BECOME A HEALTHY TOWN TODAY!
Welcome!

Welcome to the NSW Healthy Town Challenge 2014. We encourage you and your community to get involved and support this new and exciting initiative for rural and regional towns.

The NSW Government, through the NSW Office of Preventative Health, NSW Health and the Heart Foundation (NSW), is committed to working across communities to help them become healthier. It is well known that a team effort can have greater impact than individuals working alone. This initiative aims to bring together all those with an interest in improving health across rural and regional NSW: local communities and businesses, local government, Medicare Locals and Local Health Districts.

We look forward to communities across the state working together innovatively to address the challenge of creating environments that encourage healthier eating and active living, and which supports individuals to prevent chronic disease and improve how they feel.

Registrations for towns to participate in the Healthy Town Challenge close Friday September 12, 2014.

For more information about the Healthy Town Challenge please contact Santosh Khanal: santosh.khanal@sswahs.nsw.gov.au or 02 8738 7231.

Terms and Conditions:

Before your town enters the Healthy Town Challenge you must agree that:

• NSW Health and the Heart Foundation (NSW) are not liable for personal injury and loss or damage due to participation in the challenge.

• NSW Health has the final decision of all aspects relating to the awarding of the initial grant and final awards associated with the Healthy Town Challenge.

• Participants consent for their data to be collected by NSW Health, as part of the standard Get Healthy Information and Coaching Service procedures.

• Towns with populations greater than 1,000 and under 15,000 residents at the 2011 Census are eligible to enter.

• For this project a town is considered rural if it is outside the Greater Sydney Metropolitan area.

• Towns agree to share their successes, publishing stories and photographs.

• The challenge is open to NSW residents (minimum 18 years of age) only.

• Five (5) NSW towns will be selected for the Healthy Town Challenge in 2014.

• Each town needs to identify a committee of stakeholders and a chairperson.

• By participating in the challenge, participants agree to these conditions.

The Hon Jai Rowell MP
Minister for Mental Health
Assistant Minister for Health

Kerry Doyle
Chief Executive
Heart Foundation NSW
HEALTHY TOWN
HEALTHY WEIGHT
CHALLENGE

Each individual adult from the winning town who successfully achieves progress towards a healthy weight (e.g. a 5% reduction in bodyweight as assessed through the Get Healthy Information and Coaching Service) will be awarded a plaque at a healthy catered function.

There will be an additional award for the town ($5,000) that collectively achieves the most participation (number of Get Healthy Service enrolments for coaching) and change in total weight (in kilograms), relative to the population of that town in the 2011 census.

Additional prizes (TBC) will be awarded to towns that implement innovative and effective structural changes that support healthy eating and active living, such as significant changes in healthy eating or active living policies, or changes to the physical environment.

$15,000 will be awarded to the Health Promotion Service of the Local Health District of each town included in the Healthy Town Challenge to support communication strategies and programs.

Workplaces in the selected towns will be given high priority for inclusion in the new Get Healthy at Work program (a NSW workplace health promotion program).

Participation in the free Get Healthy Information and Coaching Service will be facilitated, as well as participation of eligible families in the Go4Fun program.

Additional efforts to engage schools and childcare centres in the existing state-wide healthy eating and active living programs will be undertaken by the Health Promotion staff of the Local Health District with the support of the NSW Office of Preventive Health.

STATEWIDE
SUPPORT

NSW HEALTH
NSW Healthy Town Challenge 2014
GET STARTED

Here's a summary of the steps your town will need to go through:

Find out more information at www.preventivehealth.net.au or phone 8738 7231.

*Get Healthy Information and Coaching Service

ENTER YOUR TOWN

Email your town’s application to: santosh.khanal@sswahs.nsw.gov.au

or fax to: 8738 6371

by 12th September 2014.

Healthy Town Challenge for individuals runs from 1st October 2014 to 1st June 2015.

For a town to enter, it needs a committee of stakeholders who will be local champions to promote the Challenge. The Committee could include representatives from Local Government, Medicare Local, local businesses, unions, Aboriginal Medical Service, Local Health District or other relevant agency. A representative of the Health Promotion Service of the Local Health District should be a member of the Committee. The Committee will need to elect a Chairperson, and have a governance structure for coordination and problem solving, and keeping your town informed about activities associated with the Challenge.
REGISTER INDIVIDUALS WITH GHS

Healthy Town Challenge Weight Challenge - Individual Participants:

• For the Healthy Weight Challenge participants must reside in the town/city they are representing in the Challenge.

• Each participant must be at least 18 years of age.

• Each participant in the challenge must register to participate by enrolling in the NSW Get Healthy Coaching Service on 1300 806 258 (Monday-Friday 8am-8pm) and tell them that they are a Healthy Town Healthy Weight Challenge participant. Participants may require a Medical Clearance from a GP prior to commencing the program.

• The Get Healthy Service will offer participants 6-months free, individually tailored, telephone-based healthy lifestyle support delivered by university qualified heart coach.

• The Get Healthy Service works well and helps people achieve results. People who finish the 6-months health coaching lose an average of 4kg weight and 5cm off their waist measurement.

• The Get Healthy Service will be used to monitor weight loss in each town taking part in the Challenge. Individual registration with Get Healthy Information and Coaching Service closes 31st October 2014 (for purposes of the Challenge).

• Please note that the Get Healthy Service is available continually for NSW adults.

TIPS FOR THE HEALTHY TOWN HEALTHY WEIGHT CHALLENGE COMMITTEE:

Approach local businesses to register for the Get Healthy at Work program.

Approach community organisations to encourage their members to register through the Get Healthy Information and Coaching Service.

Encourage eligible families to participate in the Go4Fun program.

Lock in dates for Challenge committee meetings.
There are many things your town can do to become a Healthy Town.

The attached document from the Heart Foundation (NSW) ‘Creating heart healthy towns’ lists many suggestions for Towns. These suggestions are organised by the changes people can make, changes to the environment, and changes to policies. These activities could be across your whole community, in your local council, your workplace, your school, your neighbourhood centre, or any other community group or organisation.

**Policy**
A policy is a principle or guideline that an organisation or community follows. You can promote a healthier community by changing an existing policy, or creating a new one. Healthy policies could include encouraging local businesses to have a workplace health policy, or a healthy catering policy for school or community events.

**Environment**
The environment is the physical and social world we live in. By changing the environment, you can make it easier or harder for people to be physically active every day and to eat healthier foods.

**People**
‘People’ focussed actions are aimed at raising awareness and building knowledge and skills. ‘People’ activities could include starting a Heart Foundation Walking group, contacting the Get Healthy Information and Coaching Service, or providing training for childcare workers on healthy eating. These can be reinforced by environmental changes and supportive policies.
KEY MESSAGES FOR THE HEALTHY TOWN CHALLENGE

Getting your town active
• Link with existing exercise groups already running in your town.
• Organise some mini challenges around walking, swimming or gym classes to keep motivated.
• Set up group training and social gatherings to keep the motivation up.
• Promote the use of the Get Healthy Service for advice on getting active - Ph: 1300 806 258 or www.gethealthynsw.com.au
• Promote the use of Quitline to smokers - Ph: 131848 or 137848 or www.quitnow.org.au

Getting your town eating right
• Use the Get Healthy Information and Coaching Service for advice on eating right.
• Discourage fad diets or supplements.
• Use local services for resources on healthy eating and cooking.
• Encourage people to eat breakfast, and drink lots of water, and cut down on junk food.

Important healthy community elements include:
1. Opportunities for recreational and incidental physical activity.
2. Safe, connected, ‘walkable’ neighbourhoods.
3. Accessible, safe and appealing environments and facilities that encourage healthy lifestyles.
4. Access to affordable, healthy and sustainable foods.
5. Smoke-free environments.
6. Opportunities for community members to lead interactive and socially connected lives.
7. Appropriate, well designed and maintained infrastructure that supports recreation, social interaction and active transport options.
EVALUATE YOUR SUCCESS

• Individuals should tell their health coach from the Get Healthy Information and Coaching Service what changes they’ve made.

• The Town Committee should list all the positive things that town has done and the changes the town has made.

• NSW Health through the NSW Office of Preventive Health and Healthways will collate anonymous data from the Get Healthy Service by postcodes for evaluation purposes.
Appendix 1: State-wide support programs

The NSW Office of Preventive Health delivers a range of state-wide programs that your town can access to support children, young people and adults to adopt a healthier lifestyle. Some of these programs are outlined below.

Family Healthy Eating and Physical Activity Program (Go4Fun)

Go4Fun® is a family obesity treatment program adapted from the United Kingdom MEND program that targets weight-related behaviours. The program has been translated into the NSW context with a phased implementation across the state. The Program aims to improve health, fitness and self esteem in children aged 7 to 13, who are above their ideal weight. The Program is multidisciplinary incorporating elements vital to achieving long term behaviour changes, which include; family involvement, practical education in nutrition and diet, increasing physical activity and behaviour change.

The program is delivered over 10 weeks during the school term. Sessions run after school and include one hour theory for the parents and children together, then one run concurrently of physical activity for the children and facilitated discussion for parents.

Get Healthy Information and Coaching Service (GHS)

The GHS is a telephone-based service supporting NSW adults make sustained improvements in healthy eating, physical activity and achieving or maintaining a healthy weight.

The GHS includes two levels of service:

1. Information-only: Provides an evidence-based printed information package on healthy eating, physical activity, and achieving or maintaining a healthy weight, consistent with the Australian Guide to Healthy Eating and National Physical Activity Guidelines. In addition to the package, a one-off information and advice session on these topics is available to callers at the time of the call.

2. Six-month coaching program: Includes up to 13 individually-tailored calls provided by University qualified health coaches. The calls are designed to assist with goal setting, maintaining motivation, overcoming barriers and making sustainable lifestyle changes.

Callers enrolling in the coaching program undergo medical screening via a telephone survey, and callers with any issue of potential concern are referred to their general practitioner to obtain medical clearance.

NSW Get Healthy at Work

The NSW Office of Preventive Health has been working closely with the NSW Ministry of Health, WorkCover NSW and key stakeholders to develop the NSW Get Healthy at Work.

Get Healthy at Work aims to prevent lifestyle-related chronic diseases in the NSW working population by addressing the following priority health issues:

- healthy eating
- physical activity
- healthy weight
- smoking (tobacco)
- harmful alcohol consumption.

Get Healthy at Work consists of two components:

Workplace Health Program

The Workplace Health Program is designed to build the capacity and capability of organisations to create a workplace supportive of good health. The Workplace Health Program provides information, tools and online training to help businesses develop, implement and monitor their own tailored workplace health program. Businesses will be able to access the DIY Workplace Health Program online or have the process facilitated by an experienced service provider.

Brief Health Checks

Brief Health Checks are free and confidential health assessments for individual workers. Brief Health Checks assess a worker’s risk of developing type 2 diabetes and cardiovascular disease. Brief Health Checks can be completed online or by a qualified practitioner in the workplace.

Get Healthy at Work will link in with a range of existing services such as GPs, the Get Healthy Information and Coaching Service® and the NSW QuitLine.

Get Healthy at Work will focus on those industries whose working population displays the highest prevalence of modifiable lifestyle risk factors for chronic disease.

The first four industries that Get Healthy at Work will focus on are:

- Construction
- Manufacturing
- Transport and Storage
- Agriculture, Forestry and Fisheries.

Get Healthy at Work service provider led services will be available to all businesses regardless of industry excluding public sector departments and agencies. Public sector departments and agencies will be able to access the online DIY Workplace Health Program and online Brief Health Checks.

Get Healthy at Work will be available from July 2014. Visit gethealthyatwork.com.au

Appendix 2: Heart Foundation Resources

Some other documents that may be useful are:

Creating Heart Healthy Towns
Heart Foundation Walking
Healthy Catering Guidelines

Download a copy from: http://www.heartfoundation.org.au/