

City of Playford Library service and OPAL

'Partnering for Success'



OPAL BACKGROUND

- aims to **change the social norms** around healthy eating and physical activity making them the **preferred option**
- Fun, positive, non-stigmatising
- Whole of community approach – everyone's responsibility
- Based in Local Government
- Long term commitment and key prevention initiative
- Social marketing aspect unique
- Works in partnership with others in responding to the needs of the local community



EXAMPLES OF ACHIEVEMENTS

- Fun Kits 4 Kids activity pack development and launch
- Integration of health into children's programs (books, educating parents, library garden, Eat a Rainbow program)
- Healthy Food and Drink Choices Policy



PARTNERSHIP DEVELOPMENT

- Joint identification of needs in the local community
- Sharing of resources (financial and staff expertise)
- Joint planning and shared vision
- Partnership agreement
- Shared success

