

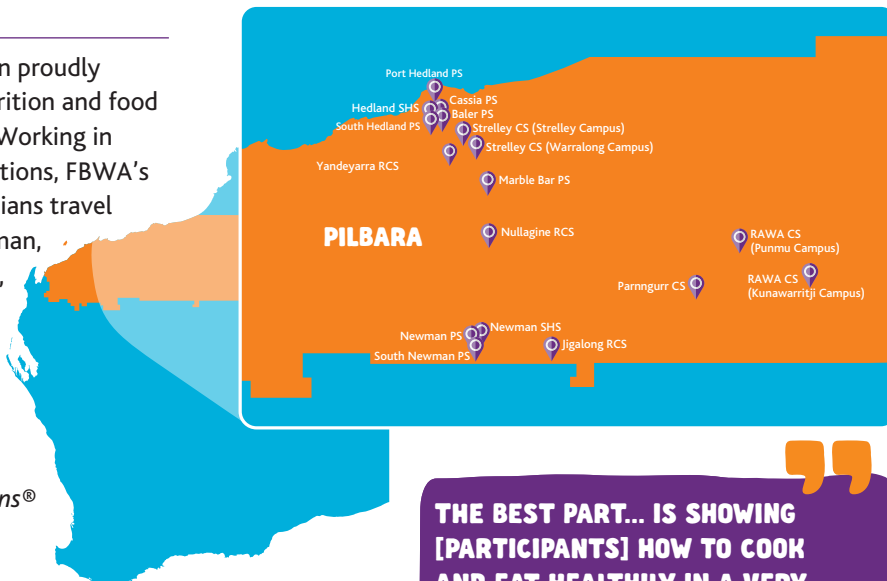
2018 Impacts: Pilbara Strategy



BACKGROUND TO THE STRATEGY

Since 2011, Foodbank WA (FBWA) has been proudly supported by BHP to deliver a range of nutrition and food literacy programs to Pilbara communities. Working in partnership with local community organisations, FBWA's university qualified Nutritionists and Dietitians travel to Jigalong, Kunawarritji, Marble Bar, Newman, Nullagine, Parnngurr, Port Hedland, Punmu, South Hedland, Strelley, Warralong and Yandeyarra to deliver these programs.

The Pilbara Strategy addresses food literacy across the life stages through a suite of programs including the School Breakfast Program (SBP) and *Food Sensations*® for Schools (FSS) Program for children, the Fuel Your Future (FYF) Program for disengaged youth, and the *Food Sensations* for Parents (FSP) Program for parents of 0 to 5 year olds.



THE BEST PART... IS SHOWING [PARTICIPANTS] HOW TO COOK AND EAT HEALTHILY IN A VERY FEASIBLE AND ACCESSIBLE WAY.

DEFINING THE PROBLEM

Lifelong dietary attitudes and behaviours are established early in infancy and childhood (Mameli et al., 2016). The term food literacy is used to describe the knowledge and skills required to empower people to select, prepare and eat healthy foods. Providing food literacy and nutrition interventions, like the Pilbara Strategy, is critical to help achieve better health outcomes long term, including improved physical, mental and social health, and a reduced risk of chronic diseases (Matwiejczyk et al., 2018).

INVESTING IN THE SOLUTION

The Pilbara Strategy is funded by BHP to improve food literacy and health behaviours within the rural and remote Pilbara region of WA. The current strategy has been operating since 2016.

**WE'VE PROUDLY WORKED WITH
FOODBANK WA SINCE 2011 TO ENSURE
KIDS AND THEIR FAMILIES ACROSS
THE PILBARA HAVE BETTER ACCESS
TO NUTRITIONAL FOOD AND FOOD
LITERACY PROGRAMS.**

Meath Hammond, BHP Head of WA Corporate Affairs

Reference List:

- Mameli, C., Mazzantini, S., & Zuccotti, G.V. (2016). Nutrition in the first 1000 days: The origin of childhood obesity. *International Journal of Environmental Research and Public Health*, 13(9), 838. Retrieved from <https://doi.org/10.3390/ijerph1309083>
- Matwiejczyk, L., Mehta, K., Scott, J., Tonkin, E., & Coveney, J. (2018). Characteristics of effective interventions promoting healthy eating for pre-schoolers in childcare settings: An umbrella review. *Nutrients*, 10(3), 293. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/nu10030293>
- National Health and Medical Research Council [NHMRC]. (2013). *Australian Dietary Guidelines*. Canberra: NHMRC.

STRATEGY REACH



139
SESSIONS



32
SCHOOLS &
ORGANISATIONS



1,663
PARTICIPANTS



37,078
KM TRAVELLED

RESEARCH AND EVALUATION

A mixed-methods design was employed to evaluate each of the aforementioned programs. Program planning logic models (PPLM) and evaluation plans (EP) were developed for each program, guided by the evaluation consultant and training workshop materials. The PPLM provided a 'snapshot' of each program, while EP included key evaluation questions, program objectives and activities, as well as indicators of success specific to knowledge, skills and satisfaction. Quantitative data was selected to provide statistical evidence of impact, while qualitative data provided an in-depth understanding of program impact. Evaluation approvals were received from the WA Department of Education and Edith Cowan University's Human Research Ethics Committee 2018-2020.

For more information on the Pilbara Strategy, please visit:
foodbank.org.au/WA/pilbara-strategy

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Program Results

SCHOOL BREAKFAST PROGRAM

A total of **9** schools participated in the SBP evaluation.

- The majority of respondents (87.5%, n=7) rated the quality of products provided by FBWA as good.
- All respondents (100%, n=8) rated the ordering processes and communication relating to the SBP provided by FBWA as good.



15

Pilbara schools were registered for the SBP in 2018



430

Pilbara students accessed the SBP in 2018

FOOD SENSATIONS FOR SCHOOLS PROGRAM - School children

A total of **375** students and **21** teachers participated in the FSS evaluation.

- **91%** (n=331) of school children recall the key message, "Everyday foods will give me a strong mind and healthy body" post-session, compared to 71% pre-session.
- Over **98%** (n=359) of participants enjoyed the activities and the cooking.
- The best aspects of the FSS program as reported by teachers included the combination of theory and practical elements, variety of tailored resources relevant to students' needs, and expertise and professionalism demonstrated by FBWA staff.

FUEL YOUR FUTURE PROGRAM - Youth aged 12 to 18

A total of **106** youth and **18** stakeholders participated in the FYF evaluation.

- Increases in ability to correctly identify key knowledge concepts, such as the five food groups or food safety, ranged from 41% to 65% across all four workshops.
- Over **96%** (n=102) of participants enjoyed the activities and the cooking.
- A minimum of **94%** (n=17) of stakeholders agreed the FYF workshop improved their students' skills in food preparation.

FOOD SENSATIONS FOR PARENTS PROGRAM - Parents of 0 to 5 year olds

A total of **53** parents and **20** stakeholders participated in the FSP evaluation.

- All parents reported that the FSP program provided new and useful skills to use at home.
- All stakeholders agreed that the session improved parents' knowledge of key nutrition concepts taught and increased their food preparation skills.
- Education on the Australian Guide to Healthy Eating (NHMRC, 2013), food label reading and strategies addressing fussy eating were among the discussions aimed to support parents knowledge and awareness.

WHAT PEOPLE ARE SAYING

The program has had a positive effect on all students as there are less behavioural issues throughout the classroom. Students feel inclusive.
School Breakfast Program

Regular visits to the school will continue to ensure that the program continues to develop and be part of our essential teaching and learning programs.
Food Sensations for Schools Program

... the hands on activity was fun and engaging for all... and I feel everyone learned something about healthy food and eating.
Fuel Your Future Program

It did change my way of thinking. I was doing a lot of that stuff already but it really reassured me I'm not alone and was on the right track.
Food Sensations for Parents Program

WHY IT WORKS

FBWA facilitators use a best practice nutrition education model to effectively reach and educate participants in food literacy. Facilitators are university qualified, committed to professional development and conduct an annual review of internal and external independent evaluation reports to inform program improvements.

The sustainability of the strategy is underpinned by the provision of tailored training delivered to local health and community organisations, aimed at building capacity to promote healthy eating in their local community. This ensures the continuity of key nutrition messages and promotion of positive health behaviour beyond FBWA's capacity.