

Campaspe Primary Care Partnership

Co-design for Healthy Eating Active Living in Campaspe

19 November 2018

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Outline

- Process of co-design
- Research methods
- Findings

Why Healthy Eating Active Living



Campaspe Community Data

This is a snapshot of our community health and wellbeing data in the Shire of Campaspe



SMOKING

We have a high percentage of current smokers - males (27%) are more likely to be smokers than women (21%).

1:5 mothers smoke during pregnancy, double that for Victoria.



HIGH BLOOD PRESSURE

Almost 37% of residents have high blood pressure.



DIABETES

In 2017 more than 2,600 people had diabetes.



PHYSICAL ACTIVITY

Almost 26% of residents do no exercise at all.



FAMILY INCIDENTS

The number of reported family incidents increased by 25% between 2015 & 2016, compared to 7% across Victoria.



FRUIT & VEGETABLES

Approximately 60% of residents do not meet the fruit and vegetable consumption guidelines.



SUGAR SWEETENED DRINKS

Almost 18% of residents consume sugar sweetened soft drink daily.



OBESITY

53% of people in Campaspe are either overweight or obese.



ALCOHOL

Almost 66% of residents have a lifetime risk of alcohol related harm due to regular, excessive consumption of alcohol.



CANCER

On average 260 new cases of cancer are diagnosed each year in Campaspe. About 53% of new cancers are diagnosed in males and 74% in persons aged over 60 years.



PSYCHOLOGICAL DISTRESS

Approximately 18% of residents have high or very high levels of psychological distress.



TEENAGE BIRTHS

Teenage pregnancy is double that for Victoria.



FINANCIAL

Median household income is \$886 compared to \$1,261 in Victoria.

28.5% of adults have completed year 12 compared to over 50% in Victoria.

More than 12% of households with a mortgage are experiencing mortgage stress.

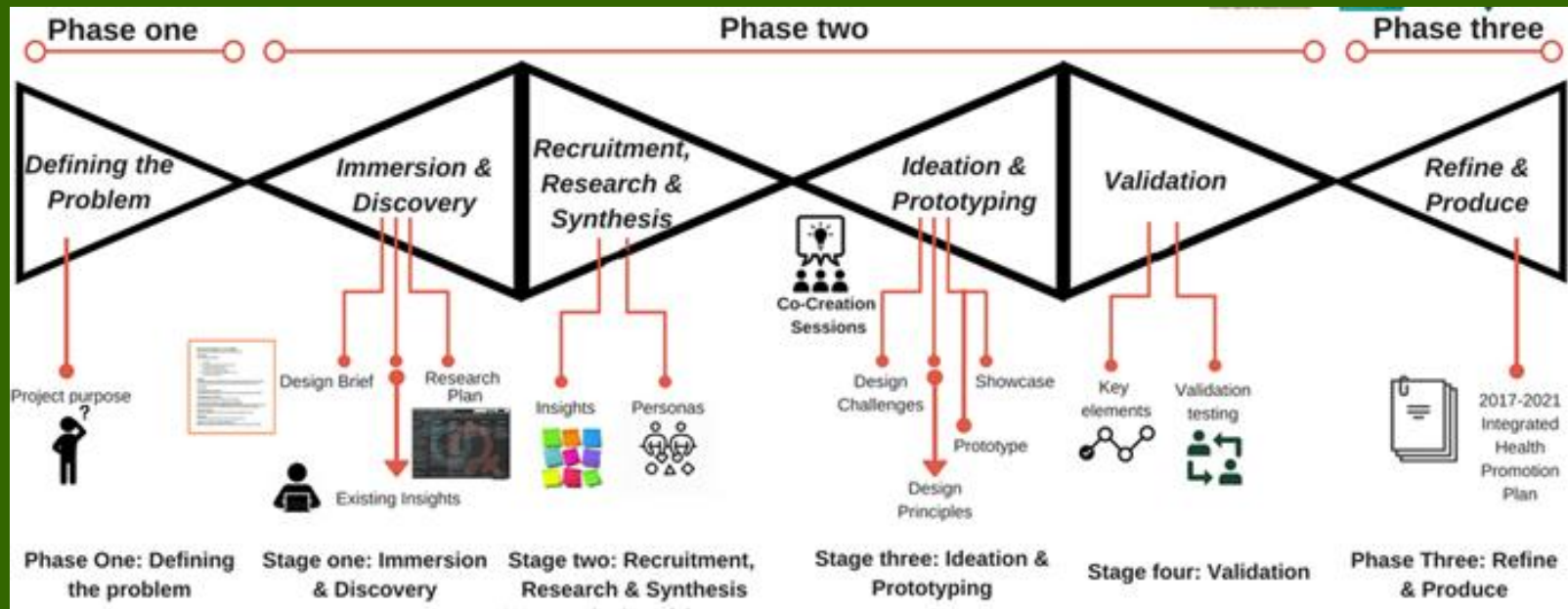
Campaspe PCP Health and Community Wellbeing Profile 2017

<http://campaspepcp.com.au/community-profile.php>

Why co-design

- A human centered approach to designing solutions to complex problems- prioritising **people** who are the **experts** into their own **experiences**
- Deliberate & intentional creation using different methods
- Involves **learning** from the community, **creating** and **testing** with consumers to **develop** meaningful, realistic and workable **solutions** to real issues
- Begin with **questions**, not solutions, **curiosity**, and **uncertainty**.
- Insights from can **inform** and enrich hard data and evidence.

Stages of Co-design double diamond



HEAL in Campaspe



The outcome of project is to ensure a systems approach to healthy eating and active living is introduced into the Shire of Campaspe, to allow individuals to improve and maintain a healthy eating and active living approach. This will be achieved by incorporating a co-design methodology to identify opportunities for implementation of primary prevention strategies.

Immersion & Discovery

What do we need to learn:

- What is a healthy eating and active living in Campaspe and how do we impact systems to make change?
- Our unknown priorities to explore & gain insights:
- How might we influence and change HEAL at each life span? And how might we identify different motivators for change at each life span?
- How might we link positive behaviours and habits?
- How might we get the community to identify both HEAL as required for a sustained healthy lifestyle?
- How might we get people on the bandwagon, get people back on the bandwagon and keep people on the bandwagon?

Desktop Research Insights:

- Physical inactivity & excessive intake of unhealthy food both play a key role in development of overweight & obesity
- No substantive theory explaining the continued rising prevalence of overweight & obesity has emerged

Timeframes

Deliverables Immersion:
Plan completed by June 2018
Desktop research insights by June 2018

Reportables:
Progress report monthly
Reflections post mentoring

Recruitment

Voices we need to hear from:

Men & Women 50/50

Across the lifespan
Aboriginal community
People who identify as having a disability
LGBTI
Youth 13-25
Young adults 23-35
Families
CALDs

Insights about settings:

Workplaces
Sports/recreation/social & leisure settings
Health, family & community services
Public spaces, transport, infrastructure & facilities

Who else are we designing with:

Healthier Campaspe - Obesity and Diabetes working group

Timeframes

Recruitment to be finalised by 31st August

Research & Synthesis

During the research & synthesis stage we work with community to build insight. This informs the design in the stage.

Research methods:

- One on one interviews
- Peer pair interviews
- Workshop
- Online survey
- Save the children families Kyabram
- Cunningham downs village residents
- Youth expo Echuca college 2017
- Girgarre playgroup
- Breastfeeding cafe Kyabram
- PAG KDHS
- Strength & balance group Tongala
- Lockington playgroup
- St Patricks P.S Tongala
- Lockington Men's Shed

Timeframes

Scoping completed by October 31st 2017
Workshop completed by December 2017

Ideation & Prototyping

The design stage of the project will look at what strategies we can develop to manifest the desired outcomes.

This includes co-creation workshops to generate ideas, develop prototypes and test and learn from those we are designing with.

Timeframes

Deliverables by October 2018:
Conduct co-creation workshops
Testing with those we are designing with
Showcasing strategies
Recommendations for pilot
Pilot plan

Validation

After refining our concepts/strategies through prototyping we conduct validation testing. We put all of the elements together & test them in real life environment.

Timeframes

To complete by November 2018

Refine & Produce

We refine the final concepts/strategies & produce deliverables that communicate the voices of people's experiences in Campaspe.

These deliverables will be in the form of strategies to implement within the 2017-2021 Integrated Health Promotion Plan.

Timeframes

Strategies developed by December 2018
Implement strategies as per IHP Plan by June 2021

Defining the problem

- High prevalence of preventable chronic disease
- Increase in overweight & obesity

Immersion & discovery

- Team aware of existing Campaspe, evidence base- this has been collated through Healthier Campaspe
- Need for team to learn about co-design- 1 day workshop insufficient
- Needed to test some assumptions about Healthy Eating Active Living in our community and develop lines of enquiry to understand experiences of individuals

What we wanted to know through our research?

- Barriers and enablers to healthy eating and physical activity in Campaspe
- What helps and what hinders healthy decision making around food and physical activity choices

Recruitment for further “deep dive” research

We heard from:

Men & women

People across the lifespan

People who identify as having a disability

LGBTIQ

Youth

Young adults

Families

CALD/ATSI



We spoke to people who spend time in.....

- Workplaces
- Schools
- Sport/Recreation/social & leisure settings
- Health, family & community services
- Public spaces & facilities



Research methods

- Online survey
- Survey at Youth Expo
- Speaking with groups
 - Play groups
 - Retirement village residents
 - Breast feeding café
 - Planned Activity Group
 - Older adults exercise group
 - Youth Advisory Group
 - Primary school teachers
 - Men's Shed
 - Food security network & early years network
- Deep dive workshops
- Food diaries



More than 135 community members were involved

Downloading the insights from the research

- Following the research the team downloaded the insights which were then synthesised into themes (see handout of insights)

Synthesis: themes from the insights

- Healthy eating & active living means different things at different life stages
- Healthy eating and active living can be linked to other positive and negative behaviours
- Healthy eating and active living are both needed for a healthy lifestyle
- To achieve change multiple motivators are required, intrinsic/extrinsic, primary/secondary
- People are on and off “the band wagon”



Ideation turning insights into concepts and strategies

How might/can we ? questions from the insights & themes

1. How can we approach each life stage individually so that at times of high motivation we support people to make healthy changes?

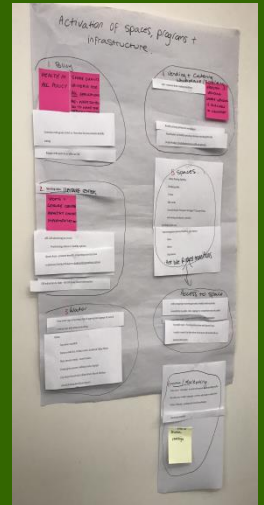
- Early Years
- School
- In the workplace/Start a structured working routine
- New families – child & parent health
- Middle Age + (when seeing ageing parents declining in health)

2. How might we activate spaces, programs & infrastructure to support those that aren't intrinsically motivated to make healthier choices?

- More research is required

Developing concepts to answer the “how might we” questions-

- done through individual & group brain storming and sorting of ideas
- use of priority matrix to identify which concepts to develop
- Taking ideas and concepts to users (community) & other stakeholders eg. Local government, Coliban Water, Sports Focus



Concepts chosen further development

How can we approach each life stage individually so that at times of high motivation we support people to make healthy changes?

- Pop up play sessions for parents and pre school aged children
- Pop up play sessions for school aged children and parents after school
- Increase public use of grounds/courts/stadiums through mapping & signage and come & try days for sporting clubs
- Spaces – Infrastructure - safety/accessibility – lighting, toilets, bike racks, school fleet bike at transition point, improved children's & green spaces (equipment, shade, grass), Mapping & signage of usage times of spaces for grounds/courts/stadiums, come & try days for sporting clubs

Focusing on families in co-design as the other areas are covered by Achievement Program and Smiles for Miles



How might we activate spaces, programs & infrastructure to support those that aren't intrinsically motivated to make healthier choices?

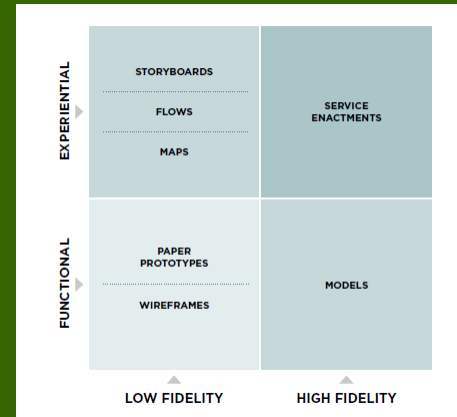
- Support Health in all policy at Shire of Campaspe
- Advocacy for healthy food criteria in Shire grant application process
- Vending & Catering –healthy vending for SoC workplaces/sporting/leisure, health catering policy & menus
- Promote & assist with the implementation of healthy vending machines & catering policies across Campaspe
- Leisure Centres- healthy food and drink guideline implementation
- Sporting clubs: Sugar Sweetened Beverage education, promotion of healthy fundraising policies, advertising & social marketing through “Footy Records”
- Social marketing program to: support healthy weight maintenance, “getting back on the bandwagon” , reducing intake of Sugar Sweetened Beverages
- Water – Water: Increasing water availability in public spaces (walking tracks, green spaces), Improving water signage, advocacy for/promote water trailer for Campaspe events
- Conduct further research with consumers who lack intrinsic motivation to develop additional concepts for implementation

A number of these strategies might be developed through healthy hearts

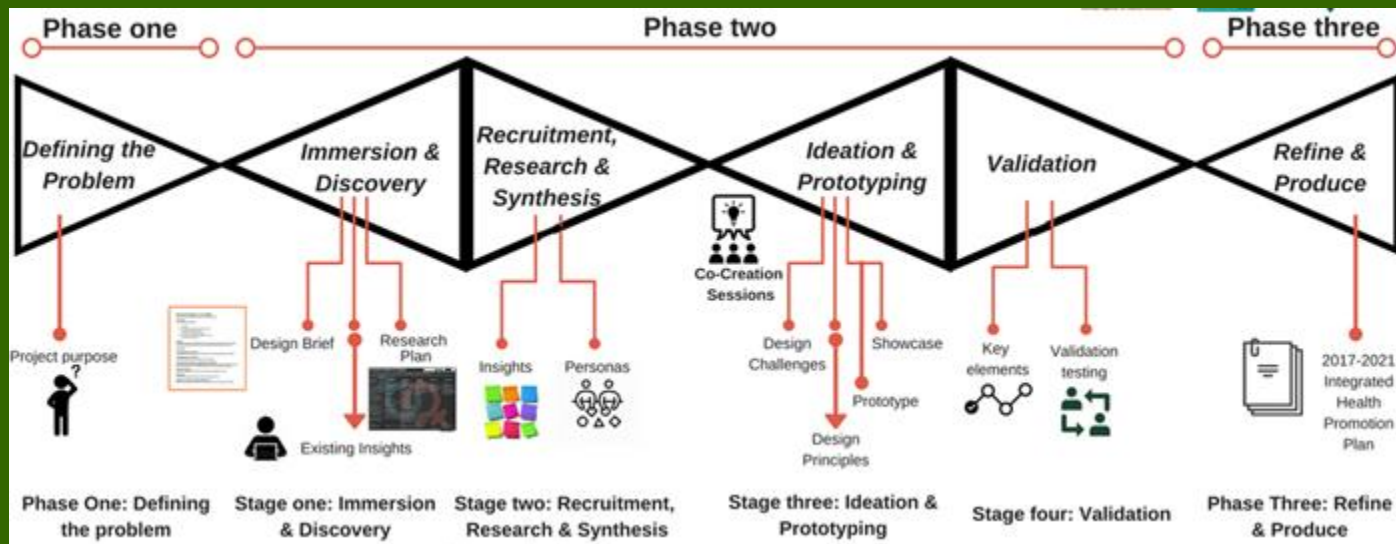
Prototyping

"The best reason for making an interactive prototype is to figure out all the things that are wrong with your design before you spend a lot of time and money building your real product"

—Laura Klein



Next steps



Acknowledgements



- Health Promotion Team at ERH
- Health Promotion Team at KDHS
- Gender Equitable Campaspe Co-design Team
- Huddle