

WORK PLAN FOR COMMUNICATION & EDUCATION WORKING GROUP

October 2016 - December 2018

1. Overview of working group

1.1 Aim

The Healthy Food Partnership (HFP) will aim to improve the nutrition of all Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes which promote health and wellbeing.

1.2 Background

On 26 August 2016 the HFP Executive Committee agreed to establish the **COMMUNICATION & EDUCATION** Working Group. The Working Group is tasked with driving cross-sectoral leadership and consistent communication and education on healthy eating, in alignment with the Australian Dietary Guidelines (ADGs). The Working Group will do this by co-ordinating the development and implementation of effective and consistent communications by relevant stakeholders in key settings leveraging current initiatives where possible and appropriate.

1.3 Objectives

The objective of the **COMMUNICATION & EDUCATION** Working Group is to develop and co-ordinate adoption of cut-through communications **which support healthy eating - one meal and/or snack* at a time** by relevant stakeholders in key settings to achieve cross-sectoral leadership and consistent communications on healthy eating. The 'one meal and or/one snack' approach being applicable in a variety of contexts. In turn, this will improve the ability of Australians to apply the recommendations in the ADGs particularly in identified target groups. (*includes foods and beverages.)

1.4 Scope

This Working Group will develop a communication and engagement strategy to promote adoption of the ADGs. The **COMMUNICATION & EDUCATION** Working Group will develop the strategy and facilitate implementation via members of the HFP and relevant stakeholders.

Target group: Whilst the overall aim is to reach the Australian population in general, this is very broad and risks dilution of impact.

The Rome Declaration on Nutrition recommends initiatives start from the early stages of life to adulthood, including people with special needs, before and during pregnancy, in particular during the first 1,000 days, healthy eating by families, and at school during childhood. There is strong evidence that adoption of healthy eating in early childhood during this teachable point has lifetime benefits and consequently, the greatest impact. Similarly, targeting this age group is recommended in the WHO Ending Childhood Obesity report and highlights the importance of focusing on food availability, marketing and the need for multiple actions.

We therefore propose improving healthy eating in young families (adults from 18 to 44 years with children aged 0-2 years) and those intending to conceive - thereby establishing healthy eating habits from preconception to 2 years of age. Since these households may include older children and adolescents, communications will encompass their needs.

The targeted population will include vulnerable population groups, such as those with a low socio-economic status groups, people with a disability, those with a mental illness, culturally and linguistically diverse groups, Aboriginal and Torres Strait Islander people and migrants/refugees.

Once established, this approach may be applied to other relevant target groups.

Key messages - Communications will complement the Australian Guide to Healthy Eating and Health Star Rating system by focusing on the practical aspects of healthy eating. Promoting healthy eating - 'one meal and/or snack at a time' provides an holistic, flexible approach and achievable goals thereby helping the target audience to apply the ADGs in practice.

Key settings - Will be determined by environments influencing the target group's access to information and foods. These may include retail outlets, food service outlets, media and medical/health facilities, and relevant children's settings.

Relevant stakeholders - to engage will be determined by the identified key settings and may include those involved in the production, promotion, supply and consumption of foods and drinks such as primary producers, food manufacturers, retailers, sporting clubs, food service businesses/outlets, health care and education professionals, food/nutrition/health media communicators.

Collateral - Development of key messages, strategies, initiatives and available resources to motivate key stakeholders to support communications on healthy eating in their setting; and a communication plan, specifying roles for key stakeholders to adopt in relevant settings.

Out of scope - The working group acknowledges that food safety is one component of the dietary guidelines, however, this is considered to be out of the scope of the working group's activities. People with medical conditions requiring specialised dietary advice, people who are hospitalised or to frail elderly people or others who are at risk of protein/energy malnutrition are also out of scope because the ADGs do not apply.

1.5 Timeframe

Key deliverables and activities are outlined in **Section 3** of this Work Plan.

2. Governance and reporting

Members of the **COMMUNICATION & EDUCATION** Working Group have been selected on the basis of their individual skills, expertise and experience, rather than as representatives of a particular group or organisation.

The **COMMUNICATION & EDUCATION** Working Group will report to the HFP Executive Committee through the Chair(s).

3. Key deliverables and activities

3.1 Key deliverables

Key deliverables for the **COMMUNICATION & EDUCATION** Working Group are:

1. A communication and engagement plan that details stakeholders, actions, messages and settings.
2. A 'tool kit' consisting of key messages and strategies for initiatives which can be widely adopted and adapted to promote the ADGs in daily living amongst target groups and vulnerable populations in key settings.
3. Engagement strategies encouraging relevant stakeholders to communicate key messages in their setting.
4. Make recommendations about areas for monitoring (in consultation with the **IMPLEMENTATION & EVALUATION** Working Group).

3.2 Key activities

Key activity	Indicative timeframe	Relevant deliverable
Access relevant behavioural insights from working group members and Community of Interest about the target audience in general and where available, about vulnerable groups. Insights include key sources of and type of information typically sought; influential settings presenting opportunities for improving access and consumption of healthy choices to achieve behaviour change one meal and/or snack at a time.	Complete	1, 2
Identify best settings, stakeholders and messages for reaching key target groups and identify actions/ opportunities for relevant sectors/organisations to engage.	Complete	1,2
Procure services of a contractor to develop a communication and engagement strategy that lays out a plan for communicating the agreed messages to the target group, through the identified stakeholders and in the settings identified.	November 2017– April 2017	1, 2, 3
Develop tool kit, including key messages and practical information; and recommended actions for relevant stakeholders to apply in key settings to ensure co-ordinated and consistent messaging at key touch points.	April 2018 – June 2018	2
Develop implementation plan for the roll out of the toolkit	July – August 2018	2, 3
Develop recommendations for monitoring and evaluating achievement of deliverables in consultation with community of interest and monitoring and implementation working group.	July – August 2018	4
Commence dissemination and promotion. Prepare and send out invitations to relevant stakeholders to: invite contributions to the toolkit; and to encourage application of the tool kit in key settings.	September 2018	2, 3
Continue building/populating toolkit	From Sept 2018	2
Monitor and evaluate uptake etc. with assistance from implementation and evaluation working group.	2019 (to work through with I&E team)	4

4. Consultation and key linkages

4.1 Consultation

Consultation will initially be through the Community of Interest.

Broader consultation will be undertaken as part of the consultant's work, including recommendations by other Healthy Food Partnership Working Groups.

4.2 Key linkages

- This activity has linkages with all HFP working groups.
- Synergies/partnerships with available initiatives to optimise impact and achieve HFP communication efficiencies this activity has linkages with all HPF working groups.
- Activities such as Smart Eating Week and National Nutrition Week can be leveraged as part of implementation of the tool kit.