed choices about food and exercise.

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SUSTAINABILITY

By the end of the project it was planned:

- To continue the project the following year.
- To include the project as part of the Health Service's core business.
- To seek funding to adapt the program for other regions and remote Aboriginal communities.

The experiences and recommendations documented by the project enabled it to be transferred to other populations.

What lessons were learned?

- The project could be adapted for other locations in the state by altering the "Challenge" landmarks.
- Future projects could be made more relevant for remote Aboriginal schools by using culturally or spiritually appropriate landmarks.

- Future projects should consider collecting baseline health knowledge to enable changes in knowledge to be measured.
- Process evaluation should also be used to assess the cultural appropriateness of resources.



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