

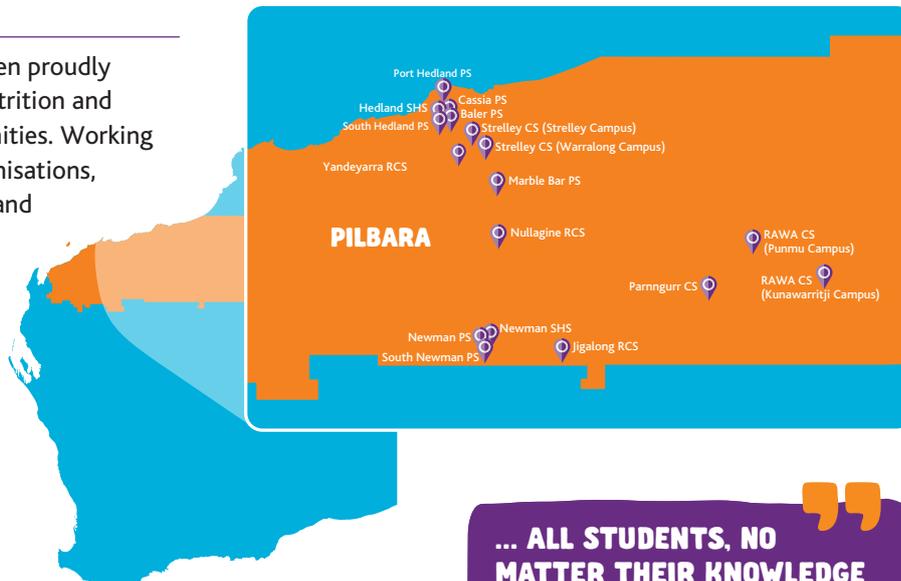
2019 Impacts: Pilbara Strategy



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.



... ALL STUDENTS, NO MATTER THEIR KNOWLEDGE OR ABILITIES, ARE ABLE TO PARTICIPATE.

DEFINING THE PROBLEM

Lifelong dietary attitudes and behaviours are established early in infancy and childhood.¹ 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.²

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.

OUR COMMUNITY HAS BENEFITED FROM SIGNIFICANT INTERGENERATIONAL HEALTH AND WELLBEING IMPACTS DUE TO FOODBANK WA'S PILBARA PROGRAMS. WE HAVE A LONG STANDING RELATIONSHIP AND LOVE SEEING THEIR FRIENDLY FACES RETURN EVERY YEAR.

Teacher, participating Pilbara School

STRATEGY REACH



118 SESSIONS



29 SCHOOLS & ORGANISATIONS



1,440 PARTICIPANTS



34,160 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 2019-2020.

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 **11** schools participated in the SBP evaluation.

- All respondents reported that students were positively impacted by the SBP in 2019, in relation to nutrition knowledge and skills.
- The quality of products provided by FBWA was rated as good by all respondents..
- All respondents rated the ordering processes and communication relating to the SBP provided by FBWA as good.



15

Pilbara schools were registered for the SBP in 2019



496

Pilbara students accessed the SBP in 2019

FOOD SENSATIONS FOR SCHOOLS PROGRAM - School children

A total of **474** students and **39** teachers participated in the FSS evaluation.

- **88%** (n=417) of school children recall the key message, "Everyday foods will give me a strong mind and healthy body" post-session, compared to **79%** pre-session.
- Around **95%** (n=450) of participants enjoyed the activities and the cooking.
- Teachers reported the best aspects of the program were observing the impact of the program on students, the variety of relevant resources shared, the effective behaviour management, and the FBWA staff's professional and inclusive working approach.

FUEL YOUR FUTURE PROGRAM - Youth aged 12 to 18

A total of **128** youth and **24** stakeholders participated in the FYF evaluation.

- Significant increases in ability to correctly identify key knowledge concepts, such as label reading, ranged from 26% to 48% across all four workshops.
- Over **90%** (n=116) of participants enjoyed the activities and the cooking.
- All stakeholders agreed the FYF workshop improved their students' skills in food preparation.

Reference List:

- 1 Marneli, 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>
- 2 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>

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

A total of **107** parents and **21** stakeholders participated in the FSP evaluation.

- As a result of attending the program, parents reported learning about portion sizes, healthy substitutions and understanding the importance of variety in a lunchbox.
- All stakeholders agreed the sessions were enjoyed by parents, with **95%** (n=20) agreeing parents gained valuable knowledge and information.
- Sessions provided various parental-focussed nutritional knowledge and skills, including positive feeding strategies and lunchbox ideas.

WHAT PEOPLE ARE SAYING

The school breakfast program has significant positive benefits for students, not just in terms of accessing a healthy breakfast, but also improving the routines involved with healthy eating, kitchen hygiene, and social skills.
School Breakfast Program

Discussing the difference between Zombie Foods and Superhero Foods was a really important part of the lesson as students have a lot of misconceptions about what healthy foods are.
Food Sensations for Schools Program

Seeing the kids get involved with the visual and hand[s] on aspects of learning what's good and bad for them, then they get to put it into practice when they get to cook healthy meals.
Fuel Your Future Program

There's so much information on the internet... or you know somebody might be thinking that they know everything... but it's not always correct. So it's good to have something like this where you're really getting accurate information and you can go home feeling confident."
Food Sensations for Parents Program

WHY IT WORKS

FBWA facilitators use best practice nutrition education 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.

For more information on the Pilbara Strategy, please visit:
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