

Kimberley Project Sharing – Good Tucker

Your Project or Program Title	Good Tucker
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Organisation's Name	Kimberley Population Health Unit
Program/project partners	West Kimberley Football League, BRAMS, Cancer Council WA, Alive and Kicking Goals
Budget	
Why?	<p>This project is aimed at 16-30 year-old Indigenous men in the West Kimberley. At the time that this program was developed, the KPHU Men's Health Officer was running existing programs with some of the football teams in the West Kimberley Football League (WKFL). By chance, some funding was available for the addition of a dietitian to work with the teams on food literacy strategies, based on some health statistics around young Indigenous men's chronic disease risk and fruit and vegetable intake. We asked around the WKFL teams to see who was interested and went from there. Through building our networks, we started to work with football talent pathways including some short workshops at the Kimberley Spirit and North-West Academy camps and carnivals too.</p>
Who? When? Where?	<p>One full-time dietitian was recruited to co-ordinate this project. In the first 12 months, we liaised with the WKFL CEO, and club presidents and coaches, as well as the Broome and Derby Shire Councils. As we developed the program, we also asked other health professionals to join in. For example, we sub-contracted Sam Newton, a private Exercise Physiologist, to join us in the second year of the program to facilitate sessions with Looma, Derby, Bidyadanga, Bombers, Saints, and Cable Beach football clubs. In our second year, we asked health professionals from Cancer Council WA and BRAMS to do talks on alcohol and smoking at the Saints Football Club in Broome. The Looma Police have been our most successful and sustainable relationship, keeping in touch throughout the past 3.5 years to organise session and provide specific information about the club to us so that we can work with the team in the best way. We have worked a lot with Garnduwa and WA Football Commission staff to incorporate a nutrition component into their talent development camps; this part of the program has been very successful, allowing us to work with a group of motivated young men, in large numbers.</p>
How are you making it happen?	<p>This project was funded through COAG under the Chronic Disease Directorate. This funding was not continued after the initial 2.5 years, so the KPHU Health Promotion team applied successfully to Kimberley Pilbara Medicare Local for another years' of funding with the possibility of a one-year extension. With the WA Primary Health Alliance taking over funds from KPML, we have had the funding extended for another 6 months. We have also received a small amount of funding from the Heart Foundation so that we could utilise an Exercise Physiologist.</p>
So...	<p>The strengths of the Good Tucker program have been made possible only through building good relationships with individuals at the footy clubs who believe in good nutrition, and believe in the benefits of developing the skills and knowledge of footballers in the region. Kevin Hall and others at the Looma Police Station, Michael Farmer from Garnduwa and the WA Football Commission, Mick Albert from Garnduwa, and Neil Bourke from the Saints Football Club are some of these people. We have found that the success of this program has been highly dependent on willingness from coaching staff, which presents difficulties when there is high turn-over in coaching staff such as there has been in the past 3 years here in the West Kimberley. We have requested the assistance of male health professionals throughout the program which we feel has greatly improved the success of the program. Insecurity of ongoing funds has been a key challenge. We believe there is a great capacity to improve this program should funding be continued. If the funding does continue, we would do some more consultation with players before continuing. We would also utilise more male health professionals to implement the work, with the female dietitian acting in more of a consultative role. We would also invest in better fitness testing equipment or utilise existing equipment through the Broome Sports Association. We would also continue to explore the best evaluation methods for this program.</p>
How do you plan to get feedback?	<p>In terms of measuring outcomes, we tried to build evaluation into the program, by incorporating questionnaires into the education component of our sessions. It was challenging to find an evaluation tool that worked for all groups, given the diversity in background, English literacy level, and base location (and access to stores and food supplies). We tried a few versions of the questionnaire, but it became clear that it was not a valid way of measuring change. We are still working on the best way to measure outcomes for these groups. Film has been explored as an option, but it is more time-consuming and requires some more paperwork than other methods, and sometimes people are shy on camera, or may not be honest about what they really thought about a program or what they have or haven't learnt. To undertake process evaluation, we sought feedback from coaches and participants through a third party to minimise bias in their responses. The dietitian also made contact with some familiar individuals who were experienced in Kimberley football. We received some good feedback positive feedback and felt encouraged to continue the program. These people told us that it was an added bonus for football clubs to have this kind of service offered to them, and that as clubs developed, they really did want the information that we had on offer.</p>
Resources	<p>We developed some paper-based resources in the beginning, however there were several issues with this. Initially, we had thought that posters with some information about pre- and post-exercise nutrition information would be helpful to be put on display in club rooms. However, only a couple of the teams in the West Kimberley have 'club rooms' as such that belong only to them, and because the literacy level was quite varied between clubs and individuals, a lot more time should have been spent on piloting different version of the posters if they were to be useful for each team. Second, most of our work was done at the teams' usual training sessions, and anything that was handed out at training was lost or damaged before it made it home after the session. It did not seem to be worthwhile to give hand-outs, but rather to speak with each player verbally about nutrition issues specific to them. Practical sessions were also difficult, because coaches wanted to maximise the time they had with players at training sessions and so we felt to respect that, we should try to keep the nutrition component short but meaningful. This element of the program could be explored further if funding is continued.</p>

