

Project or Program Title: Australia’s Healthy Weight Week:
Healthy Snacks, Healthy Weight at Broome Boulevard

Contact Person	Emma Robinson	
Organisation’s Name	Boab Health	
Program/project partners	WACHS	
Budget	The event cost: approximately \$45 plus staff time	

Executive summary

Healthy snacks are often the most confusing element of a healthy diet. West Kimberley community members have mentioned to all of the Boab Health dietitians that they would like more information on healthy snacks in the past. When deciding on an event for Australia’s Healthy Weight Week, it was decided to showcase unhealthy snacks, and their healthier counterparts.

Background

Broome Boulevard was contacted and a display area was given complementary outside Woolworths. WACHS dietitian Katie Johnstone was contacted to see if WACHS would be interested in also participating in the event. We decided to use visual impact to display fat, sugar, salt and cost of various common snacks. A healthy snack example of easy to make tzatziki and crudites was to be made on the day.

Goals, objectives, strategies

- To visually educate the community on the fat and sugar content of unhealthy versus healthy snacks.
- To also educate on cost difference of packaged snacks versus bulk items.
- To increase knowledge on the effects of processed foods on the body, and of how much sugar to aim for on a foods nutrition label.

Results: process evaluation

We spoke to 30 adults and children, with 5 adults and 3 children being Aboriginal.

Resources distributed:

- 16 x label reading cards were handed out, with 12 accompanying label reading resource sheets
- 5 x 'Really cooking good food' recipe books
- 3 x A-Z of vegetables
- 4 x Back to Basics Winter recipe book
- 2 x Cooking with legumes recipe book
- 2 x Pick n Mix lunchbox guides
- 2 x packed with goodness lunchbox guides
- 6 x tzatziki recipes

11 crudites and tzatziki were distributed

Quotes from community members:

- 'I am never buying instant noodles again, I had no idea how much fat was in them!'
- 'This is very effective, well done'
- 'I have an iced coffee every day, I can't believe how much sugar is in it!'

Results: impact evaluation

Before and after quiz questions were completed by 13 participants, who went into the draw to win a healthy hamper pack drawn at the end of the day.

Figure 1: What effect does excess salt have on the body?

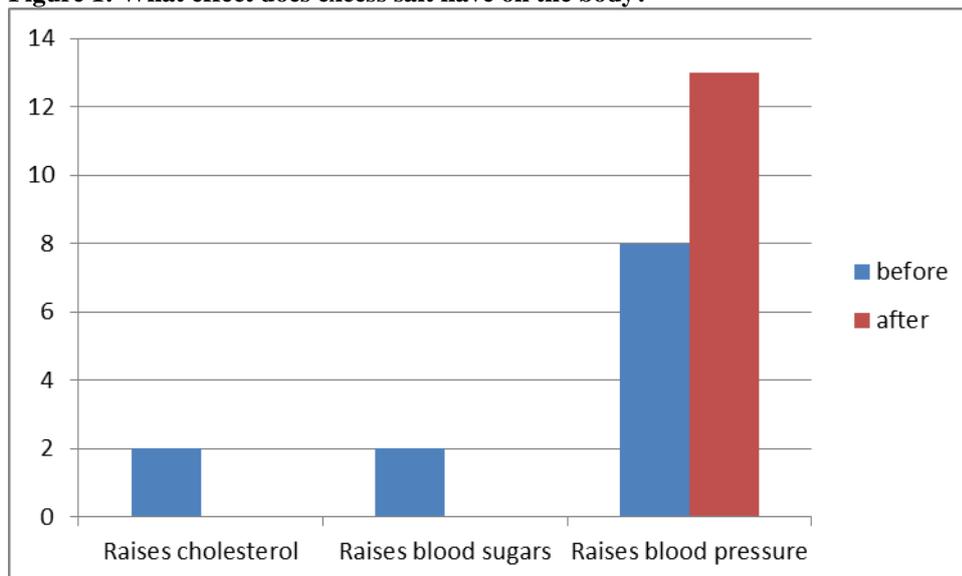
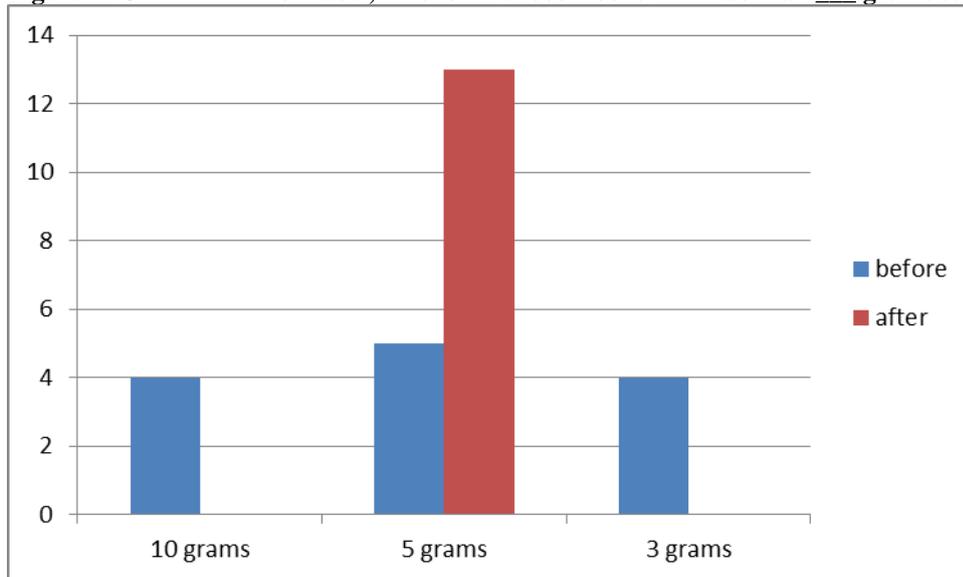


Figure 2: On the nutrition label, we should choose foods with less than ___ grams sugar per 100g?



Discussion

All staff involved and many community members agree that this was a very effective way of educating on nutrition content of various snacks. The fat and sugar visual blocks were very successful, and will be used again in the future.

Some adults were happy to try the crudites and tzatziki, however only 1 child accepted a taster.

Conclusion/recommendations

- Recommend to repeat the visual education style
- Need to have a prize incentive for community members to participate in an evaluation quiz
- Sample snacks more suitable / attractive to children?

