
Promoting Healthier Oils in Baw Baw Shire

***Final Report
Phase two - 2016***

Maggie Johnson



**CENTRAL WEST
GIPPSLAND**
Primary Care Partnership

| |
|----------------------|
| Project Title |
|----------------------|

| |
|--|
| Healthier Oils Initiative in Baw Baw (phase two) |
|--|

| |
|------------------------------------|
| Project Summary and Context |
|------------------------------------|

Heart disease is the single leading cause of death in Australia. A contributing risk factor to heart disease is the consumption of foods that are high in saturated and trans fats. In order to help address this significant health issue The Heart Foundation has developed The Healthier Oils Initiative to promote the use of healthier oil options in retail food outlets as a means to reduce the saturated and trans fat content in food available to consumers.

Increased access to and consumption of healthy and nutritious food is a priority of the 2013-2017 Central West Gippsland Primary Care Partnership (CWGPCP) Integrated Health Promotion Strategic Plan. As part of this plan the first phase of the Healthier Oils Initiative was delivered within Baw Baw Shire during September 2014-March 2015 through a partnership between the CWGPCP and Baw Baw Shire Council (BBSC).

Noted results of the first phase include:

- Of the 139 food outlets contacted, 87 reported using a deep fryer
- 25 or 29% of outlets were using healthier oils prior to the intervention
- At post-intervention, 31 or 37% of outlets were using healthier oils (an increase of 6 outlets)
- A further 5 outlets reported as *considering* a change to a healthier oil

Building on the success of phase one, this final report summarises the second phase of the project delivery, which aimed to further promote the uptake of healthier oils within retail food outlets using a deep fryer for food preparation in the Baw Baw region and included:

- Targeting an additional 40 retail food outlets
- Dissemination and discussion of Healthier Oils information to 9 outlets, with one *considering* a change to a healthier oil
- Distribution of additional promotional materials for display in 4 outlets
- Follow-up phone calls with participating outlets from phase one

| |
|---------------------|
| Project Goal |
|---------------------|

| |
|---|
| To (further) promote the use of healthier oils in food outlets where deep fryers are utilised for food preparation. |
|---|

| |
|-------------------|
| Objectives |
|-------------------|

- | |
|---|
| <ol style="list-style-type: none">1. Increase the number of food outlets that use healthier oil options for deep frying.2. Increase the number of Baw Baw Shire food outlet owners/managers with |
|---|

| |
|---|
| <p>knowledge of the benefits of using healthier oil options.</p> <ol style="list-style-type: none"> Increase the number of Baw Baw Shire community members with knowledge of the Healthier Oils Initiative and the potential positive health outcomes of consuming foods that have been prepared using healthier oil options. Describe the benefits and/or barriers to participation in the Healthier Oils Initiative. |
| <p>Outputs</p> <ol style="list-style-type: none"> Deliver the second phase of the Healthier Oils Initiative within Baw Baw Shire as outlined in the project brief. Develop and deliver a report regarding the outcomes of the project and any resulting recommendations. |
| <p>Resources</p> <ul style="list-style-type: none"> CWGPCP Volunteer CWGPCP Prevention Coordinator Telephone Updated list of relevant venues and contact details within Baw Baw Shire Phase one summary spreadsheet Vehicle Incentive “Healthier Oils” materials for display Social marketing materials <p>Note: <i>Total Print</i> quoted \$1590+tax for 10 street decals and \$2290+tax for 20 (inclusive of installation) however, none were required at this stage of the project.</p> |
| <p>Stakeholders</p> <p>CWGPCP, BBSC, relevant retail food outlets within Baw Baw Shire, and residents of the Baw Baw Shire</p> |
| <p>Methodology and Approach</p> <p>Implementation</p> <p>The project was delivered in several stages:</p> <ol style="list-style-type: none"> <p>1. Identification of phase two food outlets</p> <p>The CWGPCP Prevention Coordinator obtained an updated database of food outlets from BBSC. Any food outlets that were not included in phase one of the project were identified from this database and considered eligible for participation. As recommended in the final summary from phase one, targeted food retail outlets also included local sporting clubs. Venues categorised as accommodation facilities, caterers or domestic kitchens were excluded.</p> <p>2. Meeting with GippSport</p> <p>The CWGPCP Prevention Coordinator met with GippSport to discuss the potential to partner with GippSport to promote the Healthier Oils project among sporting clubs. It was not feasible for GippSport at this time however, it was recommended to target netball clubs if this project is revisited in the future.</p> |

3. Identification of barriers and enablers

Data collection was undertaken via telephone with 10 food outlets who participated in phase one (specifically those who either changed to a healthier oil, or were already using a healthier oil and received street decals for display). Outlets answered questions relating to possible barriers to using a healthier oil such as customer taste preferences or cost, and also potential enablers or benefits to participation, such as the perceived positive impact of the promotional signage on customer sales. This data provided key insights and informed the social marketing based approach for the mail out material. During this process these outlets were also informed that they were eligible to receive another A3 poster for display. A total of 3 venues requested new promotional material.

To gain a better understanding of the differences in prices of cooking oil products, several attempts were made to contact the local supplier, PFD, in Morwell by both telephone and email. However this proved unsuccessful.

4. Approach targeted retail food outlets

After excluding phase one food outlets, 40 additional outlets were identified as potential participants and contacted by telephone. The telephone calls were completed by the Health Promotion (HP) Volunteer and commenced in late May. In order to determine eligibility, initial questions about the use of a deep fryer and cooking oil type were included. Depending on the response, outlets were asked if they would be interested in receiving more information about the project via mail. Due to limited time and staff resources it was determined that it was best for venues to be contacted by telephone, however the HP Volunteer did complete two in-person venue visits.

5. Mail out of Healthier Oils promotional material

A total of 9 outlets expressed interest in receiving further information about the project. These outlets were sent an information letter about the initiative outlining the potential benefits of participation and summary statements about data collected in relation to product cost and taste along with Healthier Oils promotional material. The promotional material outlined the basic guidelines for a “healthier” cooking oil and also provided links to The Heart Foundation Healthier Oils project website.

6. Post-mail out follow-up

Similar to phase one, follow-up phone calls with the 9 outlets occurred approximately 3-5 weeks post-mail out. Additionally, 3 of the 5 outlets who were noted as *considering* a change to a healthier oil during phase one were successfully contacted for further follow-up. These outlets were also informed that another phase of the Healthier Oils initiative was being delivered and if they had changed to a healthier oil were still eligible to receive free promotional material for display.

Results

A total of 9 outlets (or 23%) were interested in receiving the project mail out information.

After the final telephone follow-up, 1 outlet reported as *considering* a change to healthier oil. While outlet proprietors mostly reported as being interested to review the mail out information on healthier oil choices, a variety of reasons were given as to why they were reluctant or unable to change cooking oils at this time.

Identification of barriers and enablers among 10 phase one outlets

- of the 7 outlets who commented on customer feedback about the taste of food prepared using a healthier oil, none reported a negative customer response and most reported that they felt customers didn't notice any change in the oil
- of the 8 outlets who commented on a price difference between the cooking oil products, only 2 noted the healthier oil products as being "more expensive"
- 2 of the outlets reported that they felt the healthier oils "last longer" thus they were a better value overall and 3 commented that the products were fairly "comparable" in price
- of the 6 outlets who commented on a difference in sales, none reported a perceived or measurable increase or decrease in sales post-participation
- 8 outlets commented on their perceptions of the impact of the promotional material. Most felt that while they had not received "huge feedback" from customers, several noted that people did "stop and take notice of the sign"

Sustainability

As identified in phase one, the *Healthier Oils* promotional materials are displayed in food outlets across the Shire, thus 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. The additional outlets participating in this initiative as a result of this project provide further opportunities to contribute to ongoing community interest and awareness of the initiative.

There has also been discussion between the CWGPCP Prevention Coordinator and BBSC about the potential for the Council Environmental Health Officer to collect and record baseline data in relation to venue cooking oil as part of their routine core business. Embedding the initiative within the core business of council would help to ensure sustainability of this initiative.

Key Success Factors

Follow-up phone calls and discussion, along with the provision of new promotional materials provided further positive recognition to phase one participants and the opportunity to get valuable feedback.

Identification and brief summary of enablers, barriers and perceived benefits to participation in the project.

Additional contributions to baseline data regarding the type of cooking oil used in outlets within Baw Baw Shire.

Dissemination of educational material and discussion about the Healthier Oils initiative to 9 new outlets and the distribution of additional promotional display material.

Key Challenges and Limitations

A key challenge of the project was the difficulty in initially contacting and successfully following up with some outlets via telephone due to varied operating hours and busy periods. As reflected in the results, in many instances it was also challenging to attract interest in receiving further information about the project. In a few instances language barriers presented another communication challenge.

Some of the information listed in the database was not correct and additional time was needed to investigate and confirm these details.

Several unsuccessful attempts were made to engage with the local supplier in order to gain an understanding of the price differences between cooking oil products.

Finally, as noted in phase one of the project and further highlighted in this phase, whether a food outlet chooses to change to a healthier oil is influenced by a number of factors. These factors (for example, unknown financial costs) can create barriers to change, despite the outlets being given the knowledge of the positive impact it can have on consumers' health and the incentive to receive free promotional material.

Future Directions and Recommendations

With consideration to the project objectives and outcomes and the overall project goal, the following recommendations regarding future directions are proposed.

Follow-up should be undertaken with GippSport to further discuss the delivery of the initiative to local sporting clubs, using netball clubs as a starting point.

As project promotional materials are council branded, pricing of collateral needs to be considered within council budget, and as any project media has to be approved by council, BBSC should be consulted at the outset of any future iterations of the project.

It would still be helpful to understand the differences in prices between cooking oil products, thus some discussion of alternative strategies to engage with the supplier could

help to ensure successful contact early on in the project delivery.

A key difference in the delivery of this phase is the lesser number of potential outlets to be targeted, which most likely impacted the number of outlets who changed to a healthier oil. However, the results could also suggest that in-person visits increase the likelihood for successful engagement and change. As noted in phase one, in-person visits, while time and resource intensive, provided an opportunity to build rapport with food service providers and also enhance their awareness of the initiative.

There has been some recent discussion between the CWGPCP Prevention Coordinator and BBSC about the potential for the Council Environmental Health Officer to include data collection related to cooking oil as part of their routine core business. As this was an onerous part of the project process, this would be a more efficient method of data collection, and may also encourage an ongoing discussion about the importance of using healthier cooking oils with food service providers.

Overall, when considering the resources required to deliver this initiative as a stand alone project, as well as factors such as 1:1 contact with business owners, and anticipating the likelihood of a lower level of uptake if delivered using a similar method again in the future, embedding the initiative within council's core work practices is strongly recommended.

