

# Healthier Eating & Active Living in Campaspe Co-design Project 2018-2019

Campaspe residents experience high prevalence of preventable chronic disease and have increasing rates of overweight and obesity.

A **co design approach** was taken by the Campaspe PCP Integrated Health Promotion team to test assumptions about healthy eating and active living and identify the barriers and enablers to a healthy lifestyle, and what influences decision making.

**Surveys, Interviews and workshops** were conducted with people across life ages and stages and included many community voices from people who spent time at home, in workplaces, schools, social and sporting settings, public spaces and facilities. In all we heard from 135 people.

**Local health data** was reviewed and the objectives of the Healthier Campaspe Implementation Plan and the activities of the Obesity and Diabetes working groups were referenced throughout the co-design process.

**Strong themes emerged from the many insights collected in the local research, telling us that:**

## KEY LIFE STAGES

At key life stages people are more motivated to make healthy changes:

- New families
- Children starting school
- When starting work
- Middle aged and facing health issues and seeing ageing parents decline in health

## LIFESTYLE

Healthy eating and active living are both required for a healthy lifestyle.

## MOTIVATORS

Multiple motivators are required for a healthy lifestyle.

## CONSISTENCY

It is challenging for people to maintain a consistently healthy lifestyle.

**This led to the development of strategies within the 2017-2021 Campaspe Primary Care Partnership Integrated Health Promotion Plan, aligning with the Healthier Campaspe Implementation Plan:**

### Strategy 1

**Supporting people at times of high motivation (particularly those with young families) to have a healthy lifestyle through:**

- Pop up play sessions for parents and preschool aged children
- Pop up play sessions for school aged children and parents
- Increasing public use of sporting grounds, courts and stadiums
- Increasing accessibility and use of public spaces and infrastructure.

### Strategy 2

**Supporting people who are not intrinsically motivated to make the healthy choice through:**

- Implementation of the Achievement Program and Healthy Choices in workplaces, schools and early childhood settings, with the local health services modelling and supporting implementation
- promoting and supporting active transport strategies and initiatives such as Walk to School Programs across Campaspe.