



**Eat Well Queensland:  
Smart Eating for a Healthier  
State  
2009-2012  
QPHF  
Implementation Plan**

**Vision:** Better food, better nutrition, better health.

In ten years, the nutrition and health status of Queenslanders will be measurably improved, particularly for Indigenous Queenslanders and other vulnerable groups.

**Aim:** To improve the health and wellbeing of all Queenslanders through better food and nutrition.

## **Purpose of the Implementation Plan**

This Implementation Plan has been developed to clearly identify the actions, performance indicators and timeframes required to implement the *Eat Well Queensland 2002-2012* strategic framework based on the recommendations outlined in the mid-term evaluation. The Implementation Plan also aims to define the roles and responsibilities of the Queensland Public Health Forum (QPHF) and other organisations involved in nutrition programs that, when collated and evaluated will demonstrate a coordinated approach to inter-sectoral action in Queensland.

## **Guiding Principles for Eat Well Queensland**

**Eat Well Queensland seeks to:**

- Make an impact on the whole of population, while reducing health inequalities and raising the health status of disadvantaged groups
- Promote the ecological and environmental sustainability of Queensland's food supply
- Recognise and value diversity of the Queensland population including Indigenous peoples and those from culturally and linguistically diverse backgrounds
- Enhance communication and collaboration between all relevant sectors and strategies in a partnership environment
- Facilitate partnerships based on clear ethics and protocols
- Protect and acknowledge public and consumer interests
- Advocate for the capacity required to achieve success
- Base initiatives on the available scientific evidence, and help develop evidence where it is needed
- Acknowledge the relationship between food supply, diet and issues of environmental sustainability, including climate change.
- Consider the needs of disadvantaged individuals and communities and strive for equality of access, opportunity and outcome
- Recognise that a living, sustainable strategy requires continuing research, innovations, evaluations and renewal

## **Lead agency**

The Queensland Public Health Forum is a strategic leadership alliance of government and non-government organisations health, research, education, and local government sectors with a commitment to improving public health outcomes in Queensland. Currently, the QPHF has identified four priority public health areas of which Food and Nutrition is one, along with Active Living, Skin Cancer Prevention, and Climate Change and its effect on Health. Each of the identified priority public health areas has a corresponding Working Group that is made up of QPHF members and other representatives with expertise or investment in that area. The partnering approach modelled by the QPHF galvanises the efforts and actions of each member organisation and extends to the organisations involved in the Working Groups to provide a coordinated approach to public health action.

## **Agencies involved in this Implementation Plan**

### ***Eat Well Queensland Implementation Working Group members (EWQIWG):***

Ms Deanne Wooden	Heart Foundation (Chair)
Dr Danielle Gallegos	Queensland University of Technology
Ms Aloysa Hourigan	Nutrition Australia
Dr Amanda Lee	Queensland Health
Ms Nicky Peberdy	Diabetes Australia - Queensland
Dr Shawn Somerset	Griffith University
Ms Christina Stubbs	Dietitians Association of Australia
Dr Trish Glasby	Education Queensland – Teaching and Learning
Ms Rachael Bagnall	Cancer Council Queensland
Ms Sabrina Ostowari	General Practice Queensland
Ms Roslyn Walker	Queensland Council of Social Services
Ms Louisa Begley	Project Officer (until August 2009)

### ***Other key Stakeholders:***

Red Cross

Ethnic Communities Council Queensland

Sport and Recreation Services, Department of Communities

Department of Communities, Office for Seniors

Local Government Association Queensland

Department of Primary Industries

Queensland Aboriginal and Islander Health Council

***Queensland Public Health Forum members (QPHF):***

Australasian Faculty of Public Health Medicine – Qld

Australian Health Promotion Association – Qld

Australian Institute of Environmental Health – Qld

Australian Dept of Health & Ageing – Qld

Department of Communities

Diabetes Australia – Qld

Education Queensland

Heart Foundation – Qld

Local Government Association of Queensland

Public Health Association of Australia – Qld

Queensland Aboriginal and Islander Health Council

Cancer Council Queensland

Queensland Centre for Public Health

Queensland Council of Social Services

General Practice Queensland

Queensland Health

## **Implementation mechanism**

The role of the QPHF is to coordinate, advocate and evaluate the implementation of the *Eat Well Queensland* strategic framework. There are a number of QPHF member organisations that will be responsible for initiating, coordinating and progressing actions as identified in the Implementation Plan. It should also be acknowledged that a range of organisations that are not members of the QPHF will also be involved in implementing *Eat Well Queensland*

The implementation of the *Eat Well Queensland* framework has been divided into two components that relate directly to the capacity, responsibility and authority the QPHF and the EWQIWG. The first component, the QPHF Implementation Plan, identifies a number of strategies that relate to the implementation of the *Eat Well Queensland* document for the remainder of its timeframe (i.e. 2009-2012). The strategies identified for this component include:

- **Advocacy**
- **Monitoring and Identification of Emerging Issues and Gaps**
- **Communication and Dissemination of Information and Resources**
- **Facilitating Partnerships**
- **Evaluation and Reporting**

The second component of this document identifies **specific** activities that will be undertaken by a range of organisations in which the QPHF cannot be responsible or accountable for, but will contribute to the objectives of each of the Priority Areas as outlined in the *Eat Well Queensland* framework. It is anticipated that both components of the plan will be reviewed and evaluated at the end of the *Eat Well Queensland* timeframe.

## **Criteria for success (Performance Measures and Key Deliverables)**

The criteria for success for the implementation of the *Eat Well Queensland* framework relate specifically to the coordination, monitoring, evaluation and advocacy aspects of the Implementation Plan as it is these elements that the QPHF and Working Group members will have full responsibility and accountability. Although the Implementation Plan identifies a number of activities that relate to improvements in population health, these will not be used to define the success of the Implementation Plan as too many of the actions rely on outside influences for their success. The evaluation of the Implementation Plan will however, include success against the Key Deliverables of the Implementation Plan.

## Implementation Plan 2009 – 2012

### Monitoring and Identification of Emerging Issues and Gaps

**Objective:** *To utilise a range of monitoring, evaluation and information gathering strategies at a local, state, national and international level to identify relevant successful programs and emerging issues or gaps pertinent to the progression of EWQ Priority Areas*

Strategy	Action	Performance Indicator	Recommendation or Smart Buy	Who	Timeframe
<b>1. Maintain communication networks and environmental scanning processes to monitor current and planned activities and research to assist with identifying emerging issues and gaps in activity relevant to EWQ</b>	1.1 Utilise existing networks (including Queensland Health's State-wide Steering Groups and other non-health and non-government organisations) to ensure ongoing environmental monitoring of federal, state and local government priorities, reports and initiatives to identify opportunities for advocacy and consultation	1.1.1 Information about local, state and federal priorities, reports and initiatives presented at QPHF meetings and distributed through networks  1.1.2 Information about local, state and federal priorities, reports and initiatives are informally shared through existing networks	This activity relates to Smart Buy 2 in the Review Report	Chair EWQIWG  EWQIWG Members	Ongoing
	1.2 Continue to promote the EWQ framework to federal, state and local government initiatives particularly where there are current gaps in action	1.2.1 Number and type of promotional activities at a local, state and federal level	This activity relates to Smart Buy 26 in the Review Report	QPHF & EWQIWG Members  Key Stakeholders	Annually
<b>2. Develop and establish effective monitoring systems for collecting and collating information and evidence on food and nutrition policies and activities</b>	2.1 Utilise Communication Strategy and reporting template to monitor progress of activities undertaken by Forum members and external organisations as identified in Plan.	2.1.1 Annual reporting to QPHF indicates progress of activities undertaken by Forum members and relevant organisations	An EWQ Implementation Plan will outline priority initiatives for the next 4 years.	QPHF Chair  EWQIWG Chair	Annual
	2.2 Disseminate achievements and outcomes of activities undertaken by QPHF or member organisations relevant to EWQ Framework to key stakeholders as the opportunities arise	2.2.1 Achievements and outcomes of activities and reports are informally distributed throughout the existing networks	This activity relates to Smart Buy 1 in the Review Report	EWQIWG Members and Key Stakeholders	Ongoing

## Advocacy

**Objective:** *To ensure the Queensland Government and key decision makers are aware of the activities and policy changes needed for the successful implementation of EWQ*

Strategy	Action	Performance Indicator	Recommendation or Smart Buy	Who	Timeframe
<p><b>3. Identify a range of priorities from the EWQ Framework that can be advocated for within state government, local government, nationally or within stakeholder organisations</b></p>	<p>3.1. Advocate for involvement in the process to shape the new national monitoring and surveillance system to be implemented in 2010 to include: Child and Infant, CALD and Indigenous measures and food supply, (e.g. food availability and composition of Australian foods); food purchasing/acquisition,(e.g. food expenditure, food type, price and quantity of food purchased) and food security; population food and nutrient intake and physical activity behaviours, (e.g. 24 hour recall and short questionnaire); and nutritional status, (e.g. biological measures)</p>	<p>3.1.1 Representatives from the QPHF (EWQIWG) are formally involved in informing the development of the new national monitoring and surveillance system</p>	<p>This activity relates to Smart Buys 12, 17 19 and 23 in the Review Report.</p>	<p>QH EWQIWG Members</p>	<p>End of 2010</p>
	<p>3.2a. Advocate for the uptake of existing healthy food and drink supply policies and strategies (such as A Better Choice in QH facilities) in all government govt departments and local govt / non-govt organisations, by developing a template and sharing existing policies from organisation (all QPHF members partners)</p> <p>3.2b. Advocate for broader uptake of healthy food policy in workplaces</p>	<p>3.2a.1 A template and/or Step Guide is developed and disseminated to QPHF membership</p> <p>3.2a.2 There is an increase in the number of organisations from within the QPHF member network (including partners) implementing healthy food and drink policies or strategies</p> <p>3.2b.1 QPHF (EWQIWG) has advocated, utilising a range of strategies, for healthy food policy in all workplaces</p>	<p>This activity relates to Smart Buy 7 in the Review Report</p>	<p>HF DA- Q QH EWQIWG members (internally)</p>	<p>2010</p>
	<p>3.3a. Advocate for a National Food and Nutrition Policy which considers demographic changes, over-consumption, social equity issues, food security, environmental impact, and ecological</p>	<p>3.3a.1. QPHF (EWQIWG) has advocated, utilising a range of strategies, for a national Food and Nutrition Policy</p>	<p>This activity relates to Smart Buy 5 in the Review Report</p>	<p>EWQIWG</p>	<p>mid-2011- 2012</p>

	<p>sustainability of food systems, and impact of climate change and oil vulnerability.</p> <p>3.3b. Advocate for a Queensland Food and Nutrition Policy</p>	<p>3.3b.1 QPHF (EWQIWG) has advocated, utilising a range of strategies, for a Queensland Food and Nutrition Policy</p>			
	<p>3.4a. Advocate for the state-wide regulation of food and beverage television advertising to children and for Qld legislation to reduce TV advertising of energy-dense-nutrient-poor foods and drinks to children</p> <p>3.4b. Advocate for a national system for monitoring food and beverage advertising and marketing to children.</p>	<p>3.4.1. QPHF (EWQIWG) has advocated, utilising a range of strategies, for state-wide regulation of food and beverage television advertising to children</p> <p>3.4b.1 QPHF (EWQIWG) has advocated utilising a range of strategies, for a national system for monitoring food and beverage advertising and marketing to children</p>	<p>This activity relates to Smart Buy 8 in the Review Report</p>	<p>CCQ NA HF DA-Q</p>	<p>Ongoing</p>
	<p>3.5. Advocate for inclusion of specific child growth assessments in child health checks e.g. at 4 years</p>	<p>3.5.1. QPHF (EWQIWG) has advocated, utilising a range of strategies, for the inclusion of specific child growth assessment in child health checks</p>	<p>This activity relates to Smart Buy 13 in the Review Report</p>	<p>QH Steering Group</p>	<p>As Required</p>
	<p>3.6. Provide a written response during public consultation of the NHMRC Dietary Guideline series and Core Food Group model.</p>	<p>3.6.1. QPHF (EWQIWG) submitted a written response during public consultation of the NHMRC Dietary Guideline series</p>	<p>This activity relates to Smart Buy 9 in the Review Report.</p>	<p>QH &amp; EWQIWG</p>	<p>After May 2010</p>
	<p>3.7. Advocate for the ongoing and enhanced collection of HFAB data in 2012 and dissemination of results nationally</p>	<p>3.7.1. QPHF (EWQIWG) has advocated, utilising a range of strategies, for the ongoing and enhanced collection of HFAB data</p>	<p>This activity relates to Smart Buy 1 in the Review Report.</p>	<p>QH</p>	<p>Ongoing</p>
	<p>3.8. Prepare submissions incorporating above advocacy actions in response to relevant state and federal govt inquiries, public consultations etc</p>	<p>3.8.1. A range of submissions, responses and advocacy strategies were compiled by the QPHF (EWQIWG) in response to state and federal requests</p>	<p>This activity relates to Smart Buy 7 in the Review Report</p>	<p>EWQIWG members</p>	<p>Ongoing</p>

## Facilitating Partnerships

**Objective:** *To identify and facilitate partnerships between member organisations and/or other stakeholders to increase the potential achievements of EWQ and to minimise duplication*

Strategy	Action	Performance Indicator	Recommendation or Smart Buy	Who	Timeframe
<p><b>4. Develop opportunities for member and stakeholder organisations to work together based on information gathered through membership communication and environmental scanning</b></p>	<p>4.1 Identify potential lead organisations to undertake activities based on addressing barriers or emerging issues and gaps in the priority areas, such as older Queenslanders, CALD groups, and Aboriginal and Torres Strait Islanders populations; and environmental sustainability and food literacy.</p>	<p>4.1.1 Representatives from a number of organisations involved in activities for older populations, CALD groups, Aboriginal and Torres Strait Islander populations, environmental sustainability and food literacy are included in the broader EWQIWG activities and communication</p>	<p>This activity relates to Smart Buys 5, 10 and 27 in the Review Report.</p>	<p>ECCQ</p> <p>QAIHC</p> <p>NA/Red Cross</p> <p>Department of Communities – Office for Seniors</p>	<p>2010</p>
	<p>4.2. Identify and access funding opportunities to assist QPHF and member organisations to undertake activities identified in the EWQ Framework</p>	<p>4.2.1 Funding has been identified and secured for a range of activities identified in the EWQ framework</p>		<p>EWQIWG members</p>	<p>2010</p>
	<p>4.3 Plan and implement a Workshop to identify possible projects or activities that currently do not exist and are considered “gaps” that could be undertaken by Forum members or external organisations in partnership arrangements.</p>	<p>4.3.1 A Workshop been undertaken and a list of projects or activities that will address gaps and emerging issues is disseminated through the QPHF network</p>		<p>EWQIWG Members</p>	<p>2010</p>
	<p>4.4 Link Forum members and external organisations through meetings and workshops to establish partnerships to undertake the projects or activities as identified in the above two actions</p>	<p>4.4.1 A number of new partnerships between QPHF members and external organisations have been formed to address the activities outlined in the EWQ framework</p>		<p>EWQIWG Members</p>	<p>Ongoing</p>
	<p>4.5 Work with Queensland Health to define terms, and identify partners with knowledge and capacity to impact on local food affordability, access, security, equity and availability to deliver local community level projects.</p>	<p>4.5.1 QPHF (EWQIWG) has facilitated at least one meeting or workshop with Queensland Health and a range of partners with knowledge and capacity to impact on local affordability, access, security, equity and availability to deliver local</p>		<p>QH</p> <p>QUT</p> <p>EWQIWG Members</p>	<p>2010</p>

community level projects.

## Communication and Dissemination of Information and Resources

**Objective:** *To establish a robust and timely system of collecting, collating and communicating information and resources on food and nutrition through the membership*

Strategy	Action	Performance Indicator	Recommendation or Smart Buy	Who	Timeframe
<b>5. Develop a comprehensive communication strategy that allows the effective and efficient transfer of information and resources between member and stakeholder organisations</b>	5.1 Develop a comprehensive Communication Plan and simple reporting framework that will link all government and non-government organisations involved in food and nutrition activities to collect and disseminate information, resources and outcomes relevant to the EWQ Framework (see pg 23 in Action Plan)	5.1.1 A Communication Plan is developed and implemented that provides timely dissemination and collation of information and resources between QPHF members and key stakeholders.  5.1.2 A reporting framework is developed and utilised to collect information about the status of food and nutrition activities (including promotional activities) from QPHF members and key stakeholders on an annual basis	This activity relates to Smart Buy 26 in the Review Report.	Chair EWQIWG  EWQIWG Members	End of 2009
	5.2 Establish an email list to circulate updates and information about the EWQ Framework between Forum members, working group members and stakeholders	5.2.1 An email list is created that includes all key stakeholders and QPHF members to inform them of EWQIWG meeting progress and consultation and advocacy opportunities		EWQIWG Members	Ongoing
	5.3 Work with Queensland Health to scope and research the functions and content of a website specific for food and nutrition (and physical activity) for health professionals in Queensland.	A state-wide website for food and nutrition (and physical activity) is developed, implemented and accessed by broader QPHF membership and key stakeholders	That the QPHF and member organisations investigate the feasibility of developing an interactive, EWQ-specific web-portal for the nutrition workforce	QH	Mid- 2010

## Evaluation and Reporting

**Objective:** *To resource and undertake a comprehensive evaluation of the EWQ Framework 2002-2012 which will form basis of future food and nutrition frameworks and strategies*

Strategy	Action	Performance Indicator	Recommendation or Smart Buy	Who	Timeframe
<p><i>6. Access and utilise resources to fund a comprehensive evaluation process of the current EWQ framework and associated activities and report recommendations to member and stakeholder organisations and decision makers</i></p>	<p>6.1. Identify funding to conduct an end of term evaluation of the EWQ Framework and distribute and advocate Report of Evaluation to key stakeholders</p> <p>6.2 The results of the final evaluation of the EWQ Strategy are used to inform the development of a post-EWQ Queensland Food and Nutrition Strategy</p>	<p>6.1.1 Appropriate funding is sourced for an end-of-term evaluation of the framework</p> <p>6.1.2. A comprehensive evaluation is conducted and a report distributed to all key stakeholders</p> <p>6.2.1 The EWQIWG plan to ensure the results of the final evaluation are considered as part of the development of a Queensland Food and Nutrition Strategy beyond 2012</p>	<p>The EWQ strategy is reviewed again in 2012, and the necessary time and resources to complete this review are provided in order to allow the evaluation of change in objective nutrition-related health indicators.</p>	<p>QH</p> <p>EWQIWG members</p>	<p>2011-2012</p>

### Key to acronyms

CALD – Culturally and Linguistically Diverse  
 CCQ – Cancer Council Queensland  
 DA-Q – Diabetes Australia - Queensland  
 EWQ – Eat Well Queensland  
 EWQIWG – Eat Well Queensland Implementation Working Group  
 HF – Heart Foundation  
 HFAB – Healthy Food Access Basket  
 NA – Nutrition Australia  
 NHMRC – National Health and Medical Research Council  
 QAIHC – Queensland Aboriginal and Islander Health Council  
 QH – Queensland Health  
 QPHF – Queensland Public Health Forum  
 QUT – Queensland University of Technology

# Action Plan for Eat Well Queensland Priority Areas

## Summary of Activities planned by Key Stakeholders

### Priority Action Area 1: Addressing Food Supply Issues

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
Queensland Health	<p><b>Food supply monitoring, research and advocacy</b></p> <p><b>1. Advocate for national systems and processes to provide relevant and timely data on the food supply, such as food security, cost and availability of healthy foods, apparent consumption, and household expenditure data</b></p> <p><b>2. Monitor state wide food supply and food security indicators</b></p>	<p>Provide submission on relevant national and state inquiries</p> <p>Use relevant national forums and opportunities to advocate for national data collection systems</p> <p>Monitor food prices in Queensland through the Queensland Healthy Food Access Basket (HFAB) surveys</p> <p>Monitor food security through the health status surveillance system -conducted by Queensland Health</p>	<p><b>23.</b> Advocate for a sustainable, coordinated national nutrition monitoring and surveillance system which supports State estimates</p>
	<p><b>Identify workforce training opportunities and provide professional development</b></p>	<p>Identify workforce training opportunities to address food supply priorities and mechanisms to share and disseminate project outcomes and learnings.</p> <p>Provide professional development opportunities to the nutrition workforce related to specific projects and on food regulations such as health claims and labelling and other food regulation issues relevant to workforce practice</p>	<p><b>6.</b> Increase active contribution to consultation regarding the growing importance of new and more complex food regulations and standards, e.g., front of pack labelling and health claims.</p>
	<p><b>Food security (Food access and availability at community and household levels)</b></p> <p><b>1. Increase the capacity of remote stores to increase supply and sales of healthy foods and reduce sales of unhealthy foods</b></p>	<p>Develop, disseminate and evaluate the usage of resources and training for remote stores, such as the Remote Indigenous Stores and Takeaways (RIST) Project resources, Food Outback project, the Green Label program and nutrition</p>	<p><b>1.</b> Continue support for successful projects, e.g., Healthy Food Access Basket Surveys, Nutrition Policy for Remote Retail Stores and takeaways', Smart Choices' and 'A Better Choice'</p>

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
	<p><b>2. Work collaboratively with regulators, retailers, manufacturers and transporters to address the issues and barriers of food access for Indigenous and disadvantaged people in remote, rural and urban areas</b></p>	<p>training for remote store staff</p> <p>Monitor state and national policy and legislative developments for impact on the food supply and identify strategies to address or minimise impact, such as through the COAG 'Closing the Gap' Indigenous Reform agenda</p> <p>Collect local and regional data identifying food supply issues and barriers and disseminate to stakeholders, such as food security assessment projects in Central and Tropical</p> <p>Work collaboratively with retailers and peak bodies on the Food Outback project to improve the supply of healthy foods such as through in-store promotions, awards and incentives</p>	<p>initiatives, and extend their reach, e.g., at sporting venues, within government departments other than Queensland Health, and other workplaces.</p> <p><b>3.</b> Build the capacity of and support for non-government stores in remote areas to increase supply and sales of healthy food and reduce sales of unhealthy foods, through the Remote Indigenous Stores and Takeaway project (RIST) and other initiatives.</p> <p><b>2.</b> Develop partnerships between nutrition professionals, other stakeholders and communities to investigate and address barriers affecting local food affordability, access, security, equity and availability in remote, rural and urban areas.</p>

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
	<b>Consider opportunities arising from initiatives outside QH to address food supply issues and where possible, to act on these opportunities</b>	Actively monitor and act on opportunities arising from other state and national government departments, non-Government organisations, inquiries etc to address Queensland Health's food supply priorities	
	<b>Identify and act on opportunities for integrating climate change and food security agendas</b>	Monitor state government climate change and related policy developments and opportunities to incorporate food security objectives Collect and report on local community supported food system data and initiate and/or participate in food security alliances and other networking opportunities	<b>5.</b> Investigate interagency and intersectoral collaboration to develop and implement initiatives to improve the environmental and ecological sustainability of the food supply
	<b>Supportive environments for healthy eating</b>  <b>Develop methods to assess and report on environments for healthy eating</b>          <b>Identify and progress opportunities with Queensland Government departments to create supportive environments for healthy eating</b>	Develop food system data collection tools and instructions to report on information such as food prices, food retail outlets, and community and commercial food systems  Develop and implement a local government nutrition policy and planning audit tool  Use existing tools to assess and report on local infrastructure to support healthy eating, such as access to healthy food, density of takeaway food stores, access and suitability of parenting facilities, access and suitability of water drinking fountains, and exposure to outdoor food advertising  Progress recommendations from the 'Supportive environments for active transport and incidental physical activity and healthy eating' project	<b>7.</b> Create supportive environments for healthy eating through regulatory and non-regulatory approaches that promote community food security through access, availability and affordability of healthy food choices, such as advocating for and implementing strategies that decrease children's access to junk food and increasing access to healthy food, e.g., local government regulations that restrict fast food

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
	<p><b>eating</b></p> <p><b>Establish a mechanism for nutrition input into health and social impact assessments of significant policies and development applications</b></p> <p><b>Provide nutrition input into Queensland Government initiatives to develop guidelines for local governments to create supportive environments for healthy eating</b></p> <p><b>Advocate for a planned and structured healthy public policy approach to the advertising of unhealthy food and drinks</b></p>	<p>Monitor opportunities arising from initiatives such as the Population Health Queensland Healthy Regions and Communities project</p> <p>Finalise and disseminate the 'Supportive Environments for Physical Activity and Healthy Eating' resources for local government, including training and support strategies</p> <p>Implement the recommendations of the A Better Choice and Smart Choices evaluation reports.</p> <p>Monitor food advertising on Queensland television, advocate for state-based regulatory approaches, and advocate through the Food and Drink Advertising and Marketing State and Territory Jurisdictional Working Party regarding advertising of unhealthy foods during children's peak television viewing times</p>	<p>outlets being opened near schools and provision of healthy food at community sporting clubs and events.</p>
QPHF	<p><b>Advocate, and provide advice and recommendations on achieving public health nutrition objectives through food regulations</b></p>	<p>Prepare responses to food standards applications and proposals and consultation documents</p> <p>Participate in relevant state and national food standards groups and committees</p>	<p><b>4.</b> Support the extension and implementation of water fluoridation, in collaboration with local governments, communities, and other key stakeholders.</p>
QPHF		<p>Coordination and advocacy</p>	<p><b>4.</b> Support the extension and implementation of water fluoridation, in collaboration with local governments, communities, and other</p>

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
			key stakeholders.
QAIHC	<b>Develop Workplace and Aboriginal and Torres Strait Medical Services food and nutrition policies based on “A Better Choice” and “Smart Choices”</b>	<p>Develop and implement strategies to encourage Aboriginal and Torres Strait Medical Services, Aboriginal and Torres Strait Community Controlled Sector and indigenous workplaces to adapt the “A Better Choice” or “Smart Choices” food and nutrition policies</p> <p>Implement a brief intervention to provide education sessions on National Dietary Guidelines to encourage employees to discuss healthy eating with community members and to identify the behaviours and personal perceptions of Indigenous Health Workers that may restrict their confidence in promoting healthy eating and exercise</p>	<b>1.</b> Continue support for successful projects, e.g., Healthy Food Access Basket Surveys, Nutrition Policy for Remote Retail Stores and takeaways’, Smart Choices’ and ‘A Better Choice’ initiatives, and extend their reach, e.g., at sporting venues, within government departments other than Queensland Health, and other workplaces.
Department of Communities, Office for Sport and Recreation	<b>Healthy Choices for Sport</b>	<p>Develop, implement and evaluate healthy food and drink guidelines for community sport organisations.</p> <p>Implementing the “Good Sports” program that advocates for responsible drinking and food. This is an Accreditation program.</p> <p>Participating in activities to promote Supportive Environments including undertaking a Financial Analysis to provide evidence for “Good Sports” Program</p>	
Nutrition Australia	<b>Smart Choices Food &amp; Drink Strategy for schools</b>	Continue to promote and support schools, including school tuckshop in implementing the Smart choices strategy through the work of NAs Nutrition in Schools Advisory Service in conjunction with the Qld Assoc of School Tuckshops (QAST) and Q Health, and Education Qld. Services include member newsletters, tuckshop menu review, ‘greening your menu’	<b>2.</b> Develop partnerships between health nutrition professionals, other stakeholders and communities to investigate and address barriers

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
	<p data-bbox="407 670 942 732"><b>Healthy choices for Sport &amp; Eat Well Be Active Community Partnership Grants</b></p> <p data-bbox="407 1110 919 1205"><b>Provision of healthy meals in Early Childhood education and care settings – Childcare Advisory Service</b></p>	<p data-bbox="974 334 1633 461">workshops, and other related professional development seminars and workshops for both teachers and tuckshop convenors; and development of curriculum-based resources relating to healthy eating and physical activity for students.</p> <p data-bbox="974 500 1608 626">Continuing participation in and further development of partnerships that promote the implementation of Smart Choices e.g. – the Smart Choices Implementation Working Group; the Nutrition Technical reference group</p> <p data-bbox="974 665 1650 824">Work with sporting clubs to promote a healthy food supply in their canteens including current projects such as “Get bowled over with Good Food” in which NA is working with Qld Cricket to promote and implement a healthier food supply in Qld Cricket canteens.</p> <p data-bbox="974 863 1650 1094">Continue to participate and work collaboratively with Department of Communities through the ‘Healthy Choices for Sport’ steering group and along with other steering group member organisations e.g. Heart Foundation, Diabetes Australia - Queensland, and QAST to develop resources for community organisations and promote healthy eating at sporting events.</p> <p data-bbox="974 1133 1650 1227">Continue to deliver “Nutrition and Food Handling’ workshops and conduct menu reviews and food safety audits for staff working in the childcare industry.</p> <p data-bbox="974 1266 1629 1360">Achieve and maintain status as a registered training organisation (RTO) to deliver food safety supervisor training for staff working in childcare.</p>	<p data-bbox="1698 334 1986 493">affecting local food affordability, access, security, equity and availability in remote, rural and urban areas</p>

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
	<p><b>Provision of healthy meals in Outside School Hours care settings –Nutrition in Outside School Hours Care (NOSHC) Advisory Service</b></p> <p><b>Provision of healthy meals in Workplaces – for staff canteens &amp; linking to A Better Choice</b></p> <p><b>Provision of healthy meals in Aged Care Facilities – the Aged Care Advisory Service &amp; for the frail elderly living at home in the community</b></p> <p><b>Maintenance of Vegetable and Fruit Cooperative for refugee settlement service at Junction Park State School, Brisbane &amp; Establishment of vegetable and fruit cooperatives for newly established refugee settlement services e.g. Zillmere and Inala in Brisbane</b></p>	<p>Maintain and further develop partnerships with other organisations to promote a healthy and safe food supply for children in childcare settings e.g. PSCQ (Professional Support Coordinator for Childcare in Qld), Q Health, DEEWR, the office of ECEC, Dept of Communities, Childcare Qld, C&amp;K.</p> <p>Continue to deliver “Nutrition and Food Handling’ workshops and conduct menu reviews and food safety audits for staff working in Outside School Hours Care.</p> <p>Maintain and further develop partnerships with other organisations to promote a healthy and safe food supply for children in OSHC eg Q Health, DEEWR, and Qld Children’s Activity Network (QCAN)</p> <p>Continue working with workplaces to implement changes to staff canteen menus to ensure a healthier food supply for their staff. This work can include promoting the concepts of “A Better Choice” strategy</p> <p>Continue to provide nutrition advice and conduct menu assessment, and provide menu planning workshops for staff at aged care facilities.</p> <p>Continue to develop partnerships with food service providers who deliver meals to the frail elderly at home e.g. Meals on Wheels and to work with them in ensuring a more adequate food supply for this population group</p> <p>Work with the school community and the Dept of Immigration &amp; Citizenship (DIAC) and other refugee community support organisations to maintain the Vegetable and Fruit Cooperative</p>	

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
		<p>established for the refugee settlement service at Junction Park State School, Brisbane &amp; to partner with relevant community organisations and DIAC to establishment of vegetable and fruit cooperatives and possibly community gardens for newly established refugee settlement services e.g. Zillmere and Inala in Brisbane</p>	
Heart Foundation	<b>To improve the availability of healthier foods</b>	<p>National action</p> <ul style="list-style-type: none"> <li>• Improve the nutritional profile of the food supply, particularly from manufacturers and retailers and foodservice (advocacy and Tick program)</li> <li>• Work with the food industry to increase the promotion of healthier food choices (NSW-based scoping project currently)</li> <li>• Work with industry to standardise the portion size of packaged foods and foods prepared for immediate consumption (Tick program)</li> <li>• Advocate for improvement of the nutritional profile across the food supply chain (advocacy)</li> <li>• Advocate for Government policies and regulations that improve the nutritional profile across the food supply chain (advocacy)</li> </ul> <p>State-based action</p> <ul style="list-style-type: none"> <li>• Membership on “A Better Choice” Technical Reference Group, and Evaluation Group</li> <li>• Membership on Department of Communities Healthy Food and Drink Choices for Sporting Clubs reference group</li> <li>• Dissemination of Heart Foundation resource “A Healthier Serve: the Heart Foundation’s Guide to</li> </ul>	<p><b>6.</b> Increase active contribution to consultation regarding the growing importance of new and more complex food regulations and standards, e.g., front of pack labelling and health claims.</p> <p><b>1.</b> Continue support for successful projects, e.g., Healthy Food Access Basket Surveys, Nutrition Policy for Remote Retail Stores and takeaways’, Smart Choices’ and ‘A Better Choice’ initiatives,</p>

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
Queensland Prevention Alliance – Heart		<p>healthier catering” to workplaces, schools, sporting groups etc</p> <ul style="list-style-type: none"> <li>• Promotion and evaluation of RIST resources, particularly Heart Foundation Buyer's Guide for managers of remote Indigenous stores and takeaways (QLD and national).</li> <li>• Advocate for improved nutrition standards within store groups (IBIS and Retails Stores) and independent stores, and via impending national remote food security strategy</li> <li>• Investigate options for working with distributors to increase availability of healthier foods in remote Indigenous communities</li>   <li>• Membership of Eat Well Queensland Implementation Working Group – aiming to engage stakeholders outside of health to meet Smart Buy no's 2 &amp; 3</li>   <li>• Advocate for regulation of unhealthy food and beverage</li> </ul>	<p>and extend their reach, e.g., at sporting venues, within government departments other than Queensland Health, and other workplaces.</p> <p><b>3.</b> Build the capacity of and support for non-government stores in remote areas to increase supply and sales of healthy food and reduce sales of unhealthy foods, through the Remote Indigenous Stores and Takeaway project (RIST) and other initiatives.</p> <p><b>2.</b> Develop partnerships between nutrition professionals, other stakeholders and communities to investigate and address barriers affecting local food affordability, access, security, equity and availability in remote, rural and urban areas.</p> <p><b>3.</b> Investigate interagency and intersectoral</p>

**Priority Action Area 1: Addressing Food Supply Issues**

Organisations Involved	Strategy	Actions	Smart Buy/Emerging Issue
<p>Foundation, Diabetes Australia Qld, Cancer Council, AMAQ</p>		<p>advertising to children, and promotion of healthy eating messages, both from Heart Foundation as part of Queensland Prevention Alliance.</p> <ul style="list-style-type: none"> <li>• Contribute to SEPAHE project in partnership with Queensland Health – develop tools for local governments to create environments that support increased physical activity and healthy eating</li> </ul>	<p>collaboration to develop and implement initiatives to improve the environmental and ecological sustainability of the food supply.</p> <p><b>7.</b> Create supportive environments for healthy eating through regulatory and non-regulatory approaches that promote community food security through access, availability and affordability of healthy food choices, such as advocating for and implementing strategies that decrease children's access to junk food and increasing access to healthy food, e.g., local government regulations that restrict fast food outlets being opened near schools and provision of healthy food at community sporting clubs and events.</p>

Priority Action Area 2: Promoting Healthy Eating; demand for healthy food			
Organisations Involved	Strategy	Actions	Smart Buy
Cancer Council Queensland	<b>TV Junk Food Advertising</b>	Continue to advocate for more consistent healthy eating guidelines with initiative such as “Burger Man”	<b>8.</b> Advocate for national action and support state action to ensure that food advertising and marketing directed towards children is more consistent with healthy eating guidelines
Nutrition Australia	<b>TV Junk Food Advertising</b>  <b>Promotion and Implementation of Cooking workshop programs with Disadvantaged Groups and the general community</b>  <ul style="list-style-type: none"> <li>- <b>Food 4 Us program</b></li> </ul>	<p>Continue to advocate for more consistent healthy eating guidelines delivered through the media to children through ongoing collaboration and partnering with Coalition Against Food Advertising for Children (CFAC)</p> <p>Continue to deliver cooking skill and food literacy workshops (Food 4 Us) as part of establishing settlement services for newly arrived refugee families in Brisbane; for parents and carers in conjunction with Playgroup Qld and potentially other disadvantaged groups, including indigenous communities across Queensland.</p> <p>Continue to deliver menu planning workshops for staff preparing and providing food in childcare and aged care settings.</p> <p>Continue to deliver cooking skill and food literacy workshops for local communities in partnership with local government</p>	<p><b>8.</b> Advocate for national action and support state action to ensure that food advertising and marketing directed towards children is more consistent with healthy eating guidelines</p> <p><b>10.</b> Develop and implement a state-wide initiative to increase food literacy and cooking skills within the community</p>

Priority Action Area 2: Promoting Healthy Eating; demand for healthy food			
Organisations Involved	Strategy	Actions	Smart Buy
	<p><b>Development of food literacy and cooking workshop resources suitable for use through a ‘train-the-trainer’ model</b></p> <p><b>Professional Development for staff in early childhood education and care, education of school aged children, and other health and education professionals (e.g. school based youth health nurses)</b></p>	<p>agencies</p> <p>Continue to work with employers to deliver cooking skill and food literacy workshops to staff in their workplace</p> <p>Continue to further promote and develop the Cooking for 1 or 2 program in partnership with QUT</p> <p>Continue to work with Playgroup, Education Qld, HEIA and community groups to develop resources that promote food literacy and cooking skills to parents, especially young mums, school aged children and disadvantaged groups.</p> <p>Promote the messages of the NHMRC Dietary Guidelines series as part of professional development sessions and resources developed for people working in early childhood, with school aged children and other community groups – to ensure the nutrition messages are consistent.</p>	<p><b>9.</b> Promote the NHMRC Dietary Guidelines series as evidence-based and consistent nutrition messages</p>
QPHF			<p><b>9.</b> Promote the NHMRC Dietary Guidelines series as evidence-based and consistent nutrition messages</p>

**Priority Action Area 2: Promoting Healthy Eating; demand for healthy food**

Organisations Involved	Strategy	Actions	Smart Buy
QAIHC	<b>Development and implementation of “Good Quick Tukka”</b>	Work with Community Controlled Health Organisations across South East Queensland, to help develop strategies to increase cooking skills, support existing nutrition programs, enhance cultural practice, etc. Goal is to increase the number of Aboriginal and Torres Strait Islander people consuming home prepared meals.	<b>10.</b> Investigate options to develop and implement a state-wide initiative to increase food literacy and cooking skills within the community
Nutrition Australia HEIA	<b>Food Literacy and cooking skills programs</b>	Work with partner organisations e.g. HEIA, Advanced Hostels to investigate feasibility of sustainable food literacy and cooking skills programs and promote model (inc school curriculum, DVDs, TV, boys, prisons and tools)	
Red Cross	<b>Promotion and Implementation of “Food Cents” program</b>	Implementing the “Food Cents” program based on the WA Red Cross program that is a 6 week workshop and includes topics such as nutrition, budgeting, kitchen safety, smart shopping, cooking and physical activity.  The program targets at-risk families and indigenous communities (Townsville, Rockhampton, Ipswich) where Red Cross has support as this is a volunteer model with support from Family Support Services (such as MultiLink, Access and Nutrition Australia)	

**Priority Action Area 2: Promoting Healthy Eating; demand for healthy food**

Organisations Involved	Strategy	Actions	Smart Buy
Queensland Prevention Alliance – Heart Foundation, Diabetes Australia Qld, Cancer Council, AMAQ	<b>Reduce children’s exposure to unhealthy eating messages and pressure to purchase</b>	Advocate for regulation of unhealthy food and beverage advertising to children, and promotion of healthy eating messages, as part of Queensland Prevention Alliance. (see also above)	<b>8.</b> Advocate for national action and support state action to ensure that food advertising directed towards children is more consistent with healthy eating guidelines.

**Priority Action Area 3: Increase consumption of fruit and vegetables**

Organisations Involved	Strategy	Actions	Smart Buy
<p>Queensland Health</p> <p><b>Partners/clients</b></p> <p>Horticulture Australia (HAL) HIC &amp; ES Qld Cancer Council DA-Q Brisbane Markets Ltd Fruit &amp; Veg /food service industry associations (eg Growcom)</p> <p><b>Other stakeholders</b></p> <p>Dept Premier &amp; Cabinet Dept of Communities DPI Education Qld AFVC QPHF NGO (eg HF &amp; NA) Indigenous Community Leaders</p>	<p>Continue to implement and evaluate the “Go for 2&amp;5®” Campaign</p> <ul style="list-style-type: none"> <li>• Determine research requirements (if any) during Phase 4 of campaign</li> <li>• Continued support of implementation of local level activities as determined by Local Activity Working Group</li> <li>• Continued support of implementation of industry relevant activities as determined by industries sub licensing to the campaign through HAL</li> <li>• Local level activities conducted by HSD and Regional Health Services staff throughout the State</li> <li>• Continued support for implementation of Indigenous specific activities as determined by indigenous working group</li> <li>• Implementation of plan to engage eligible government bodies/departments to utilise the campaign</li> <li>• Fruit and Veg Month Activities – September 08 and 09</li> <li>• Write status reports for Phase 4 (6 monthly due Feb 09, annual July 09, 6 monthly Feb 2010)</li> </ul> <p>Project Finalisation (<i>Jan – June 2010</i>)</p> <ul style="list-style-type: none"> <li>• Post campaign CATI research (Feb 2010)</li> </ul>	<p><b>Related activity/projects</b></p> <ul style="list-style-type: none"> <li>• Eat Well Be Active/Your 30 campaign</li> <li>• Social marketing campaigns under ABHI</li> <li>• Go for 2&amp;5® campaigns planned by other jurisdictions (eg Australian Government, South Australia, ACT)</li> <li>• Australia New Zealand Food Regulation Ministerial Council (ANZFRMC) Nutrition, Health and Related Clams Policy</li> <li>• Lighten Up to a Healthy Lifestyle</li> <li>• Area Health Services Go for 2&amp;5® small grants program offered</li> <li>• Eat Well be Active Communities Partnership Grants Program</li> <li>• Eat Well be Active – Healthy Kids for Life. The Queensland Government’s first action plan 2005-2008</li> <li>• Green Label Program</li> <li>• Smart Choices – Healthy food and drink supply strategy for Queensland schools</li> <li>• 10,000 Steps</li> <li>• Active-Ate</li> <li>• Australian Breast Feeding Association (ABA) social marketing campaign to increase the duration of breast feeding</li> <li>• Other initiatives under the Queensland Obesity Summit</li> <li>• “A Better Choice” – (Healthy food and drink choices in Queensland Health facilities)</li> <li>• “Living Strong” – Healthy Weight Program for Indigenous communities</li> </ul>	<p><b>11.</b> Continue support for the implementation of the effective ‘Go For 2&amp;5®’ social marketing campaign, including promotion of resources including the local activity resource kit, consideration of approaches to promote fruit and vegetable consumption beyond 2010, and implement relevant initiatives outlined in the Queensland Action Plan to Promote Vegetable and Fruit Consumption</p>

**Priority Action Area 3: Increase consumption of fruit and vegetables**

Organisations Involved	Strategy	Actions	Smart Buy
QPHF	<b>Promote and support Queensland Health’s “Go for 2&amp;5® ” campaign</b>	<p>Member organisations to investigate in sub-licensing options for “Go for 2&amp;5® ”.</p> <p>Promote the “Go for 2&amp;5®” licensing guidelines and benefits (local Government, CALD and Aboriginal and Torres Strait Islander resources, cookbooks) throughout membership organisations</p> <p>Conduct process, impact and outcome evaluation of “Go for 2&amp;5® ””</p> <p>“Go for 2&amp;5® ” sub-licensed NGOs to investigate partnering with restaurants and catering organisations to promote “Go for 2&amp;5® ”</p> <p>Promote and disseminate QH’s A Better Choice Guidelines for workplaces (including catering guidelines) to all member organisations for consideration of adoption or adaptation</p>	
Nutrition Australia	<b>Promotion of “Go for 2&amp;5” campaign messages</b>	Have applied for sub-licence with Go for 2&5 and will support QH in promoting increased vegetable and fruit consumption by promoting the messages of this campaign in current NA nutrition education activities and resources, and in distributing Go for 2&5 promotional materials at NA health promotion events.	<b>11.</b> Continue support for the implementation of the effective ‘Go For 2&5®’ social marketing campaign, including promotion of resources including the local activity resource kit, consideration of

**Priority Action Area 3: Increase consumption of fruit and vegetables**

Organisations Involved	Strategy	Actions	Smart Buy
Cancer Council Queensland	<b>Workplace Initiatives</b>	Implement a range of workplace initiatives including: providing all staff with a pedometer and encouraging participation in 10000 steps program, developing nutrition policies and encouraging physical activities	approaches to promote fruit and vegetable consumption beyond 2010, and implement relevant initiatives outlined in the Queensland Action Plan to Promote Vegetable and Fruit Consumption
QCOSS	<b>Focus on “Go for 2 &amp; 5”, Young Women, Alcohol and Immunisation</b>	Implement and encourage the use of the “Health Equity Tool” as a screen for all programs and whether they address the needs and outcomes of the disadvantaged	



**Priority Action Area 4: Enhancing the health of Mothers and Infants**

Organisations Involved	Strategy	Actions	Smart Buy
Queensland Health	<p data-bbox="390 323 953 1015"><b>Healthy Childhood Growth and Development</b></p> <p data-bbox="390 1015 953 1258"><b>Partnerships and Advocacy</b></p>	<p data-bbox="953 323 1677 391">Contribute to the development of the Growth Chart training for health workers and availability of charts</p> <p data-bbox="953 391 1677 488">Facilitate the process to determine the QH position on the use of the WHO charts and communicate nationally</p> <p data-bbox="953 488 1677 683">Promote the use of the Healthy Eating Guidelines for Early Childhood Settings and consider the need for Queensland resource development</p> <p data-bbox="953 683 1677 805">Contribute to the review, promotion and dissemination of the Dietary Guidelines and Core Food Group recommendations for 0-5 year olds</p> <p data-bbox="953 805 1677 902">Secure sustained funding for health workers to conduct cooking workshops</p> <p data-bbox="953 902 1677 1000">Conduct family food preparation classes and demonstrations to small groups eg young mothers groups</p> <p data-bbox="953 1000 1677 1130">Work with local lead agency to review and support strategies to promote early antenatal care, especially for vulnerable groups, including Aboriginal and Torres Strait Islander women</p> <p data-bbox="953 1130 1677 1258">Work with Playgroup Australia to develop strategies to support healthy eating</p>	<p data-bbox="1677 323 2018 643"><b>13.</b> Advocate for and support the implementation of growth assessment as part of child health checks, in particular in relevant priority populations</p> <p data-bbox="1677 643 2018 846"><b>15.</b> Support and implement a coordinated approach to embed healthy eating practices across early childhood services including child care</p>

**Priority Action Area 4: Enhancing the health of Mothers and Infants**

Organisations Involved	Strategy	Actions	Smart Buy
Queensland Health	<b>Healthy Eating in Pregnancy for Healthy Mothers and Babies</b>	<p>Develop and deliver Growing Strong training and support implementation of resources and health services; including communication and marketing plan. Secure a sustainable funding structure for Growing Strong</p> <p>Review existing nutrition related resources targeting pregnant women with respect to evidence based information, target group and distribution gaps</p> <p>Contribute to, promote and disseminate the new Dietary Guidelines for Pregnancy</p> <p>Contribute to the re-development of NEMO nutrition in pregnancy resources</p>	<b>16.</b> Advocate for a coordinated approach for preconception and antenatal nutrition support in maternity services
Nutrition Australia (NA)	<b>Childcare Advisory Service (CCAS)</b>	<p>Continue to provide and coordinate education for parents and professional development around nutrition in early childhood for staff working in the childcare industry to encourage healthy eating practices in the childcare settings across Queensland – this will be achieved by quarterly newsletter and website information; interactive “Nutrition and Food Handling” workshops for childcare staff; menu planning workshops; appropriate resource development to assist childcare staff in meeting accreditation guidelines for nutrition and food safety; information sessions and food literacy sessions for parents. This messages delivered in this work will reflect both the revised Dietary Guidelines and the Queensland Health Policy Statement for Optimal Infant Nutrition, including Breastfeeding and the Introduction of Solid Food 2003-2010</p> <p>Current resources include: Menu Planning for Childcare Centres; Meeting Nutrition and Food Hygiene Guidelines for</p>	<p><b>15.</b> Support and implement a coordinated approach to embed healthy eating practices across early childhood services including child care</p> <p><b>14.</b> Support and advocate for the implementation of the Queensland Health Policy Statement for Optimal Infant Nutrition, including Breastfeeding and the Introduction of Solid Food 2003-2010</p>

**Priority Action Area 4: Enhancing the health of Mothers and Infants**

Organisations Involved	Strategy	Actions	Smart Buy
	<p><b>Partnerships</b></p> <p><b>Registered Training Organisation for Food Safety</b></p> <p><b>Advocacy</b></p>	<p>Accreditation in Childcare; Managing Allergies in Childcare</p> <p>Continue to work collaboratively with other organisations involved in providing professional development for childcare staff and nutrition education for parents eg PSCQ, Playgroup Qld, C&amp;K, The Gowrie, QH, Department of Communities, the office for Early Childhood Education and Care (ECEC)</p> <p>Achieve and maintain status as a registered training organisation (RTO) with the scope of food safety and childcare to ensure quality in training. As an RTO NA will support the provision of safe food for children in care by delivering food safety supervisor training.</p> <p>Support Q Health in advocating for standardised monitoring and surveillance of nutrition indicators fundamental to good maternal and early childhood health</p>	<p><b>12.</b> Establish regular, consistent standardised monitoring and surveillance of nutrition indicators fundamental to good maternal and early childhood health</p>

**Priority Action Area 5: Enhancing the health of school-aged children**

Organisations Involved	Strategy	Actions	Smart Buy
Queensland Health	<p><b>Contribute to professional development training for health, education and other professional workforces on healthy eating for children and nutrition education.</b></p> <p><b>Enhance the implementation of Smart Choices in schools</b></p> <p><b>Develop guidelines on healthy food and drink supply and promotion for setting focused towards children and young people.</b></p>	<p>Develop package for community and public health nutrition workforce to deliver professional development to teachers and SBYHN's</p> <p>Conduct professional update on nutrition education and addressing broader school nutrition issues for the health workforce (e.g. SBYHN, community nutrition workforce, NGOs).</p> <p>Conduct scan of university training for teachers and identify points where information on healthy eating and nutrition educations can be included</p> <p>Finalise and release the Smart Choices evaluation report in conjunction with Department of Education and Training (DET).</p> <p>Implement the recommendations of the Smart Choices evaluation report and other reports (e.g. QAST Tuckshop convenor survey 2008).</p> <p>Fund QAST and Nutrition Australia to provide ongoing support to schools to implement the Smart Choices strategy.</p> <p>Develop, implement and evaluate a mandatory strategy for the provision of healthy food and drink in sporting clubs and sporting events in partnership with Department of Communities.</p> <p>Investigate the development of event guidelines for linking healthy food and drink policies with Government funding for</p>	<p><b>17.</b> Establish regular, consistent, standardised monitoring and surveillance of school aged children's nutrition throughout the State.</p> <p><b>18.</b> Develop a coordinated approach to support the education sector to implement nutrition education in schools, including provision of professional development of teachers.</p>



Education Queensland – Teaching and Learning	<b>Smart and Healthy Schools</b>	<p>Provide resource support to schools via Principals, Heads of Department or Heads of Curriculum.</p> <p>Develop multi modal materials focusing on physical activity and improved healthy eating.</p> <p>Provide professional development opportunities for teachers in the area of nutrition and physical activity.</p> <p>Continue to build professional on-line learning communities.</p> <p>Continued implementation of <i>Smart Moves</i> in Queensland state schools.</p> <p>Implement recommendations from the <i>Smart Choices Evaluation Report</i>.</p> <p>Support the Community Partnerships Program (joint venture with QH, Department of Communities) – identify and promote schools in partnership with community in the area of food and nutrition and physical activity.</p> <p>Foster partnerships with QPHF members to develop and promote resources that are applicable to the teaching and learning context.</p>	<b>18.</b> Develop a coordinated approach to support the education sector to implement nutrition education in schools, including provision of professional development of teachers.
Nutrition Australia (NA)	<b>Nutrition in Schools Advisory Service (NISAS)</b>  <b>Nutrition in Outside School Hours Care Advisory Service (NOSHCAS)</b>	Continue to provide professional development relating to nutrition for school aged children and healthy eating for both teachers, tuckshop staff, outside school hours care staff and volunteers in schools & OSHC services across Queensland – this will be achieved by quarterly newsletter and website information; interactive “Food 4 Us” workshops for teachers to use with students; menu planning workshops for tuckshop convenors; nutrition and food handling workshops for OSHC; appropriate resource development to assist both teachers, OSHC staff, and tuckshop staff in encouraging healthy eating practices for school aged children; nutrition information,	

	<p><b>Implementation of Smart Choices Food &amp; Drink Strategy for Schools &amp; support Smart and Healthy Schools</b></p> <p><b>Partnerships</b></p>	<p>cooking skills and food literacy sessions for both students and parents. The messages delivered in this work will reflect the revised Dietary Guidelines and be consistent with QH messages and nutrition and food safety accreditation guidelines for OSHC.</p> <p>Continue to implement the Smart Choice strategy across the whole of the school community by engaging and working with teachers, school tuckshop staff and volunteers, students and parents.</p> <p>Continue to be an active member of both the Smart Choices Technical Reference Group and the Implementation Reference group along with QHealth, Ed Qld, QAST, NHF, Diabetes Australia, ADAQ, QCPCA, Independent Schools Association, and Catholic Education</p>	
RedCross	<b>Breakfast Clubs</b>	<p>Continue to support and promote the Breakfast Clubs throughout Qld – approx 20 in high needs areas. Investigating a Community Development Model to ensure the program becomes sustainable. Future directions include starting Clubs in remote and Indigenous Communities and providing a nutrition education element</p>	

**Priority Action Area 6: Maintaining a healthy weight**

Organisations Involved	Strategy	Actions	Smart Buy
			<p><b>19.</b> Develop and implement sustainable systems to monitor overweight and obesity throughout the State in adults as well as children</p>
QAIHC	<p><b>Support Living Strong program</b></p>	<p>Support Community Controlled Health Sector to link with Healthy Lifestyle Program Coordinator in local area.</p> <p>Continue partnership with South side Divisions of GP in promoting Living Strong training.</p>	<p><b>21.</b> Support widespread implementation of best practice, group-based intervention programs such as Lighten Up to a Healthy Lifestyle, Heart Foundation Walking and Living Strong.</p>
General Practice Queensland	<p><b>Healthy Lifestyle Coordinators and Lifestyle Modification Programs</b></p>	<p>Assist Divisions who employ the Healthy Lifestyle Coordinators (funded by QH) by providing information, resources and facilitating activities for the Lighten Up and Living Strong programs</p> <p>Support the Community Nutritionists (funded by QH) who have a community based role to form partnerships with local organisations and support Healthy Lifestyle Coordinators</p> <p>Continue to support Lifescrpts and e-Lifescrpts (currently being finalised) and promote through General Practices, Queensland Health and other Non-government Organisations</p>	

**Priority Action Area 6: Maintaining a healthy weight**

Organisations Involved	Strategy	Actions	Smart Buy
		Support the accreditation and implementation of Lifestyle Modification Programs (LMP) and providers in Queensland which target pre-diabetes risk factors (in partnership with Diabetes Australia – Queensland)	
Cancer Council Queensland	<p><b>Relay for Life</b></p> <p><b>Community Speaker Program</b></p> <p><b>Participation in National-level Nutrition and Physical Activity initiatives</b></p>	<p>Assist Coordinators to make “Relay for Life” events more consistent with good lifestyle messages such as promotes physical activity, smoke free, skin cancer safe and improved nutritional options.</p> <p>Implement Community Speaker Program - training volunteers to deliver lifestyle presentations to workplaces and community groups across the state. The 5 topics include:</p> <ol style="list-style-type: none"> <li>1. Cut you cancer risk for Women</li> <li>2. Cut your cancer risk for Men</li> <li>3. Cancer Smart Lifestyle</li> <li>4. Reducing risk of Bowel Cancer</li> <li>5. Reducing risk of Skin Cancer</li> </ol> <p>Continue to link with national body – Cancer Council Australia in Nutrition and Physical Activity Committee (Alcohol Working Group)</p>	
Nutrition Australia (NA)	<p><b>Workplace Wellbeing Programs</b></p> <ul style="list-style-type: none"> <li>- <b>Weight for a Change</b></li> <li>- <b>Food Variety and Physical Activity</b></li> <li>- <b>Understanding Food Labelling</b></li> </ul> <p><b>Cooking Skills Workshops &amp; cooking</b></p>	<p>Continue to deliver nutrition education sessions in workplaces promoting strategies to help people achieve lifestyle changes that will help them achieve and maintain a healthy weight. Work with corporate organisations to promote healthy choices in staff canteens to better enable their employees to achieve and maintain a healthy weight.</p> <p>Conduct cooking workshops to promote healthy food</p>	<b>22.</b> Support widespread implementation of best practice group-based intervention programs for overweight children and their families.

**Priority Action Area 6: Maintaining a healthy weight**

Organisations Involved	Strategy	Actions	Smart Buy
	<p><b>demonstrations</b></p> <p><b>Website</b></p> <p><b>Advocacy</b></p>	<p>preparation techniques to assist with long term weight management – including workshops for parents around healthy eating for families</p> <p>The Nutrition Australia website will be updated to provide menu plans, recipes and lifestyle change advice to assist the public in achieving and maintaining a healthy weight.</p> <p>Advocate for urban planning and other social and environmental considerations which will make it easier for Queenslanders to make the healthy food choices and engage in physical activity that will help them achieve a healthy weight.</p>	<p><b>20.</b> Support and promote Be Active Queensland 2006-2010 and other relevant state-wide physical activity strategies.</p>
<p>Heart Foundation</p> <p>Cancer Council Queensland</p>	<p><b>Increase physical activity levels</b></p> <p><b>Community Speaker Program</b></p>	<ul style="list-style-type: none"> <li>• Heart Foundation Walking – national free community-based walking program. Integrate program in Qld with Lighten Up and Living Strong coordinators.</li> <li>• Advocacy on improved infrastructure and the built environment to increase opportunities for active transport, cycling and walking</li> <li>• Contribute to SEPAHE project in partnership with Queensland Health – develop tools for local governments to create environments that support increased physical activity and healthy eating</li> <li>• Consolidate and build the reach of the Australian Physical Activity Network (AUSPANET)</li> </ul> <p>Implement Community Speaker Program - training volunteers to deliver lifestyle presentations to workplaces and community groups across the state. The 5 topics include:</p> <ol style="list-style-type: none"> <li>1. Cut you cancer risk for Women</li> <li>2. Cut your cancer risk for Men</li> </ol>	<p><b>20.</b> Support and promote Be Active Queensland 2006-2010 and other relevant state-wide physical activity strategies.</p> <p><b>21.</b> Support widespread implementation of best practice, group-based intervention programs such as Lighten Up to a Healthy Lifestyle, Heart Foundation Walking and Living Strong.</p> <p><b>22.</b> Support widespread implementation of best practice group-based intervention programs for overweight children and their families.</p>



**Priority Action Area 6: Maintaining a healthy weight**

Organisations Involved	Strategy	Actions	Smart Buy
		<p>environment to increase opportunities for active transport, cycling and walking</p> <ul style="list-style-type: none"> <li>• Contribute to SEPAHE project in partnership with Queensland Health – develop tools for local governments to create environments that support increased physical activity and healthy eating</li> <li>• Consolidate and build the reach of the Australian Physical Activity Network (AUSPANET)</li> </ul>	
Education Queensland	<b>Smart and Healthy Schools</b>	<ul style="list-style-type: none"> <li>• Continued implementation of <i>Smart Moves</i> in Queensland state schools.</li> <li>• Ongoing development of the <i>Active Classrooms</i> series of DVD's to support the implementation of <i>Smart Moves</i>.</li> <li>• Formal evaluation of <i>Smart Moves</i> in 2009, 2010 and 2011.</li> </ul>	<b>20.</b> Support and promote Be Active Queensland 2006-2010 and other relevant state-wide physical activity strategies
Ethnic Communities Council of Queensland	<b>Support for physical activity</b>	<p>Conducting community consultations with 9 ethnic communities (Arabic speaking, Spanish speaking, Indian, Vietnamese, Greek, Filipino, Samoan, Sudanese and Bosnian) on physical activity</p> <p>Working with relevant stakeholders in developing physical activity strategies for CALD population across the state as part of chronic disease prevention and self-management for CALD populations</p> <p>Organisation, facilitation and participation of CALD Physical Activity Working Group (involving QH, Kidsport, BCC, Logan City Council, Acacia Ridge Coordinators, QTMHC)</p>	<b>20.</b> Support and promote Be Active Queensland 2006-2010 and other relevant state-wide physical activity strategies

**Priority Action Area 6: Maintaining a healthy weight**

Organisations Involved	Strategy	Actions	Smart Buy
		<p>Working closely with QH in developing physical activity resources for specific CALD communities and training for a pool of Multicultural community health workers</p> <p>Working with a consultant from the University of Queensland in training Multicultural community health workers in applying key principles of community development in establishing and maintaining sustainable physical activity programs for CALD populations.</p> <p>Implementing a physical activity program for the Bosnian community of Brisbane</p> <p>Supporting Sudanese Family Association (part of Queensland Sudanese Association) in implementing physical activity programs for women, parents and children.</p> <p>Linking with Central University of Queensland in supporting/organising community consultation on physical activity with ethnic women in Brisbane, as well as exchange information and resources.</p> <p>Multicultural community health workers run regular chronic disease health education sessions that incorporate the promotion of physical activity for ethnic communities</p> <p>Multicultural community health workers trained on the Measure Up campaign, key messages and using culturally appropriate resources to run Measure Up education sessions for their communities as well as raising awareness of chronic disease risks and promoting physical activity.</p>	

**Priority Action Area 6: Maintaining a healthy weight**

Organisations Involved	Strategy	Actions	Smart Buy
	<p><b>Supporting the implementation and promotion of a range of food and nutrition programs under the Chronic Disease Strategy</b></p>	<p>Conducting community consultations with 9 ethnic communities (Arabic speaking, Spanish speaking, Indian, Vietnamese, Greek, Filipino, Samoan, Sudanese and Bosnian) on nutrition (traditional eating dietary, cooking methods, foods in Australia, cooking methods used in Australia, ideas for useful healthy eating programs, etc.)</p> <p>Working with relevant stakeholders (Queensland Health Population Health Units, The University of Queensland, Griffith University, Multicultural community health workers) in developing 9 culturally-tailored healthy eating facilitator manuals for Arabic speaking, Spanish speaking, Indian, Vietnamese, Greek, Filipino, Samoan, Sudanese and Bosnian communities.</p> <p>Linking with Brisbane Southside and Northside GP practices in supporting CALD patients with chronic conditions or at risk of developing chronic conditions through community education on culturally-tailored healthy eating and chronic disease health education programs</p> <p>Multicultural community health workers run regular healthy eating sessions ( 1 to 2 hours per session, 1 to 5 sessions depending on communities and their needs)</p> <p>Multicultural community health workers run regular chronic disease health education sessions ( 1 to 2 hours per session on the introduction to the Australian/Queensland health system, introduction to chronic disease risk factors and prevention, cardiovascular diseases, chronic respiratory diseases and asthma, chronic renal disease and type 2 diabetes) that</p>	<p>21. Support widespread implementation of best practice, group-based intervention programs such as Lighten Up to a Healthy Lifestyle, Heart Foundation Walking and Living Strong</p>

**Priority Action Area 6: Maintaining a healthy weight**

<b>Organisations Involved</b>	<b>Strategy</b>	<b>Actions</b>	<b>Smart Buy</b>
		<p>incorporates promotion of healthy eating for ethnic communities</p> <p>Multicultural community health workers trained on the Measure Up campaign, key messages and using culturally appropriate resources to run Measure Up education sessions for their communities as well as raising awareness of chronic disease risks and promoting healthy foods.</p>	

**Priority Action Area 7: Infrastructure and Capacity**

Organisations Involved	Strategy	Actions	Smart Buy
Queensland Health	<p><b>Profile the nutrition workforce to inform future resource allocation</b></p> <p><b>Record and describe the work of the nutrition workforce to identify effective workforce structures</b></p> <p><b>Recruit, retain and support a skilled workforce</b></p>	<ul style="list-style-type: none"> <li>• Map the Queensland Health (and Queensland Health funded NGO) nutrition workforce</li> <li>• Establish a reporting framework for nutrition positions in Health Service Districts and NGOs (QH-funded) to measure performance and to inform future resource allocation, consistent with the chronic disease strategy evaluation framework, Q2 targets and the national prevention targets.</li> <li>• Investigate models for efficient, effective structures and improved communication and collaboration for the nutrition workforce in Queensland Health</li> <li>• Update the Nutrition Service Delivery Model</li> <li>• Develop a system of archiving information and historical documents relating to the nutrition workforce</li> <li>• Develop orientation/induction materials for new nutrition staff</li> <li>• Support Indigenous Nutrition workforce and sponsor employee training initiative for Indigenous staff</li> <li>• Establish a nutrition Professional Development Plan and secure funding to deliver plan</li> <li>• Formalise a mentoring process for the nutrition workforce</li> <li>• Develop and implement a model to support student placements and new graduates</li> </ul>	<p><b>24.</b> Advocate for enhanced investment in the public health and community nutrition workforce, which includes increasing workforce numbers as well as enhancing workforce capacity through improved communication, coordination and collaboration across the state.</p> <p><b>25.</b> Implement coordinated nutrition workforce up-skilling and professional development program,</p>

**Priority Action Area 7: Infrastructure and Capacity**

Organisations Involved	Strategy	Actions	Smart Buy
Nutrition Australia	<b>Statewide Network Nutritionist database workforce model</b>	Continue to coordinate and utilise a workforce network of dietitians and nutritionists who are subcontracted by Nutrition Australia to deliver health promotion and nutrition education programs for specific target groups across the State through our advisory services: CCAS, NOSH CAS, NISAS, ACAS and the workplace well being program. This model is used extensively now in both the CCAS, ACAS, NOSH CAS and for the workplace wellbeing program. For example, there are currently 580 childcare centres and services who are members of the CCAS and we are able to deliver professional development to their staff in most areas of Qld.	<b>23.</b> Implement coordinated nutrition workforce up-skilling and professional development program,
Queensland Health	<b>Strengthen and support the Aboriginal and Torres Strait Islander nutrition workforce</b>	<ul style="list-style-type: none"> <li>• Develop a register of current accredited training programs and financial assistance and disseminate appropriately to relevant staff.</li> <li>• Increase support for Aboriginal and Torres Strait Islander nutrition positions including access to appropriate resources and mentoring.</li> <li>• Improve communication and partnership across the nutrition workforce and other relevant QH Units/Areas (i.e. A&amp;TSIHSU; MCH&amp;SB; WPCB <sup>1</sup>etc.) and key external stakeholder (i.e. Queensland Aboriginal and Islander Health Council (QAIHC), local communities etc), through improved information sharing, awareness of positions and increased collaboration.</li> <li>• Advocate for continuation of Aboriginal and Torres Strait Islander Nutrition Employee Study Assistance and modify as per recommendations from the pilot.</li> <li>• Investigate opportunities to establish public health nutrition cadetships targeting Aboriginal and Torres Strait Islander people enrolled in nutrition courses in Queensland.</li> <li>• Promote careers in nutrition to Aboriginal and Torres</li> </ul>	<p><b>24.</b> Advocate for enhanced investment in the public health and community nutrition workforce, which includes increasing workforce numbers as well as enhancing workforce capacity through improved communication, coordination and collaboration across the state.</p> <p><b>25.</b> Implement coordinated nutrition workforce up-skilling and professional development program,</p>

<sup>1</sup> Aboriginal and Torres Strait Islander Health Strategy Unit (A&TSIHSU); Maternity, Child Health and Safety Branch (MCH&SB); Workforce Planning and Coordination Branch (WPCB)

**Priority Action Area 7: Infrastructure and Capacity**

Organisations Involved	Strategy	Actions	Smart Buy
	<b>Cultural Respect</b>	<p>Strait Islander students in Queensland schools and other adult training centres (i.e. TAFE; QATSICHET).</p> <p>Support key groups in advocating for the inclusion of Aboriginal and Torres Strait Islander perspectives into the nutrition curriculum nationally.</p>	
QPHF			<p><b>26.</b> Develop a structured communication plan to promote increased awareness of EWQ and EWQ achievements throughout all relevant sectors, for example through widespread promotion of the benefits of investment in improved nutrition and dissemination of specific project outcomes</p>
Eat Well Qld members	<b>Nutrition monitoring and surveillance</b>	<p>Advocate for involvement in the process to shape the new national monitoring and surveillance system to be implemented in 2010 to include: Child and Infant, CALD and Indigenous measures and food supply, (e.g. food availability and composition of Australian foods); food purchasing/acquisition, (e.g. food expenditure, food type, price and quantity of food purchased) and food security; population food and nutrient intake and physical activity behaviours, (e.g. 24 hour recall and short questionnaire); and nutritional status, (e.g. biological measures)</p>	<p><b>23.</b> Advocate for a sustainable, coordinated national nutrition monitoring and surveillance system which supports State estimates.</p> <p>Under this strategy, see also Smart Buys:</p> <p><b>12, 13, 17 and 19</b></p>

**Priority Population Groups**

Organisations Involved	Strategy	Actions	Smart Buy
QPHF			27. Increase efforts under all Priority Action Areas, to address the needs of Priority Population Groups, including Aboriginal and Torres Strait Islanders, Culturally and Linguistically Diverse populations, refugees and disadvantaged people, including those of low socioeconomic status.
QPHF			28. Incorporate relevant key findings of the Queensland Aboriginal and Torres Strait Islander Food and Nutrition Strategy (QATSIFNS) review into the EWQ implementation plan.

**Key to acronyms**

ABA – Australian Breastfeeding Association  
 ABHI – Australian Better Health Initiative  
 ACAS – Aged care advisory service  
 ADAQ – Australian Dental Association Queensland  
 AMAQ – Australian Medical Association Queensland  
 BCC – Brisbane City Council  
 CALD – Culturally and Linguistically Diverse

CCAS – Childcare advisory service  
 CCQ – Cancer Council Queensland  
 DA-Q – Diabetes Australia - Queensland  
 DEEWR – Department of Education, Employment and Workplace Relations  
 DETA – Department of Education, Training and the Arts  
 DIAC - Department of Immigration and Citizenship  
 ECEC – the office for Early Childhood Education and Care  
 ES – Epidemiology Services

EWQ – Eat Well Queensland  
EWQIWG – Eat Well Queensland Implementation Working Group  
FSANZ – Food Standards Australia New Zealand  
HEIA – Home Economics Institute of Australia  
HIC – Health Information Centre  
HFAB – Healthy Food Access Basket  
HSD – Health Service District  
IBIS – Islander Board of Industry and Service  
NA – Nutrition Australia  
NEMO – Nutrition education materials on-line  
NHF – National Heart Foundation  
NHMRC – National Health and Medical Research Council  
NISAS – Nutrition in schools advisory service  
NOSHCAS – Nutrition in outside school hours care advisory service  
OSHC – Outside school hours care  
PSCQ - Professional Support Coordinator for Childcare in Qld  
QAIHC – Queensland Aboriginal and Islander Health Council  
QATSICHET – Queensland Aboriginal and Torres Strait Islander Community  
Health Education and Training  
QAST – Queensland Association of School Tuckshops  
QCAN - Queensland Children’s Activity Network  
QCPCA – Queensland Council of Parents and Citizens Associations  
QH – Queensland Health  
QPHF – Queensland Public Health Forum  
QTMHC – Queensland Transcultural Mental Health Centre  
QUT – Queensland University of Technology  
RIST – Remote Indigenous stores and takeaways  
SBYHN – School-based youth health nurse  
SEPAHE – Supportive environments for physical activity and healthy eating  
TAFE – Technical and Further Education  
WHO – World Health Organization