

<b>Name of PCP</b>	<b>Central West Gippsland Primary Care Partnership</b>
<b>Case Study Title</b>	<b>Healthier Oils Initiative in Baw Baw</b>
Which PCP Program Logic domain does your case study relate to?	Program Logic Domain 3: Prevention
What was the need?	Australians have higher than recommended intakes of saturated and trans fats, which increases their risk of cardiovascular disease, a leading cause of death in Australia. Overweight or obesity is also an important risk factor for developing cardiovascular disease <sup>1</sup> . In addition, Australians are eating out of home more often, and as such food retailers can have a significant impact on consumer health. Reducing the levels of unhealthy saturated and trans fats in the local food supply can therefore have a significant impact on improving heart health in the community.
What was the aim of the initiative/action?	The Healthier Oils Initiative, as developed by the Heart Foundation is a successful evidence-based process that aims to promote the use of healthier oil options by food retailers, in particular where deep fryers are being utilised in food preparation. The goal of implementing this initiative was to increase the number of food outlets in the Baw Baw Shire who are using a healthier oil in their deep fryer. The initiative also aimed to increase food retailer's awareness of healthier oil choices, as well as increase community awareness of food outlets using healthier oils in deep fryer cooking.
Who was the target group?	Food outlets in the Baw Baw Shire who are using a deep fryer as part of their food preparation.
What was the setting?	Baw Baw Shire is located in the West Gippsland region, approximately 100km east of Melbourne and has an estimated resident population of 45,945 <sup>2</sup> . Approximately 51.3% of Baw Baw residents are overweight or obese, a rate higher than the state average of 48.6%. Circulatory systems diseases are also the second highest leading cause of avoidable deaths in the shire, accountable for approximately 54.8% deaths annually in people aged 0-74 years. This is again higher than the state average of 49.2% <sup>3</sup> .
Who did you work with?	Central West Gippsland Primary Care Partnership (CWGPCP) partnered with Baw Baw Shire Council (BBSC) to work with food outlets within the Baw Baw Shire.
How did you do it?	The Healthier Oils initiative was conducted over a number of stages: <b>1. Base line data collection</b> Food outlets within the Baw Baw Shire were identified from a database provided by Baw Baw Shire Council. Outlets were categorised and a telephone survey was then conducted to determine those outlets using a deep fryer, and the type of oil used. A total of 139 food outlets were contacted. <b>2. Distribution of Healthier Oils promotional materials</b> Following completion of the survey, food outlets identified as using a healthier oil were provided with promotional materials. These were modelled on the Heart Foundation Australia Healthier Oils Initiative resources and included posters and an optional footpath sticker. These resources aimed to encourage/reinforce the use of healthier oil in the deep fryer, and to enable food outlets already using a

<sup>1</sup> Victorian Government Department of Health. (2009). *Victorian Population Health Survey 2008 – Baw Baw Shire selected findings*.

<sup>2</sup> Profile ID. (2014). *Welcome to Baw Baw Shire Community Profile*.

<sup>3</sup> Victorian Government Department of Health. (2013). *2012 Regional health status profiles – Gippsland Region*.

	<p>healthier oil to promote this to their customers. Outlets identified as using a less healthy oil or who were unable to identify the type of oil they used were provided with an information flyer on preferred healthier oils for use in the deep fryer. This flyer emphasised the contribution of a healthier oil choice on community health, and provided basic guidelines on types of oils to consider. A link to further information as provided by the Heart Foundation was included, to assist proprietors in understanding the reasoning behind this promotion, along with more detailed information on specific commercial oil brands that may be preferred. Food outlets using a less healthy oil were reassured that they were not being 'inspected' and that there was no compulsion to change their oil choice. A total of 80 food outlets were individually visited.</p> <p><b>3. Post-intervention telephone calls</b></p> <p>In order to determine if any change had been made to the type of oil used in deep fryer, food outlets initially identified as using a less healthy oil were contacted by telephone for a second time. These post-intervention phone calls occurred approximately one month after the distribution of the Healthier Oils information flyers. A total of 75 outlets were contacted, and any changes to oil use recorded. Food outlets found to have changed to healthier oil were forwarded promotional poster materials as previously described.</p>
<p>What was achieved? (Consider whether results were benefits for clients and/or for service providers and/or for the system)</p>	<p>Of the 172 food outlets in Baw Baw, 87 were identified as having a deep fryer. Following the intervention, 32 outlets (37%) were using healthier oils – an increase of 6 food outlets or a 24% increase in the number of outlets providing healthier oils. A further 5 outlets at post intervention were also considering changing to a healthier oil. The initiative also raised awareness of healthier oil choices within the food services sector, and highlighted to people working in this field their significant role in promoting health.</p>
<p>What is the status and sustainability?</p>	<p>As other food outlets are established within the Shire, it will be important to ensure that information regarding healthier oil choices is made available. How this is best approached to be sustainable is currently being explored. It has been noted that Environmental Health Officers may be best placed for this as part of their core business, with ongoing support from the Central West Gippsland Primary Care Partnership. As the Healthier Oils promotional materials are displayed in food outlets across the Shire, it is anticipated that interest and awareness of this initiative will be heightened in the community, and will encourage other food outlets to embrace this change. This may in turn see a greater customer demand for use of healthier oils in the restaurant and take away sector.</p>
<p>What was the specific role of the PCP?</p>	<p>Food For All Baw Baw is a project initiated by the CWGPCP, working in partnership with Baw Baw Shire Council. The CWGPCP Prevention Coordinator worked in partnership with BBSC to promote and deliver this initiative in food outlets across the Shire. Data collection, distribution of promotional material and evaluation of the initiative was undertaken by the Prevention Coordinator at CWGPCP. The CWGPCP also collaborated with BBSC to adapt the promotional materials.</p>
<p>What lessons have you learnt?</p>	<p>Logistical considerations should include industry hours of operation and peak service hours. There were limitations in self-reported oil type data collection method, and distribution of promotional materials was time intensive. However, direct contact was effective in raising awareness.</p>
<p>PCP Contact Person</p>	<p>Liz Meggetto</p>
<p>Position/Title</p>	<p>Executive Officer, CWGPCP</p>