

**FINISH  
WITH THE RIGHT  
STUFF**



# **REPORT ON THE ONLINE TRAINING PROGRAM PILOT**

**NSW Office of Preventive Health**

**June 2017**

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## Executive summary

Junior community sports clubs have been identified as an ideal setting for creating environments that support healthy food and drink consumption and embedding health promotion into everyday activities. Although physical activity and participation in sport are health-promoting activities, canteens and catering facilities at junior community sports clubs in NSW often supply and promote the consumption of unhealthy food and drinks, such as soft drinks, confectionery, potato chips and other salty snacks<sup>1</sup>. However, there is limited evidence of the effectiveness of such interventions and how they may be successfully implemented

Finish with the Right Stuff (FWRS) is a program that has been designed to promote healthy eating and water consumption in junior community sports clubs. It promotes fruit, vegetables and water as well as other healthier food and drink choices to players, parents/carers, canteen volunteers, club officials and coaches. A key strategy of the program is building the capacity of key personnel, including club committee members, canteen volunteers and coaching staff, to create environments that support health at their clubs, with a focus on making healthy changes to the club canteens.

In 2014, Finish with the Right Stuff was piloted with program components including a face-to-face training module, development and implementation of an action plan, grants scheme administered by the Office of Sport, and support from the Healthy Kids Association. Junior community sports clubs from three codes – National Rugby League (NRL), Australian Football League (AFL) and Netball NSW – participated in the pilot and a number of them continued with the program in 2015. Findings from the evaluation indicated that while participating clubs found the program to be helpful, some of its components were too challenging for the junior community sports club setting. In response to the feedback received, the NSW Office of Preventive Health developed a simplified online version of the training module and discontinued the grants scheme.

This revised version of the Finish with the Right Stuff program was piloted in from March to October 2016 and included the following components: online training module, development and implementation of an action plan, and telephone support from Healthy Kids Association. The aim of the pilot was to contribute to the further development and refinement of the Finish with the Right Stuff program by investigating the appropriateness and feasibility of the modified program components and assessing the impact of the program on the adoption of a set of key practices around healthy eating and water consumption by participating clubs. The subject of this pilot was the sports club; children participating in junior community sports were not part of any of the evaluation activities.

The pilot study used a cohort design. Both quantitative and qualitative data were collected and analysed. Three main sources of data were used in this evaluation: baseline and follow-up online surveys, and telephone interviews. All questionnaires and interview schedules were pilot-tested prior to use. A report from the Healthy Kids Association was used to triangulate the data collected.

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<sup>1</sup> Kelly B, Chapman K, King L, Hardy L, Farrell L. Double standards for community sports: promoting active lifestyles but unhealthy diets. *Health Promotion Journal of Australia*. 2008;19(3):226-8.

A total of 51 clubs (19 AFL, 23 NRL, 9 Netball) participated in the Finish with the Right Stuff program in 2016. Six of these clubs did not complete the registration process and, therefore, there is no baseline data is available for them.

The junior community sports clubs and associations that participated in the Finish with the Right Stuff program during this season reported making a number of positive changes, with clubs adopting a larger number of the key practices promoted by the program at follow-up. The average number of the key practices adopted increased from 2.5 practices per club at baseline to 4.2 practices per club at follow-up. Key changes made by the participating clubs include increasing the number of healthy food and drink options for sale at their canteens, changing the way healthier options are displayed to make them more accessible and attractive, and modifying existing food and drink options that are less healthy with healthier alternatives.

In general, the online training modules received positive feedback from clubs that completed some or all of it. The content was easy to understand and relevant to the club setting, and the website was easy to navigate. However, despite the positive experiences of the online training described by participants, less than half of the participating clubs completed any of the six modules and only 12% of clubs completed all six modules. Lack of time was the most common reason cited for non-completion. The telephone support provided helped participating clubs to implement the Finish with the Right Stuff program despite their lack of completion with the online training. Participants appeared to highly value the telephone support as it not only gave them the information they needed but also practical strategies that were manageable and tailored to their club settings.

Junior community sports clubs is a challenging setting to change. Club representatives reported experiencing a number of challenges when attempting to make changes at their clubs, the key challenge being a lack of time and resources because they were volunteers. Despite these challenges, most of them were driven to create healthier food and drink environments at their clubs and promote healthy eating to their patrons. Findings from this pilot show the Finish with the Right Stuff program is a useful intervention for clubs that are able to participate and progress through its various components. Future efforts should focus not only on improving the online training modules but also on enabling and supporting clubs to progress through the program. One suggestion is incorporating a system of incentives to encourage clubs to complete each of the different components and recognise their achievements throughout the program.

## Background information

The Healthy Children Initiative (HCI) portfolio in New South Wales (NSW) provides a comprehensive, coordinated approach to childhood obesity prevention across NSW with a focus on delivering programs in children's settings. HCI is an important strategic component of this Premier's Priority, which aims to reduce the prevalence of overweight and obesity in children aged 5 to 16 years living in NSW by 5% in the next 10 years, that is, by 2025. Settings play a central role in the delivery of health promotion interventions, enabling the implementation of a socio-ecological approach that addresses determinants of health beyond the level of the individual<sup>2</sup>.

Junior community sports clubs have been identified as an ideal setting for creating environments that support healthy food and drink consumption and embedding health promotion into everyday activities. This setting provides an opportunity to reach a substantial proportion of Australian children, with 60% of Australian children aged 5 to 14 years participating in at least one organised sport outside of school hours in 2012-13<sup>3</sup>. Also, though physical activity and participation in sport are health-promoting activities, canteens and catering facilities at junior community sports clubs in NSW often supply and promote the consumption of unhealthy food and drinks, such as soft drinks, confectionery, potato chips and other salty snacks<sup>4</sup>.

However, despite the potential for junior community sports clubs to be a setting for the implementation of programs and policy aimed at promoting healthy eating and reducing the availability and accessibility of unhealthy food and drinks, there is limited evidence of the effectiveness of such interventions and how they may be successfully implemented<sup>5-6</sup>. In Australia, Wiggers and colleagues demonstrated some effectiveness in a large trial conducted in junior sports clubs in NSW that involved a healthy sports canteen component<sup>7</sup> and a program run in adult community football clubs was shown to increase the availability and promotion of fruit, vegetables and non-sugar sweetened beverages<sup>8</sup>. Additionally, a randomised controlled trial of the Good for Sports program conducted in community football clubs had promising results<sup>9</sup>.

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<sup>2</sup> Whitelaw S, Baxendale A, Bryce C, MacHardy L, Young I, Witney E. 'Settings' based health promotion: a review. *Health Promotion International*. 2001;16(4):339-53.

<sup>3</sup> ABS (Australian Bureau of Statistics) 2012. Children's participation in cultural and leisure activities, Australia. ABS cat. no. 4901.0. Canberra: ABS.

<sup>4</sup> Kelly B, Chapman K, King L, Hardy L, Farrell L. Double standards for community sports: promoting active lifestyles but unhealthy diets. *Health Promotion Journal of Australia*. 2008;19(3):226-8.

<sup>5</sup> Priest N, Armstrong R, Doyle J, Waters E. Interventions implemented through sporting organisations for increasing participation in sport. *Cochrane Database of Systematic Reviews*. 2008;3:CD004812

<sup>6</sup> Kokko S, Kannas L, Villberg J. The health promoting sports club in Finland—a challenge for the settings-based approach. *Health Promotion International*. 2006;21:219–29.

<sup>7</sup> Wiggers J, Wolfenden L, Campbell E, Gillham K, Bell C, Sutherland R, Hardy LL, King L, Grunseit A, Milat AJ, Orr N. Good for Kids, Good for Life, 2006-2010: Evaluation Report. Sydney: NSW Ministry of Health; 2013.

<sup>8</sup> Wolfenden L, Kingsland M, Rowland BC, Dodds P, Gillham K, Yoong SL, Sidey M, Wiggers J. Improving availability, promotion and purchase of fruit and vegetable and non sugar-sweetened drink products at community sporting clubs: a randomised trial. *International Journal of Behavioral Nutrition and Physical Activity*. 2015;12(1):35.

<sup>9</sup> Kingsland M, Wolfenden L, Tindall J, *et al*. Tackling risky alcohol consumption in sport: a cluster randomised controlled trial of an alcohol management intervention with community football clubs. *Journal of Epidemiology and Community Health*. 2015;69:993-999.

## Finish with the Right Stuff program

Finish with the Right Stuff (FWRS) is a program that has been designed to promote healthy eating and water consumption in junior community sports clubs. It promotes fruit, vegetables and water as well as other healthier food and drink choices to players, parents/carers, canteen volunteers, club officials and coaches. A key strategy of the program is building the capacity of key personnel, including club committee members, canteen volunteers and coaching staff, to create environments that support health at their clubs, with a focus on making healthy changes to the club canteens.

The aims of the Finish with the Right Stuff program are:

- To increase the proportion of children aged 5 to 12 years consuming water, rather than sweetened drinks, while participating in community-based sports
- To increase the proportion of community-based sport canteens promoting and selling healthy food and drink items to players and other patrons

A set of ‘key practices’ were developed that participating sports clubs were encouraged to adopt in order to achieve the program aims (Table 1).

Table 1. Set of ‘key practices’ for the program

<b>Key Program Practices</b>
<b>1. Provide healthy drink options</b>
1.1 At least 50% of drinks available for sale are healthier (‘green’) options.
1.2 The less healthy (‘amber’ and ‘red’) drinks available for sale are in containers of 375 ml or less.
<b>2. Provide healthy food options</b>
2.1 At least 3 healthier (‘green’) food options (excluding fruit) are available for sale at all times.
2.2 No more than 20% of foods for sale are ‘red’.
2.3 Fruit is available for sale at all times.
<b>3. Promotion, display and communication</b>
3.1 Healthier (‘green’) food and drink options are prominently displayed.
3.2 The club provides information on healthier food options and water at sport to all members (parents and children) at least twice per season.
<b>4. Food and drink provided by coaches and managers</b>
4.1 Coaches and managers provide only fruit and/or water in scheduled breaks in play to team members. Where the club does not provide refreshments, fruit and water are encouraged.
4.2 Club provides information on healthy snacks and drinks to coaches.
<b>5. Policy</b>
The club has a food and nutrition policy or guidelines which include items about the availability, promotion and communication related to healthier food options, and water.

Junior community sports clubs and associations (collectively referred to as “clubs” in this document) from three sports codes in New South Wales – Netball NSW (Netball), Country Rugby League (CRL) and the Australian Football League (AFL) in NSW/ACT – expressed interest in participating in the Finish with the Right Stuff program. NSW Rugby League (NSWRL) clubs were also invited to participate. Netball is played at netball courts at a central location managed by a local Association and with one canteen facility which is usually fully equipped; AFL and CRL/NSWRL clubs are managed independently of local associations and may have a small canteen with limited equipment, provide drinks and snacks only or have a barbeque only.

The program was promoted to the clubs through electronic direct mail outs, social media, and at some of the events held by the sports codes. Clubs were required to register for the program at the Finish with the Right Stuff website: <http://www.rightstuff.health.nsw.gov.au/> or <https://rightstuffnswhealth.androgogic.com.au/login/index.php>. At registration, all clubs were asked to complete a registration survey, which was based on the key practices, as a routine part of the delivery of the program and indicate if their de-identified data could be used for quality assurance and improvement purposes. Clubs that did not agree to this were permitted to continue to participate in the program but their data was not used for evaluation purposes.

In 2014, Finish with the Right Stuff was piloted with program components including a face-to-face training module, development and implementation of an action plan, grants scheme (administered by the Office of Sport), and support from the Healthy Kids Association. Junior community sports clubs from three codes – Rugby League, Australian Football League and Netball – participated in the pilot and a number of them continued with the program in 2015. Findings from the evaluation indicated that while participating clubs found the program to be helpful, some of its components were too challenging for the junior community sports club setting. In response to the feedback received, the NSW Office of Preventive Health developed a simplified online version of the training module and discontinued the grants scheme.

This revised version of the Finish with the Right Stuff program was piloted in from March to October 2016 and included the following components: online training module, development and implementation of an action plan, and telephone support from Healthy Kids Association.

## Aim of the pilot

The aim of this pilot was to contribute to the further development and refinement of the Finish with the Right Stuff program by investigating the appropriateness and feasibility of the modified program components and assessing the impact of the program on the adoption of a set of key practices around healthy eating and water consumption by participating clubs. The subject of this pilot was the sports club; children participating in junior community sports were not part of any of the evaluation activities.

The specific evaluation objectives of the pilot were:

1. To investigate the perceptions and experience of the online training module by committee members, canteen volunteers and coaching staff at junior community sports clubs
2. To assess the impact of the modified program on the adoption of a set of key practices around healthy eating and water consumption by junior community sports clubs
3. To identify areas for improvement to the components of the program

No specific hypotheses were tested in this pilot evaluation.

## Evaluation methods

This pilot study used a cohort design. Both quantitative and qualitative data were collected and analysed. Three main sources of data were used in this evaluation: baseline and follow-up online surveys, and telephone interviews. All questionnaires and interview schedules were pilot-tested prior to use. A report from the Healthy Kids Association was used to triangulate the data collected.

### Baseline and follow-up surveys

Participating clubs were required to complete an online survey as part of the registration process. This survey consisted of 22 items about the clubs' canteen facilities, adoption of the key practices for the program, and how they heard about the Finish with the Right Stuff program. It was strongly encouraged that the club representative completing the survey be someone who would complete the online training program and be involved in implementing the program at their club. The clubs were able to commence the online training upon completion of this survey.

All participating clubs were invited to complete a follow-up online survey via SurveyGizmo 16-20 weeks after they registered and commenced the program. This survey consisted of 30 items about the clubs' practices, experience of the online training program, support received from the Healthy Kids Association, and the way Finish with the Right Stuff was promoted and implemented at their clubs. Club representatives were given one month to complete the survey. A total of four email reminders were sent out. The questions used in the two surveys are included in Appendix 1.

### Interviews

Interviews were conducted with a sample of the participating clubs by Fusion Research, an organisation that was contracted by the NSW Office of Preventive Health specifically for this task. 24 clubs were initially sampled from the full cohort of 50 participating clubs according to the sports code (AFL, CRL/NSWRL or Netball) and location (metropolitan and regional/rural); this is shown in Table 2. However, due to the low response rate, in the end all participating clubs were invited to be take part in an interview.

Table 2. Sampling frame for clubs invited to participate in an interview.

	<b>AFL</b>	<b>CRL/NSWRL</b>	<b>Netball</b>	<b>Total</b>
<b>Location</b>				
<b>Metropolitan</b>	4	4	4	12
<b>Regional/rural</b>	4	4	4	12
<b>Total</b>	8	8	8	24

A total of 10 clubs (3 AFL, 5 CRL/NSWRL, 2 Netball) were interviewed by Fusion Research. Clubs were invited to participate in an interview by email. Those that did not respond were followed up by telephone. Fusion Research conducted and transcribed the interviews, and analysed them thematically. The interviews focused on the clubs' experience of the online training program, how they were implementing the program and the behavioural changes observed in the club patrons as a result of the program. The interview schedule is included in Appendix 2. A thematic analysis was conducted using the qualitative data.

## Outcomes of the evaluation

### Characteristics of participating sports clubs

A total of 51 clubs (19 AFL, 23 CRL/NSWRL, 9 Netball) participated in the Finish with the Right Stuff program in 2016. Six of the clubs (3 AFL, 1 CRL/NSWRL, 2 Netball) that participated in the program did not complete the registration process and, therefore, there is no baseline data available for these clubs.

Table 3. Characteristics of the clubs that completed the baseline and follow-up surveys and interview

Characteristic	Number of Participating Clubs (%)		
	Baseline <i>n</i> = 45	Follow Up <i>n</i> = 14	Interview <i>n</i> = 10
Sports code			
AFL	16	4	3
CRL/NSWRL	22	8	5
Netball	7	2	2
Geographical location			
Metropolitan	21	8	5
Regional/rural	24	6	5
Canteen facilities			
Fully equipped canteen	23	4	6
Canteen with limited equipment	22	10	4

### Overall engagement with the program

The Finish with the Right Stuff program was promoted to clubs in a number of different ways. The most effective way appears to be promotion to the sports codes (AFL, CRL/NSWRL, Netball NSW), which then promoted the program to the clubs through their websites, newsletters and emails (See Figure 1). Half of the participating clubs reported hearing about the program from their sports codes, and several clubs discovered the program while searching for information on healthy eating for children.

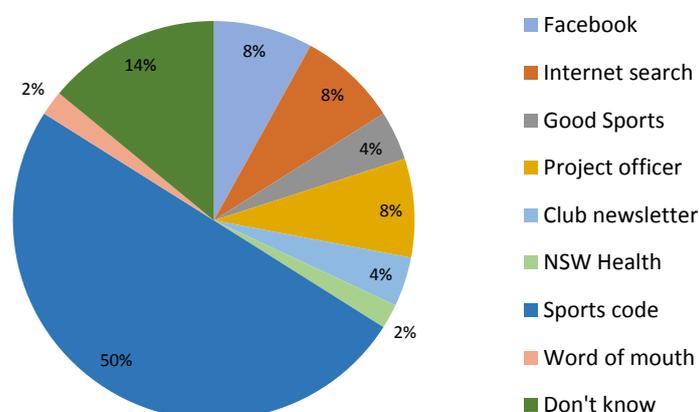


Figure 1. Referral sources for the program.

Note: Baseline data was available for only 45 of the 51 participating clubs

All of the participants interviewed appeared to value the Finish with the Right Stuff program. They understood the importance of promoting healthier food and drink options to children and saw the canteen as an ideal platform to do this. For most of the participants, their participation in the program was driven by their genuine interest and desire to create a healthier sporting club for patrons, particularly children. They understood that this was the purpose of the program.

*I knew from the start that the whole program was about encouraging healthy food options for the kids in particular during the sporting season.*

A few clubs were enticed by the Finish with the Right Stuff merchandise, such as drink bottles, sandwich boards, water bottle carriers, and high visibility vests, to participate in the program. However, those that continued with the program did so because they became interested in it and felt it would be beneficial for their clubs.

Despite their strong interest and motivation, many of the interview participants found it to be an additional time commitment to participate in the program and implement it at their clubs. They were often time poor, juggling their volunteer roles at their clubs with working full-time and looking after a young family:

*I have a family to run as well as my commitments to the club so I really struggle balancing everything during the sporting season.*

Some of them held a number of positions within the club and their entire family was actively involved:

*I'm the president as well as the canteen manager because no one else would volunteer for that position after the last one left. My husband helps out too but not in an official capacity. We both work full time so netball season is always a bit hectic...but we love it.*

Another challenge that participants sometimes faced was a mismatch between the purpose of their club canteen and the aims of the Finish with the Right Stuff program. According to the club representatives interviewed, the core purpose of the canteen was to provide food and drinks to club patrons but for some, the canteen played other roles. Many participants reported that the canteen was a critical fundraiser for their club and an essential source of income. They were concerned that implementing the program would lead to a financial loss because of reduced sales if the healthier food and drink options were not well-received.

*I think there was a concern that if we ordered all new stock to fit in with the program that kids wouldn't purchase it and then it would be left sitting there. In the end, that's money down the drain for us so we really have to think about what is worth purchasing.*

For a few participants, the canteen also represented an important element in the strategic efforts of clubs to encourage social inclusion and promote their patrons' enjoyment of the game.

*Not only does our canteen raise us money, it also allows us to ensure that we keep in touch with the kids and parents of the club.*

Some participants reported that selling only healthy food and drink options would be going against the culture of the sport and, therefore, be unwelcome by the committee members and patrons. These factors created barriers for clubs to complete the online training program and implement the learnings at their canteens.

*Our club committee and canteen manager all seem to be very resistant to implement the learnings from the training. They have a strong belief that if the canteen changed anything that it wouldn't be sold and the canteen wouldn't make money.*

### Online training modules

The online training component of the Finish with the Right Stuff program was piloted in 2016 with participating clubs. There were six modules: Creating a Healthy Menu, Healthy Canteen Layout, Pricing Healthy Options, Promoting Healthy Food and Drink, Right Stuff Days, and Role of the Coach. 45 of the 51 (88%) participating clubs commenced the online training. Of these, 9 clubs (18%) completed 1-3 modules, 3 clubs (6%) completed 4-5 modules and 6 clubs (12%) completed all 6 modules. 27 of the 45 clubs (60%) that registered for the program and commenced the online training did not complete any of the modules.

Table 4. Number of participating clubs that completed the online training modules.

	<b>Registered for the program</b>	<b>Commenced online training</b>	<b>Completed 1-3 modules</b>	<b>Completed 4-5 modules</b>	<b>Completed all 6 modules</b>
<b>AFL</b>	19	16	4	1	2
<b>CRL/NSWRL</b>	23	22	4	1	2
<b>Netball</b>	9	7	1	1	2
<b>TOTAL</b>	<b>51</b>	<b>45</b>	<b>9</b>	<b>3</b>	<b>6</b>

In general, the online training modules received positive feedback from clubs that completed some or all of it. Results from the follow-up survey that was completed by 14 participating clubs showed that the majority of the clubs found the online training easy to navigate and complete and the content was relevant to their clubs, as evident in Table 5.

Table 5. Responses to questions about the online training modules in the follow-up survey.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The website has a good look and feel	2 12%	11 69%	3 19%	0 0%	0 0%
The website is well-written	2 12%	11 65%	4 23%	0 0%	0 0%
The website is easy to navigate	3 18%	9 53%	5 29%	0 0%	0 0%
It was easy to register for the online training modules via the website	3 19%	12 75%	1 6%	0 0%	0 0%
The purpose of the training was clearly defined	2 20%	7 70%	1 10%	0 0%	0 0%
The content was well-organised	3 30%	6 60%	1 10%	0 0%	0 0%
The topics covered were relevant to my club or association	4 40%	5 50%	1 10%	0 0%	0 0%

However, despite the positive feedback received for the online training modules, less than half of the participating clubs completed any of the modules. Lack of time was the most common reason provided by clubs for non-completion.

*While half an hour per module doesn't sound a lot for most people, we are such as busy household. Even though I fully intended to do it, I wasn't even able to finish the first one.*

Some of the interview participants recommended conducting the program in a way that allowed the clubs to complete the online training during the sporting off season. This would not only allow them to have more time to complete the modules because they would not be required to fulfil their roles at the clubs, but it meant they could apply what they learnt when the canteens reopened.

*I think the best thing to do would be to have the training running during the off season so I know what has to be done when I get back into the canteen. It will also give me an opportunity to rearrange things before the canteen reopens.*

The online training modules also needed to be practical for clubs, with some of the participants suggesting that the strategies proposed in the training be quick, easy and low cost to implement.

*We would be hesitant to implement something that we have never offered before and cost us a lot more money to order. The suggestions in the training have to be practical and easy to implement.*

The Healthy Canteen Layout training module was singled out by the majority of interview and survey participants as the most interesting and engaging due to its ease of implementation and its interactive nature. This module had the highest completion rate of all the online training modules.

*The layout training module was the most interesting. It gave me ideas that I could start doing right away in the canteen.*

Some of the interview participants commented that the online training was non-sector specific, generic, and not informative enough to be of benefit for their clubs. These factors resulted in participants becoming less inclined to complete the modules:

*I felt that the training wasn't really targeted to netball. It would be better to have training which was sport specific and appropriate for the role of the person doing the training such as the canteen manager or volunteers.*

A few of the participants that completed a number of the training modules also felt that some of the content covered was quite repetitive and, therefore, not a good use of their limited time.

*It's like you were covering one part in one module and in the next module, you were covering the same thing but with a different item. I felt like I was repeating myself with things such as sugar-based food, then sugar-based drinks.*

Another reason for non-completion was the participants felt that the support they received from the Healthy Kids Association, an organisation that provided participating clubs with telephone support, provided them with sufficient knowledge to be able to implement achievable transformations in their canteens and, therefore, they did not need to complete the training.

*Their advice and contact gave me ample knowledge to be able to start making changes in my canteen without having to commit to completing the online training modules given that I was so strapped for time.*

The support provided took the form of multiple telephone calls and follow up emails. It was considered to be a crucial component of the program, helping the clubs with identifying the priorities, developing their action plans, and taking the steps required to improve their canteens. Most of the participants felt that the telephone support was adequately tailored to their contexts, which they found to be most helpful.

*There is no way we would have made the changes that we did without the calls. The online modules are fine in theory but I just can't see it having the same impact even if I did have time to complete it.*

Some of the participants suggested that the online training modules could be compressed, while others questioned the need for the online training at all given the high quality of the telephone support provided.

## Action planning process

In 2014-2015, participating clubs were required to complete an action plan as part of the program, with support from the Healthy Kids Association. This process was continued in 2016 but the participating clubs found the process too difficult and time consuming. In response, to reduce the burden on participating clubs while continuing to provide them with the necessary support, Healthy Kids Association compiled a list of 31 strategies (referred to as 'Healthy Actions') from the online training and worked with clubs to achieve as many of these as possible. These Healthy Actions were categorised into six groups: 1) Promote water as the best drink; 2) Promote fruit and fruit-containing snacks more than unhealthy ones; 3) Promote vegetables and vegetable-containing meals and snacks; 4) Provide healthiest versions of hot food and BBQ menu items; 5) Promote dairy in drinks and snack section; and 6) Reduce 'red' food and drink promotions and sale, and promote healthy food and drinks more. A list of all the Healthy Actions is included in Appendix 3.

According to the report from the Healthy Kids Association, 24 participating clubs received support and 13 of them were committed to implementing some of the Healthy Actions, each of them identifying at least one Healthy Action to work towards (Table 6).

Table 6. Number of participating clubs that received support from the Healthy Kids Association

	All participating clubs	Support from HKA	Healthy actions identified
<b>AFL</b>	19	5	5
<b>CRL/NSWRL</b>	23	13	5
<b>Netball</b>	9	6	3
<b>TOTAL</b>	<b>51</b>	<b>24</b>	<b>13</b>

In total, 24 of the 31 Healthy Actions identified were adopted by at least 1 participating club. The most popular Healthy Actions belonged in these two categories: 'Promote water as the best drink' and 'Reduce 'red' food and drink promotions and sales, and promote healthy food and drinks more'. The easiest changes for the clubs to make appeared to be:

- Increasing the availability of water for sale
- Displaying healthier options more prominently at the canteen
- Adding healthier food options to the menu

A few of the participating clubs suggested other actions, such as reducing the use of sauces with a high fat content, adding sushi to the menu, and selling bags of popcorn instead of potato chips. However, there was limited success in clubs adopting strategies outside of the 31 identified by the Healthy Kids Association.

The majority of interview participants believed that the telephone support they received was crucial for them to implement their actions in their canteens.

*Support from Healthy Kids was essential for us in developing our actions. We really liked the phone calls and follow up emails. It kept us motivated.*

All of them preferred choosing from the list of Healthy Actions and implementing them at their clubs with support from the Healthy Kids Association because it was more achievable for them than developing formal action plans.

### Use of merchandise in the program

Clubs that participated in the program and identified healthy actions were offered drink bottles, sandwich boards to be used at the canteen, water bottle carriers and high visibility vests. Clubs that ordered and received the merchandise generally found it to be helpful for their promoting and implementing the Finish with the Right Stuff program at their clubs. However, not all of the participating clubs ordered merchandise. According to the results from the follow-up survey, 65% of clubs ordered and received merchandise and all of them found it useful or very useful.

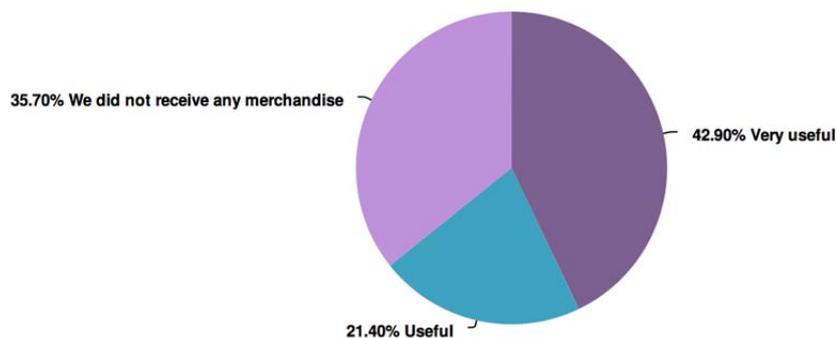


Figure 2. Results from the follow-up survey on the usefulness of merchandise

Interview participants from clubs that received merchandise reported that it was most useful for starting conversations at the canteen and reminding children and parents/carers of what the canteen was trying to achieve through the Finish with the Right Stuff program, and therefore the need to support it. Some of them said that the merchandise would be even more helpful if it was tailored to the sports code, for example, high visibility vests are not needed for netball and drink carriers are only needed for football. A number of participants, however, did not order any merchandise despite being encouraged to do so as part of the telephone support.

Some of the participants suggested that it may be more useful if the program provided promotional or educational materials that would be posted and shared on their club websites, via social media or in club newsletters in addition to or instead of the current merchandise. Many of them have a strong and active online and social media presence which they felt could be leveraged to encourage support from the club patrons for the program.

### Adoption of the key program practices

Participation in Finish with the Right Stuff generally resulted in clubs adopting a larger number of the key practices promoted by the program. The average number of the key practices adopted increased from 2.5 practices per club at baseline to 4.2 practices per club at follow-up. Clubs that adopted more practices varied in canteen size, geographical location and sports code. The highest number of practices adopted by clubs was 7 out of the 10 at both baseline and follow-up. Table 7 presents the number of clubs that adopted the different numbers of key practices at baseline and follow-up. The change in the percentage of clubs adopting higher numbers of key practices between baseline and follow-up can be seen in Figure 3.

Table 7. Number of clubs that adopted the different numbers of key practices.

Number of Key Program Practices Adopted	Number of Participating Clubs (%)	
	Baseline <i>n</i> = 45	Follow Up <i>n</i> = 14
0	4 (9)	0 (0)
1	9 (20)	0 (0)
2	14 (31)	3 (21)
3	6 (13)	2 (14)
4	6 (13)	2 (14)
5	3 (7)	4 (29)
6	2 (4)	2 (14)
7	1 (2)	1 (7)
8	0 (0)	0 (0)
9	0 (0)	0 (0)
10	0 (0)	0 (0)

A larger proportion of participating clubs adopted at least half of the key program practices at follow-up (50%) compared to baseline (13%). Representatives from clubs that adopted a higher number of the program practices as a result of participating in the Finish with the Right Stuff program were highly committed to the program and worked hard to promote the healthier food and drink options. They invested time and resources into obtaining support from parents and carers for the program and encouraging them to be involved, which they often found difficult but worthwhile as it made it easier for them to make changes to their canteens. It is interesting to note that most of these clubs completed less than half of the online training modules, though they did receive support from the Healthy Kids Association, working closely to develop strategies and make changes to their canteens. In addition to making simple changes to the canteen layout, a few of these clubs developed policies around the provision of healthy food and drinks and worked on implementing them over the course of the program. For instance, one of the participating clubs implemented a policy change that required children under the age of 16 years to obtain permission from their parents before they were allowed to purchase energy or sports drinks.

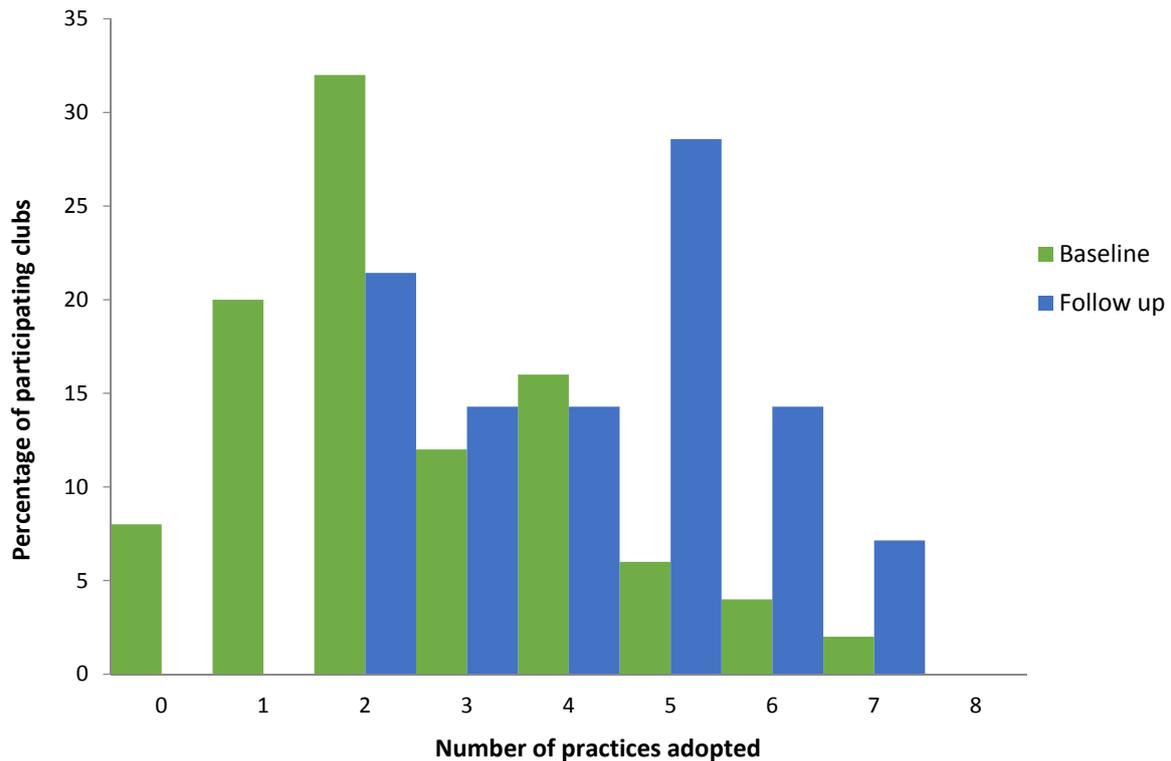


Figure 3: Graph of the percentages of clubs adopting different numbers of practices at baseline and follow-up

Table 8 presents a summary of the number and percentage of participating clubs achieving each of the key program practices at baseline and follow-up. It appeared to be easier for clubs to increase the number of healthy food and drink options for sale at their canteens and display them more prominently than to reduce the number of unhealthy options available. The percentage of clubs that had fruit available at all times doubled and the percentage of clubs that had at least 3 healthier food options available for sale at their canteens almost tripled as a result of their participation in the program. There was a large increase in the proportion of participating clubs that reported they were displaying the healthier food and drink options prominently between baseline and follow-up; all of the clubs that completed the follow-up survey said the healthier food and drink options were prominently displayed at their canteens. Many of the clubs rearranged their canteen fridges, putting the water in the centre to maximise its visibility and moved the less healthy drinks to the outer areas. Some of them also made significant changes to the layout of canteen and placement of the healthier food and drink items elsewhere in their canteens, such as placing a bowl of fresh fruit on the counter. One of the clubs summarised the changes made at their canteen in this way:

*The energy style drinks and soft drinks were placed on the outer edges of the fridges to encourage the kids to drink water rather than soft drinks after the games. We looked at offering more fruit options and having the healthier options more visible.*

A few clubs took a step further and moved the lollies and other unhealthy snack items under the counter in an attempt to reduce their frequency of purchase. Such changes were favoured by the clubs because they were considered to be quick and easy to implement and required no financial investment.

Table 8. Number and percentage of clubs achieving each of the key practices at baseline and follow-up

Key Practice	Number of participating clubs (%)		
	Baseline <i>n</i> = 50	Follow Up <i>n</i> = 14	
<b>Availability</b>			
Fruit is available for sale at all times	14 (28)	9 (64)	↑
At least 3 healthier food options (excluding fruit) are available for sale at all times	8 (16)	6 (43)	↑
At least 50% of drinks available for sale are healthier options	16 (32)	6 (43)	↑
All of the less healthy drinks available for sale are in containers of 375mL or less	10 (20)	1 (7)	↓
No more than 20% of foods for sale are 'red'	7 (14)	0 (0)	↓
<b>Promotion</b>			
Healthier food and drink options are prominently displayed	24 (48)	14 (100)	↑
Information on healthier food options and water at sport to all members at least twice per season	3 (6)	4 (29)	↑
<b>Culture</b>			
Coaches and managers provide only water during scheduled breaks in play to team members	7 (14)	5 (36)	↑
The club provides information on healthy snacks and drinks to coaches	11 (22)	5 (36)	↑
Club has a food and nutrition policy or guideline	6 (12)	2 (14)	↑

Many of the participating clubs also reported modifying their existing food and drink options to make them healthier, such as using wholemeal bread instead of white bread, or purchased healthier alternatives, such as low-fat pies and sausages instead of the full-fat alternatives and replacing sausage rolls with spinach and ricotta ones. Some clubs introduced new items to their canteen menus; the items that were most frequently added were homemade soups, fresh fruit salads, low fat muffins, and popcorn. It was more difficult for clubs to reduce the amount of unhealthy food and drinks sold at their canteens. Club representatives described two main challenges: 1) sale of the less healthy food and drinks was often helpful for generating profits for the clubs, and 2) parents and carers enjoyed consuming them at the club while watching their children play. For instance, one interview participant reported:

*The men were not as supportive of the program. While watching the footy they really want their bacon and egg roll or pie and a can of coke.*

## Discussion

The junior community sports clubs and associations that participated in the Finish with the Right Stuff program during this season reported making a number of positive changes to the availability of healthy food and drinks sold at their canteens. Key changes include increasing the number of healthy food and drink options for sale at their canteens, changing the way healthier options are displayed to make them more accessible and attractive, and modifying existing food and drink options that are less healthy with healthier alternatives. Club representatives reported experiencing a number of challenges when implementing the program at their clubs, including a lack of time and resources because they were volunteers, and a perceived mismatch between the purpose of the club canteen and aims of the Finish with the Right Stuff program. Despite these challenges, most of the participants were driven to create healthier food and drink environments at their clubs and promote healthy eating to their patrons, and were able to start doing this as a result of their participation in the program.

In general, the online training modules received positive feedback from club representatives that completed some or all of them. The content was easy to understand and relevant to the club setting, and the website was easy to navigate. However, despite the positive experiences of the online training described by participants, less than half of the participating clubs completed any of the six modules and only 12% of clubs completed all six modules. Lack of time was the most common reason cited for non-completion. The telephone support provided helped participating clubs to implement the Finish with the Right Stuff program despite their lack of completion with the online training. Participants appeared to highly value the telephone support as it not only gave them the information they needed but also practical strategies that were manageable and tailored to their club settings. Findings from this pilot show that while it is useful to have an online training program that can be accessible by all clubs, such a tool needs to be complemented with adequate support to enable participants to implement the changes to their real world settings.

There was a higher than expected loss to follow up of clubs in this pilot evaluation. Of the 51 clubs that registered for the program and therefore invited to participate in the evaluation activities, only 14 clubs (27%) completed the online follow-up survey and 10 clubs (20%) participated in an interview about their experience of the program and changes made to their club settings. This was largely because of the lack of completion of the online training modules by participating clubs and the low proportion of clubs (25%) that went on to developing an action plan, which was another key component of the program. This further highlights the importance of the telephone support as a number of clubs managed to develop an action plan and implement some of the planned activities despite not having completed any of the online training modules. It may be worth gaining a more in-depth understanding of the barriers for clubs to progress through the online training component and the Finish with the Right Stuff program in general as part of future efforts to improve this program and make it more useful for the clubs.

Junior community sports clubs is a challenging setting to change. A key barrier to program engagement and implementation appears to be a lack of capacity at the clubs with most of the club managers and canteen staff fulfilling these roles as volunteers. Club representatives often lacked time and learning and applying new information create additional demands for them. The Finish with the Right Stuff program, however, appears to be a useful intervention for clubs that are able to participate and progress through its various components. Adopting a more 'top down' approach at the club, or even sports code, level may help remove some of the barriers identified by ensuring support for program implementation across the club or clubs. Another useful improvement may be introducing a more systematic approach where clubs are enabled and encouraged to complete the online training and are then stepped through a process where they make some small initial changes, for example, rearranging the existing variety of drinks sold to make the healthier options more visible, and gradually build on these implementing the more challenging changes as identified in this pilot, for example, reducing the amount of less healthy drinks available for sale and swapping the white bread used in sandwiches for wholegrain alternatives. A system of incentives may be incorporated to recognise achievements made by clubs and to encourage them to complete the different components and thereby progress through the program.

## Recommendations

A number of recommendations have arisen from the findings of this evaluation for the future delivery of the Finish with the Right Stuff program.

1. Facilitate program participation by clubs

Employing strategies to facilitate participation and addressing barriers around the lack of time and resources may help to encourage future program participation. Also, promoting the program proactively in priority populations, such as areas with higher rates of childhood obesity, is likely to improve reach into communities that need it the most.

2. Improve the online training modules

Participants articulated several recommendations for improving the online training modules and making them more relevant to the clubs. Recommendations include streamlining the online training modules and making the training available during the sporting off season as this will give them more time to complete it and be ready to make changes when the canteens reopen in the new sporting season. Another recommendation was to tailor some of the content of the online training modules to different sports codes, roles played by different club representatives, for instance, canteen-related suggestions for canteen managers and volunteers and information around messaging and promotion for club presidents and secretaries, and the nature of different clubs and their canteen facilities. In addition, it may be helpful to de-sequence the training modules and communicate the contents of each module to participating clubs at the beginning so they can complete the modules at times when they would be the most relevant to the changes clubs are making at their canteens.

3. Continue to provide clubs with tailored follow up and support

Club representatives' motivation and ability to continue with the Finish with the Right Stuff program was significantly driven by the encouragement and support provided by the telephone support in this pilot evaluation. Provision of such support will be critical to the ongoing success of the program, especially given the limited amounts of time participants have to invest in their clubs.

4. Obtaining senior level buy-in

The evaluation findings revealed the importance of obtaining buy-in from the club president and committee members to encourage stronger support for and longer term commitment to the program. This may involve communicating the goals of Finish with the Right Stuff and aligning them with the purpose of the club canteen, what implementation of the program will look like for the club, and successes of clubs that have previously been involved in the program.

5. Review the resources available to participating clubs

For clubs that received the Finish with the Right Stuff merchandise, the sandwich boards and drink bottles were highly useful. In addition to the merchandise, participants also suggested developing some promotional and educational materials that clubs can put up on their walls, include in their club newsletters and/or share via their social media channels.

6. Develop some Finish with the Right Stuff case studies

Success stories of participants who have completed the Finish with the Right Stuff program should be developed and showcased. One approach would be to identify some champions and promote their stories of successfully implementing the program at their clubs, through website vignettes, video profiling and storytelling. The case studies could highlight the simple steps that can be taken to improve the food and drinks sold at the canteen and the benefits from doing so.

## Appendices

### Appendix 1: Baseline and follow-up survey questions

#### Finish with the Right Stuff - Registration Survey 2016

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##### Welcome!

As a prerequisite to participating in the Finish with the Right Stuff online training, please complete the following questions about your club's/association's canteen facility or facilities.

NSW Health may use this information to improve the program and the information, if reported, will be done in a way that does not identify you or your club/association.

- Yes
- No

Please tick one of the above. Then proceed to answer the following questions.

1) What is your role in the club/association?

- Canteen manager
- Canteen volunteer
- Club/association representative
- Coach
- Other

2) What is the main type of canteen facility at your club/association?

- Fully equipped canteen
- Canteen with limited equipment (e.g. microwave and fridge only)
- Drinks and snacks only
- BBQ
- Other \_\_\_\_\_

3) How did you hear about the *Finish with the Right Stuff* online training?

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The remaining questions are about your canteen. In answering the questions:

**“Healthier drinks”** are water, reduced fat milk (with or without flavouring), soy drinks (with or without flavouring) and small (less than 375mL) serves of 99% fruit juice.

**“Less healthy drinks”** are full fat milk, soft drinks, energy drinks, sports drinks, flavoured mineral waters, some sports waters and fruit drinks and larger (375mL or more) service of fruit juice. “Less healthy drinks” also includes soft drinks and energy drinks labelled ‘diet’ or ‘low sugar’ or ‘no sugar’.

**“Healthier food”** is low in fat and sugar and high in nutrients, and include the following food types: cereals and breads (with small quantities of fat and sugar only), fruits, vegetables, legumes (e.g.

kidney beans and chickpeas), reduced fat dairy products (e.g. yoghurt and custard) and lean meat, fish, poultry and alternatives like eggs and nuts.

**“Less healthy food”** is high in fat, sugar and salt, include the following food types: lollies, chocolate, deep fried foods, large packets of crisps and potato chips, pastries, pies, sausage rolls, iced cakes and chocolate-coated ice creams.

4) What proportion of the drinks your supply through your canteen facility or facilities are “healthier drinks”?

- None
- About a quarter
- About a half
- About three quarters
- All

5) Of the “less healthy drinks” you supply through your canteen facility or facilities, what proportion is served in containers of 375mL or less??

- None
- About a quarter
- About a half
- About three quarters
- All

6) How many “healthier food” snack or meal items (excluding fruit) are currently available at your club/association canteen facility or facilities”?

- None
- 1
- 2
- 3 or more

7) What percentage of the “less healthy food” snack or meal items are available for sale at all times in your canteen facility or facilities?

- None
- 1 to 20%
- 21 to 40%
- 41 to 60%
- 61 to 80%
- 81 to 100%
- All

8) Is fruit available for sale in your canteen facility or facilities at all times?

- Yes
- No

9) Are the “healthier food” snack and meal items and “healthier drinks” prominently displayed at your club canteen facility or facilities?

- Yes
- No

10) How many times each season does your club/association provide information about healthy food and drinks to parents/carers and children?

- None
- Once
- Twice
- Three or more

11) Which of the following items are provided by coaches and/or team managers to participating children before and/or during and/or after the game?

- None
- Water
- Fruit
- Fruit juice
- Sports drinks
- Other \_\_\_\_\_

12) Does your club/association provide coaches with information on healthier snacks and drinks?

- Yes
- No

13) Does your club/association have a policy about providing healthy food and drink options?

- Yes
- No

Because this online training is a new initiative, NSW Health is interested to know if it is helpful and improve it for future use.

14) Are you willing to be contacted in a few months' time and invited to complete an online survey or participate in a short telephone interview? Any information you provide will not be identified or affect your participation in this online training program.

- Yes
- No

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**Thank You!**

## Finish with the Right Stuff - End of Season Survey 2016

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### Welcome!

1) What is the name of your club (AFL/NRL) or netball association?

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2) Based on your experience of the *Finish with the Right Stuff* website, please tell us how much you agree or disagree with each of the following statements.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Not able to answer</b>
The website has a good look and feel	( )	( )	( )	( )	( )	( )
The website is well-written	( )	( )	( )	( )	( )	( )
The website is easy to navigate	( )	( )	( )	( )	( )	( )
It was easy to register for the online training module via the website	( )	( )	( )	( )	( )	( )

3) Did you (or someone else from your club or association) complete the *Finish with the Right Stuff* online training?

- ( ) Yes
- ( ) No

4) Overall, how would you rate the *Finish with the Right Stuff* online training?

- ( ) Excellent
- ( ) Good
- ( ) Fair
- ( ) Poor
- ( ) Terrible

5) Please indicate which of the following *Finish with the Right Stuff* online training sessions you completed.

- Creating a healthy Canteen menu
- A healthy canteen layout
- Pricing healthy options
- Promoting healthy food and drink

6) Based on your experience of the *Finish with the Right Stuff* Online Training sessions that you completed, please tell us how much you agree or disagree with the following statements

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Not able to answer</b>
The purpose of the training was clearly defined	( )	( )	( )	( )	( )	( )
The content was well organised	( )	( )	( )	( )	( )	( )
The topics covered are relevant to my club or association	( )	( )	( )	( )	( )	( )
I understood what I was required to do at the conclusion of each training session	( )	( )	( )	( )	( )	( )
The action plan was easy to complete	( )	( )	( )	( )	( )	( )
The content was easy to understand	( )	( )	( )	( )	( )	( )

The online training assisted the club to make our canteen facility more healthy	<input type="checkbox"/>					
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7) As part of the Finish with the Right Stuff program, your club or association was asked to develop an action plan for making your canteen healthier. Overall, how successful do you think your club or association has been at implementing your action plan?

- Very successful
- Successful
- Fairly successful
- Not successful
- Not aware there was an action plan

8) Was your club or association able to do the activities outlined in your action plan?

- Yes, most of the activities
- Yes, some of the activities
- No, we were not able to do the activities

Which activities from your action plan were you able (or not able) to implement? Please provide your comments here.

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9) Did your club or association receive support from a Healthy Kids Association project officer to assist you in making your canteen facility healthier?

- Yes
- No
- Don't know

10) How helpful did you find the support from Healthy Kids Association?

- Very helpful
- Helpful
- Neither helpful nor unhelpful
- Not helpful
- Not helpful at all

11) If you would like to make a comment about the support received from Healthy Kids Association, please write it in the box below.

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12) As part of the *Finish with the Right Stuff* program, your club or association may have received some merchandise (e.g. aprons, menu board). How useful was the merchandise for promoting a healthier canteen at your club or association?

- Very useful
- Useful
- Neither useful or unuseful
- Not useful
- Not useful at all
- We did not receive any merchandise

13) How was the merchandise used to promote a healthier canteen at your club or association?

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14) What proportion of the drinks you supply through your club canteen are “healthier drinks”?

- None
- About a quarter
- About half
- About three-quarters
- All

15) Of the “less healthy drinks” drinks you supply through your club canteen, what proportion are served in containers of 375ml or LESS?

- None
- About a quarter
- About half
- About three-quarters
- All

16) How many “healthier food” snack or meal items (excluding fruit) are currently available at your club canteen facility?

- None
- 1
- 2
- 3 or more

17) What percentage of "less healthy food" snack and meal items are available for sale at all times in your canteen facility or facilities?

- 1 to 20%
- 21 to 40%
- 41 to 60%
- 61 to 80%
- 81 to 100%

18) Is fruit available for sale at your club or association canteen at all times?

- Yes
- No

19) Are the healthier food snack and meal items and healthier drinks prominently displayed at your club canteen facility or facilities?

- Yes
- No

20) How many times this season did your club or association provide information about healthy food and drinks to parents and/ or carers and children?

- Never
- Once
- Twice
- Three or more

21) Which of the following items are provided by coaches and/or team managers immediately before, and/or during and/or after the game? (Please tick all that apply)

- Water
- Fruit
- Fruit Drinks
- Sport Drinks
- None of the above
- Other (please specify): \_\_\_\_\_

22) Does your club or association provide coaches with information on healthier snacks and drinks?

- Yes
- No

23) Does your club or association have a policy or guidelines about providing healthy food and drink options?

- Yes
- No

24) Do your club policies include reference to the items listed below? (Please tick all that apply)

- Healthier snacks and meals
- Healthier drinks
- Promotion of healthy food and drink
- Sale of healthy food and drink
- Communication to members about healthy food and drink
- Food safety

25) Has your club committee conducted a review of the club canteen menu this season?

- Yes
- No
- Don't know

26) Does the club committee record the progress made (written or otherwise) towards improving the supply of healthy food and drinks at the club canteen?

- Yes
- No
- Don't know

27) How long have you been at your club or association?

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28) What is your role at your club or association?

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29) What would you like to see happen next with the canteen facility at your club or association in relation to providing healthier food and drink options?

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30) If you would like to make any additional comments, please write them here.

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**Thank You!**

## Appendix 2: Interview schedule

### ***Finish with the Right Stuff* Online Training Program Pilot**

#### **Interview Discussion Guide**

<b>Interviewer Name</b>	
<b>Respondent Name</b>	
<b>Date / Time of Interview</b>	
<b>Role in Club</b>	Coach / Canteen Volunteer / Canteen Manager / Club President / Club Manager / Team Manager / Administration
<b>Sports Code</b>	AFL / NRL / Netball
<b>Location of Club</b>	
<b>Online training modules completed</b>	Creating a healthy menu / A healthy canteen layout / Pricing healthy options / Promoting healthy food and drink / Role of the coach / Right Stuff Day
<b>HKA support</b>	Received / not received
<b>Follow-up survey</b>	Completed / not completed

#### **Preamble**

Hi, my name is [ ] from Fusion Research and I am working as an evaluator with the *Finish with the Right Stuff* program on behalf of the NSW Office of Preventive Health.

Thank you for agreeing to participate in this interview. I'd like to discuss the *Finish With the Right Stuff* program at your club/association to date, including how you found the online training and the support you received from Healthy Kids Association. We are particularly interested in your experience with making healthy foods more available at your club canteen and, as a result, whether you have seen any differences in the food and drinks that people choose.

May I ask that you are as open about your experiences as possible. There are no right or wrong answers; we are interested in your views and experiences. Anything you tell me today will be kept strictly confidential and if the team at the NSW Office of Preventive Health publishes any results, it will be done in a way that you cannot be identified.

In order to make sure that we capture the interview as accurately as possible I would like to record the interview. This recording will be deleted as soon as I have completed the interview summary later today. Is that OK? [press record and confirm respondent consent for the tape]

Before we begin, would you like to ask any questions relating to the process?

## Section A: Introduction

I'd like to start off by asking you a few questions about your role and the main tasks you've carried out for the *Finish with the Right Stuff* program at your club.

- What is your role at the club?
- Can you please describe your canteen facility?
- What is your involvement with the *Finish with the Right Stuff* program? (*Probes*: Are you the person who registered into the program? Are you the person responsible to carry out the changes to the canteen?)
- Tell me about your experience with the *Finish with the Right Stuff* program?
- What have been some of the highlights of the program for you? [*Probes*: Tell me more about these highlights. Do you have any stories you'd like to share?]
- Have you experienced any difficulties with implementing the program at your club/association? [*Probes*: Tell me about these difficulties. What you did to overcome them?]

## Section B: Online Training Modules

The *Finish with the Right Stuff* online training has 6 modules - creating a healthy canteen menu, a healthy canteen layout, pricing healthy options, promoting healthy food and drink, role of the coach, and Right Stuff Day.

[If they completed more than one training module]

- According to my records, you have completed \_\_\_ modules [list the training modules]. Is this correct?
- How helpful did you find those training modules? [*Probe*: What made them helpful? What were they most helpful for? What was unhelpful about them?]
- Was there a particular module that you found more interesting or more useful than the others? [*Probe*: What made this module more interesting or useful than the others?]
- Were there any particular modules that you found difficult to complete? [*Probes*: What made it difficult to complete them?]
- [If they have not completed all six modules] What prevented you from completing the rest of the training modules? [*Probes*: What would have assisted you with completing the other modules? Which module(s) would you prioritise and why?]
- In general, are there any parts of the online training that you feel could be improved? [*Probe*: How could it be improved?]

[If they completed one training module]

- According to my records, you have completed one module [name the training module]. Is this correct?
- How helpful did you find that training module?
- What prevented you from completing the other training modules? [*Probes*: What would have assisted you with completing the other modules? Which module(s) would you prioritise and why?]
- In general, are there any parts of the online training that you feel could be improved? [*Probe*: How could it be improved?]

**[If they have not completed any of the training modules]**

- My records show that you registered for the online training but haven't completed any of the training modules. Is this correct?
- What prevented you from completing the training modules? [*Probes*: What would have assisted you with completing them? Which module(s) would you prioritise and why?]
- In general, are there any parts of the online training that you feel could be improved? [*Probe*: How could it be improved?]

**Section C: Implementation of the Action Plan**

As part of the *Finish with the Right Stuff* program, did you (or someone else at your club) develop an action plan for making the program happen at your club/association?

**[If an action plan was developed]**

- Would you tell me about your action plan? [*Probes*: How was it developed? Who developed it? Did you consult with anyone? Did you get any help or advice in developing the action plan? What was in the action plan?]
- How did you go with putting the plan into action at your club/association? [*Probes*: Who led the process? Were you provided with adequate information and support? How many of the activities from your action plan were you able to undertake? What difficulties did you face when doing these activities?]
- Have you noticed any changes to the food and drinks people are buying at your club/association since you started the *Finish with the Right Stuff* program? [*Probe*: Do you think that's a result of the changes made?]

**[If an action plan was not developed]**

- Have you made any changes to the canteen at your club/association as a result of participating in the *Finish with the Right Stuff* program? [*Probes*: What changes have you made? How did you go about making these changes? What has helped you make the changes? Who has been involved in the process?]
- Did you have difficulties with making these changes? [*Probes*: Please tell me more about these difficulties.]

**Section D: Support from Healthy Kids Association**

To help with implementing *Finish with the Right Stuff* at your club, you may have received some support from Michelle D'Almeida at the Healthy Kids Association. I would like to ask you a few questions about the support you received.

- Can you describe the support you received from the Healthy Kids Association project officer? [*Probe*: mode of delivery (e.g. phone, email, face-to-face), number of phone calls/emails, timing of phone calls/emails, additional information received etc]
- How helpful was the support for developing your action plan and undertaking the activities at your club/association? [*Probe*: In what ways was it helpful/not helpful?]
- What kind of additional support from Healthy Kids Association or a similar organisation do you think would be helpful to clubs/associations participating in the program? [*Probe*: How do you think this would have improved your experience of the program?]

### Section E: Finishing Questions

- Overall, how successful would you say your club/association has been with the *Finish with the Right Stuff* program? What does success look like to you? [*Probe*: How would you measure its success?]
- Overall, how helpful has this program been for making healthy choices more available at your canteen? [*Probes*: In what ways has it been helpful? Has anyone noticed the changes made to the canteen? Have you noticed any differences in the foods people are buying?]
- Are you planning to do anything differently next year? [*Probe*: How are you planning to hand this program or activities over to the next committee?]
- Besides providing food and drink, does your canteen serve any other purposes? (For example, fundraising, encouraging social participation, engaging with families.) Did your work on the *Finish with the Right Stuff* program contribute towards achieving these purposes? [*Probe*: In what ways?]
- Have you or would you recommend this program to other junior community sports clubs? [*Probe*: Why or why not?]
- Before we wrap up, if there anything else you'd like to say about your experience of *Finish with the Right Stuff*? Do you have any suggestions for improvement or questions for the *Finish with the Right Stuff* team?

On behalf of the NSW Office of Preventative Health we would like to thank you for your time today and for your participation and support of the *Finish with the Right Stuff* Program. Your feedback, along with others, will be used to ensure that future programs like this are as effective as possible.

## Appendix 3: List of Healthy Actions

List of 31 strategies (referred to as 'Healthy Actions') compiled by the Healthy Kids Association from the Finish With the Right Stuff online training.

### Categories

- 1 Promote water as best drink
- 2 Promote fruit and fruit containing snacks more than unhealthy ones
- 3 Promote vegetables and vegetable containing meals and snacks
- 4 Provide healthiest versions of Hot food and BBQ menu items
- 5 Promote dairy in drinks and snacks section
- 6 Reduce RED food & drink promotions and sale, promote healthy food & drinks more.

### Healthy Actions (as in online training)

- 1 Increase stock of bottled water
- 2 Price water cheaper than soft drinks
- 3 Inform players and parents that only water may be consumed at training and during the game
- 4 Regularly remind players to drink water during training and game breaks
- 5 Display water in the top shelf/shelves of the fridge at eye level
- 6 Display a bowl of fresh fruit on the counter
- 7 Fruit bowl on counter at all times
- 8 Add fruit salad to menu (low fat yoghurt optional)
- 9 Place healthy foods such as wraps, salads, healthy sandwiches on the top shelves of the fridge
- 10 Add vegetable soup to menu
- 11 Add salad (chicken/tuna/ham/) to menu
- 12 Add salad to burgers and sausage sizzle sandwiches
- 13 Add corn on the cob (no butter) to menu or bbq
- 14 Change to wholemeal bread and rolls
- 15 Swap deep fried foods for oven baked foods
- 16 Change to reduced fat pies/sausage rolls/pasties (Check Canteen Buyers Guide /food calculator)
- 17 Stock 300ml reduced fat flavoured or plain milk (Check Canteen Buyers Guide)
- 18 Replace stock of full fat flavoured milk with 300ml reduced fat flavoured or plain milk
- 19 Stock reduced fat yoghurt
- 20 Replace soft and sports drinks with diet soft drinks
- 21 Remove all soft drinks
- 22 Price healthier snacks cheaper than unhealthy snacks
- 23 Display sports drinks only on the bottom shelf
- 24 Display soft drinks only on the bottom shelf
- 25 Display all other sugary drinks only on the bottom shelf
- 26 Put all unhealthy snacks at the back of the canteen and not on the counter
- 27 Put unhealthy foods at the bottom of the shelf of the fridge
- 28 Organise announcements on the PA about drinking water and refuelling with healthy food.
- 29 Remove lollies and chocolates from stock
- 30 Reduce stock of soft drinks
- 31 Reduce stock of sports drinks

## Appendix 4: Summary findings of an analysis on the adoption of key practices

Data from the 14 participating clubs that completed both the registration (baseline) and follow-up surveys were matched and an additional analysis of their adoption of the program practices was completed. Results of that analysis are briefly reported below.

### Key practice: Provide healthy drink options

Of the 14 participating clubs that completed both the baseline and follow-up surveys:

- 5 clubs (36%) increased the proportion of drinks supplied as “healthier drinks” by 25%; 1 club (7%) decreased the proportion of drinks supplied as “healthier drinks” by 25% and the rest of the clubs had the same proportion at follow-up
- 4 clubs (29%) had the same proportion of drinks supplied as “healthier drinks” but increased the proportion of the “less healthy drinks” sold in containers of 375mL or less

### Key practice: Provide healthy drink options

- 9 of the 14 participating clubs (64%) had fruit available for sale at all times at follow-up; 5 of those 9 clubs did not have fruit available for sale at all times when they started the program
- 6 of the 14 participating clubs (43%) increased the number of healthier food options available:
  - At follow-up, 6 clubs had 3 or more healthier food options available at their canteen
  - 1 club had 3 or more options at baseline but none at follow-up because of changes to their facilities
  - 1 club had 3 or more choices at baseline but decreased to 0 choices at follow-up; the rest remained the same

### Key practice: Food and drink provided by coaches and managers

- 10 of the 14 participating clubs (71%) provided only water to children before and/or during and/or after their games at baseline:
  - 5 clubs of these clubs (50%) were providing fruit and/or sports drinks in addition to water at follow-up
  - None of the clubs went from providing children with fruit, sports drinks and other options to water only

### Other key practices

There were minimal changes to the clubs’ adoption of the other key practices:

- 4 clubs had provided information about healthy food and drinks to children and their parents/carers at least twice during the season (compared to 3 clubs at baseline)
- 5 clubs had provided coaches with information on healthier snacks and drinks at follow-up (compared to 4 clubs at baseline)
- 2 clubs had a policy or guidelines in place about providing healthy food and drinks (compared to none at baseline)



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