

PCP optional case study template 2016

Name of PCP	East Gippsland Primary Care Partnership
Case Study Title	East Gippsland Drink Less Sugar Project
Which PCP program Logic domain does your case study relate to?	<input type="checkbox"/> Early intervention and integrated care <input type="checkbox"/> Consumer and community empowerment <input checked="" type="checkbox"/> Prevention
What was the need?	<ul style="list-style-type: none"> • 55% of adults in East Gippsland are overweight or obese. • Nearly 20% of people living in East Gippsland drink sugar sweetened drinks every day. Among daily consumers, an average of half a litre of sugary drinks is consumed each day. • Adults in East Gippsland drink less water than the average Victorian. • Across Gippsland, 48% of children aged 1-12 drink at least 1 cup of sugary drinks daily. • People in the Bairnsdale region are twice as likely to require prosthetic teeth than the average Victorian. • The highest consumers of sugary drinks are aged 18-34.
What was the aim of the initiative/action?	<p>Aim:</p> <ul style="list-style-type: none"> • To increase the knowledge of participants (workplace staff) about the amount of sugar being consumed from sugar sweetened beverages by June 2016. • To increase the awareness of participants on the health issues associated with sugary drink consumption by June 2016. • To increase the motivation and confidence of participants to make improvements/changes to their sugary drink consumption by June 2016. • To have 50% of participating workplaces register for the achievement program by June 2016.
Who was the target group?	Workplace staff
What was the setting?	Workplaces in East Gippsland
Who did you work with?	<p>The project working group (established and facilitated by EGPCP) included representation from the following organisations:</p> <ul style="list-style-type: none"> • Bairnsdale Regional Health Service • East Gippsland Primary Care Partnership • East Gippsland Shire Council • East Gippsland Water • GippSport • Omeo District Health • Orbost Regional Health <p>The working group, particularly EGPCP, worked with key health and wellbeing champions within local organisations. These champions were responsible for implementing the program within their workplace, under instruction from the working group. The relationships that were formed with participating organisations - particularly East Gippsland Water as a project partner - are valuable in the continuing work of EGPCP.</p>
How did you do it?	<ul style="list-style-type: none"> • Sugary drink consumption was identified by partners of EGPCP as a priority for prevention work in the East Gippsland region. • A toolkit was developed that contains a collation of information and resources from evidence-based sources and existing programs such as Rethink Sugary Drink, LiveLighter, the H3O Challenge, including sugary

	<p>drinks calculators, case studies, information and ideas on how to engage staff, policy examples, an outline of the Achievement Program and statistics on a healthy and unhealthy workforce.</p> <ul style="list-style-type: none"> • Local organisations were invited to participate in an 8 week program to help their organisation to drink less sugary drinks at work. Invitation packs included a letter and coloured flyer and were posted or emailed. • 8 workplaces registered to the program with a total of approximately 1700 employees. Many were the largest employers within their local township. • A pre-implementation survey was developed by Monash University Nutrition and Dietetics students and distributed to participants (311 responses were collected and analysed). • Each participating workplace was provided with the “Reducing sugary drinks in the workplace: a guide for East Gippsland” toolkit, as well as printed A3 posters, wallet label reading cards and an infographic outlining the sugary drink issue in East Gippsland. • For each of the 8 weeks of the program, participants were emailed a newsletter. A different topic was allocated to each week. For example; in week 2, participants were encouraged to register for the H3O Challenge, in week 4 participants were provided with additional label reading resources, and in week 5, participants were given ideas to ‘jazz up your drink’ with flavoured water recipes. • At the conclusion of the program, participants completed a post-implementation survey to evaluate the program and collect feedback. • Workplace champions were invited to register their workplace in the Achievement Program, and were offered the support of the East Gippsland Workplaces Achievement Program network.
<p>What was achieved? (Consider whether results were benefits for clients and/or for service providers and/or for the system)</p>	<p>Pre and post survey analysis results:</p> <ul style="list-style-type: none"> • After the project, there was an increase in the number of people who listed sugar content as their main influence when choosing what to drink. • Most participants noted that they enjoyed the resources and that the program was of benefit to their workplace. • During the program period, 19% of respondents have considered or have begun to change their sugary drink consumption. There was also a reduction in the number of people who had not considered decreasing their sugary drink consumption. <p>MSC evaluation completed. Main themes of achievements include increased awareness, increased knowledge, environmental change of workplace, behaviour change for self and family of those interviewed. Examples of comments collected via the Most Significant Change stories:</p> <ul style="list-style-type: none"> • The conversations that were generated by the posters helped us to realise how little we knew before. My colleagues were genuinely shocked at the amount of sugar in sugary drinks. • Parents are not only drinking more water at work, but they’re doing it at home too and so are their kids. • My kids and I are now hardly ever drinking soft drink because I have no need to buy it. I don’t have it on hand in the cupboard now, and only buy what I need for special occasions. • Having a water filter installed was also a really significant change that was brought about by this project. <p>An evaluation report is currently being completed.</p> <p>Structural and community changes have also been reported as a result of this project. For example:</p> <ul style="list-style-type: none"> • A local Health Service is implementing a ban on the sale of soft drinks within their service. • A local marketing company is delivering a large scale regional festival, using the ‘Drink Less Sugar’ message as part of their campaign. <p>Both have sited the Drink Less Sugar project as directly influencing their organisational change.</p>

<p>What is the status and sustainability?</p>	<p>The East Gippsland Drink Less Sugar Project was implemented in April-June 2016. This was the first time that this project has been implemented. Currently, the evaluation report for this project is being completed. Once complete, the report will be distributed locally and a summary provided to the Victorian Healthy Eating Enterprise. A media release will also be prepared for local distribution.</p> <p>This program was designed to be able to be implemented by any workplace at any time. The toolkit, newsletters and associated resources are available to be used by workplace champions to initiate and support change amongst their staff. The toolkit and all resources are free to use. All that is required for this program to be implemented is the capacity of a workplace champion to deliver the program across 8 weeks.</p> <p>The program is suitable for use as part of the Achievement Program, and may be a catalyst for registration into the Achievement Program. Whilst many of the documents are East Gippsland specific, they may be adapted to other areas.</p>
<p>What was the specific role of the PCP?</p>	<ul style="list-style-type: none"> • Facilitation of the working group, coordination of meeting communication, planning and meetings. • Development of Social Marketing Background Report. • Preliminary research of existing initiatives and resources. • Development and collation of the toolkit and other resources. • Development and distribution of invitations. • Engagement with workplaces. • Management and supervision of Monash University students who assisted with the project. • Administration, management and analysis of the evaluation surveys. • Author of the evaluation report.
<p>What lessons have you learnt?</p>	<ul style="list-style-type: none"> • Staff participants indicated that they get too many emails in their inbox to properly read emailed newsletters, even if they find them interesting. • Posters can be an effective communication tool within the workplace if placed strategically (for example next to a photocopier where people wait, or stuck onto the tearoom table). • A workplace champion is required to drive initiatives within the workplace. • It is very important to research and utilise resources that have already been developed. Networking is a tool that must be used to establish if similar projects are being undertaken in other areas across the state. • Involving a large portion of the community in such a project can have ripple effects and unexpected outcomes, including other projects. Bairnsdale Regional Health Service will soon be eliminating the sale of soft drinks from their café. Other local health services are being encouraged to do the same.

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