

# OPAL and libraries in the City of Onkaparinga



**Presented by**

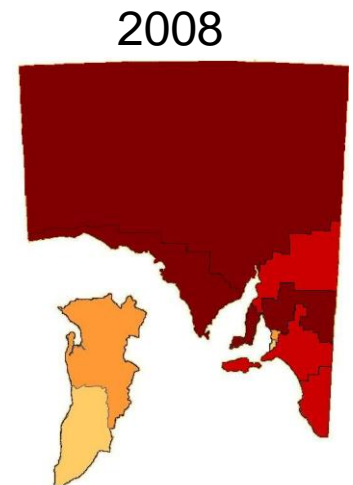
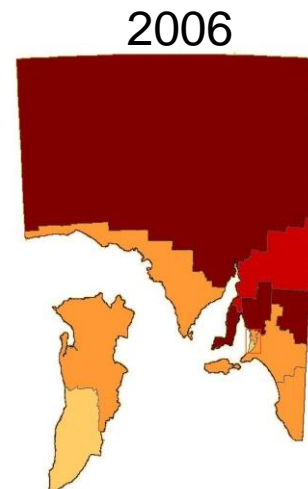
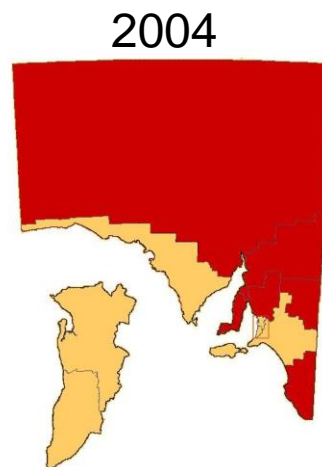
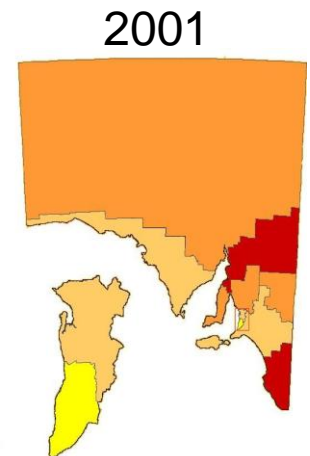
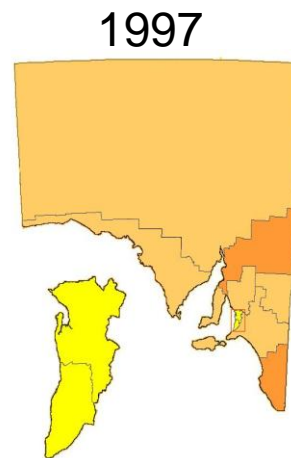
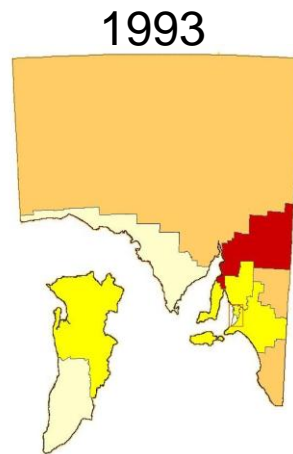
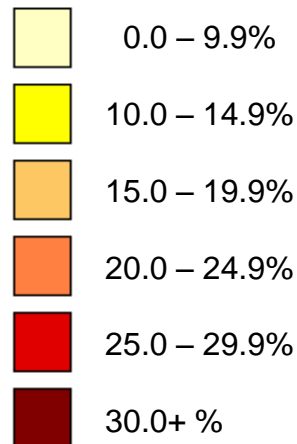
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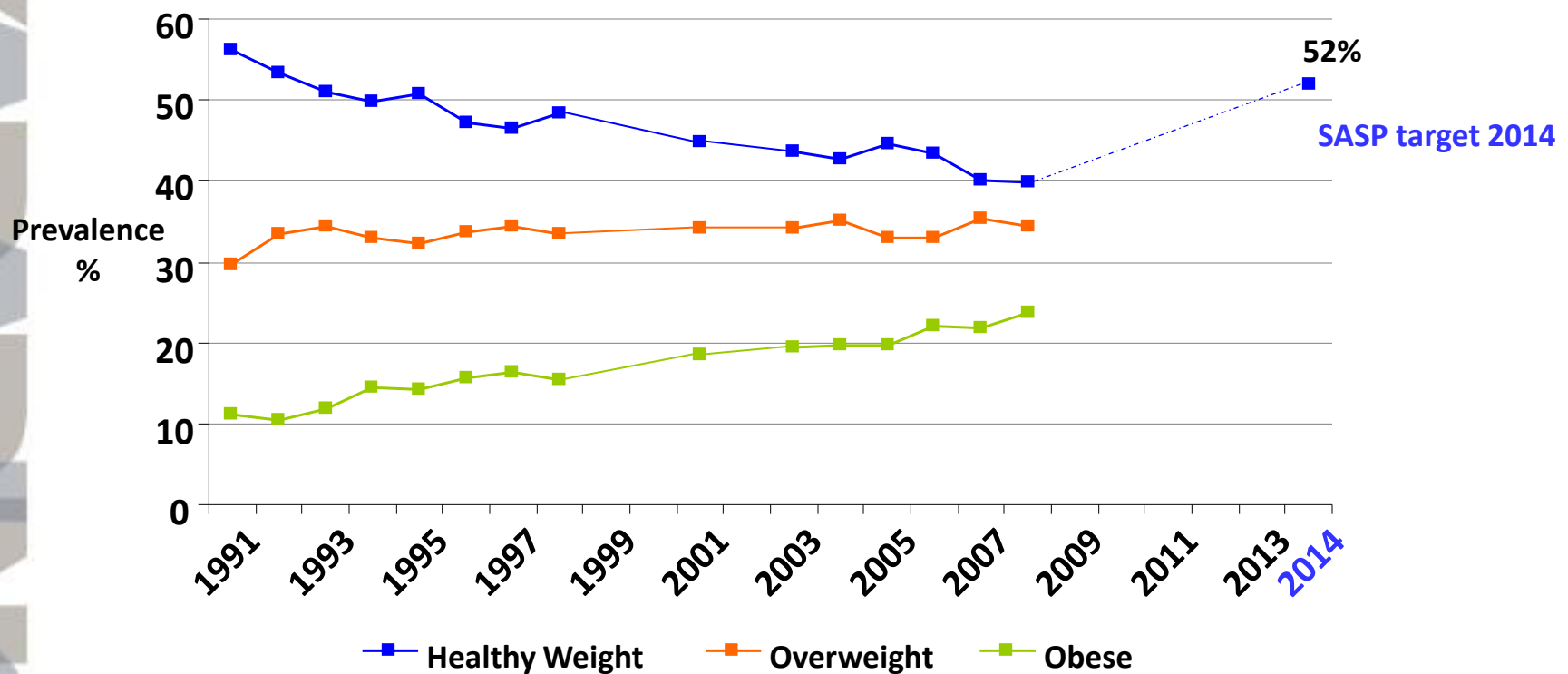


# Prevalence of obesity in South Australia

Health omnibus  
survey  
Prevalence of obesity  
(18+ years):



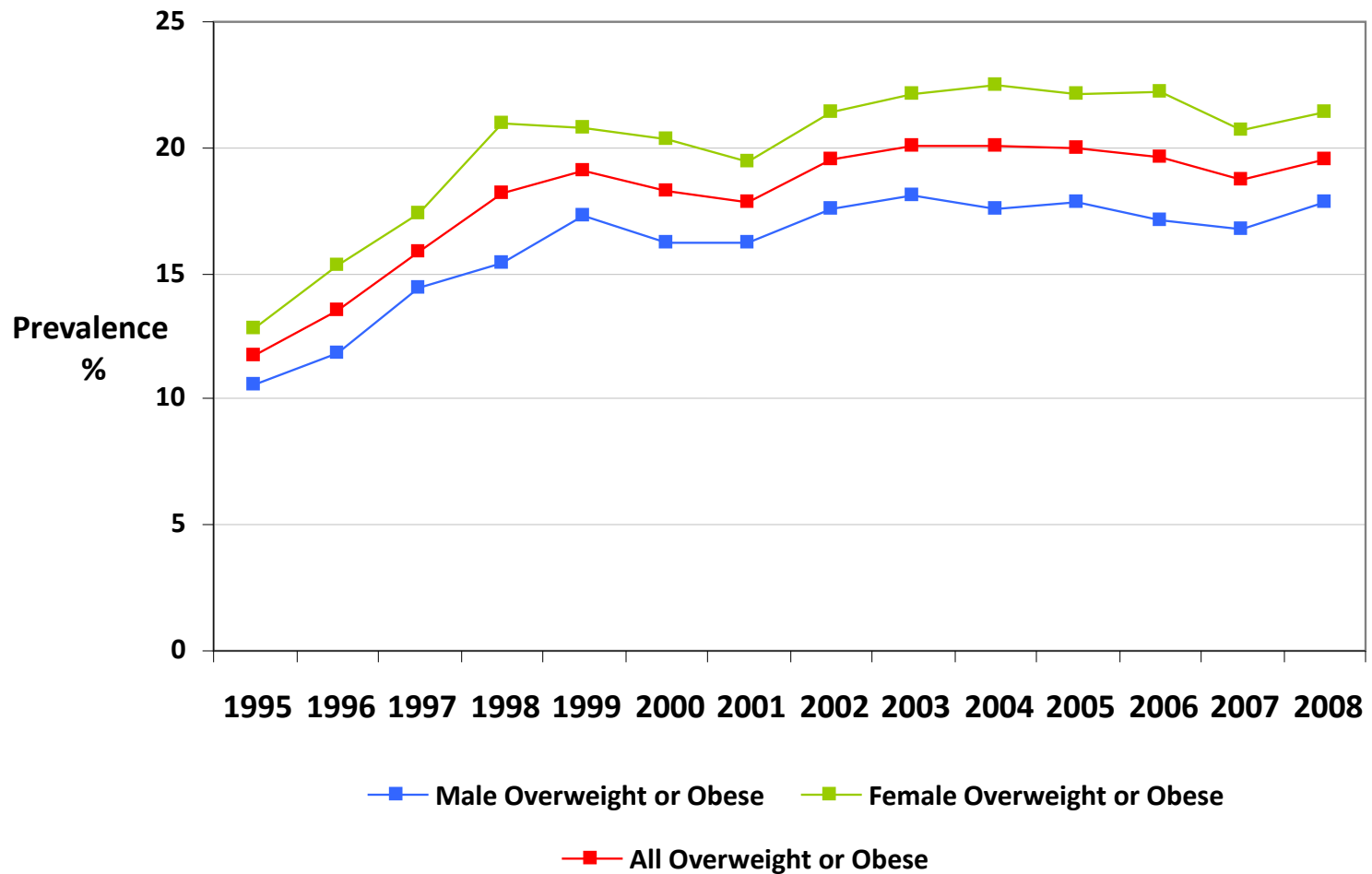
## BMI trends between 1991 and 2008 with the SASP target for healthy weight



Data source: South Australian Health Omnibus Survey (HOS), SA Health<sup>3</sup>

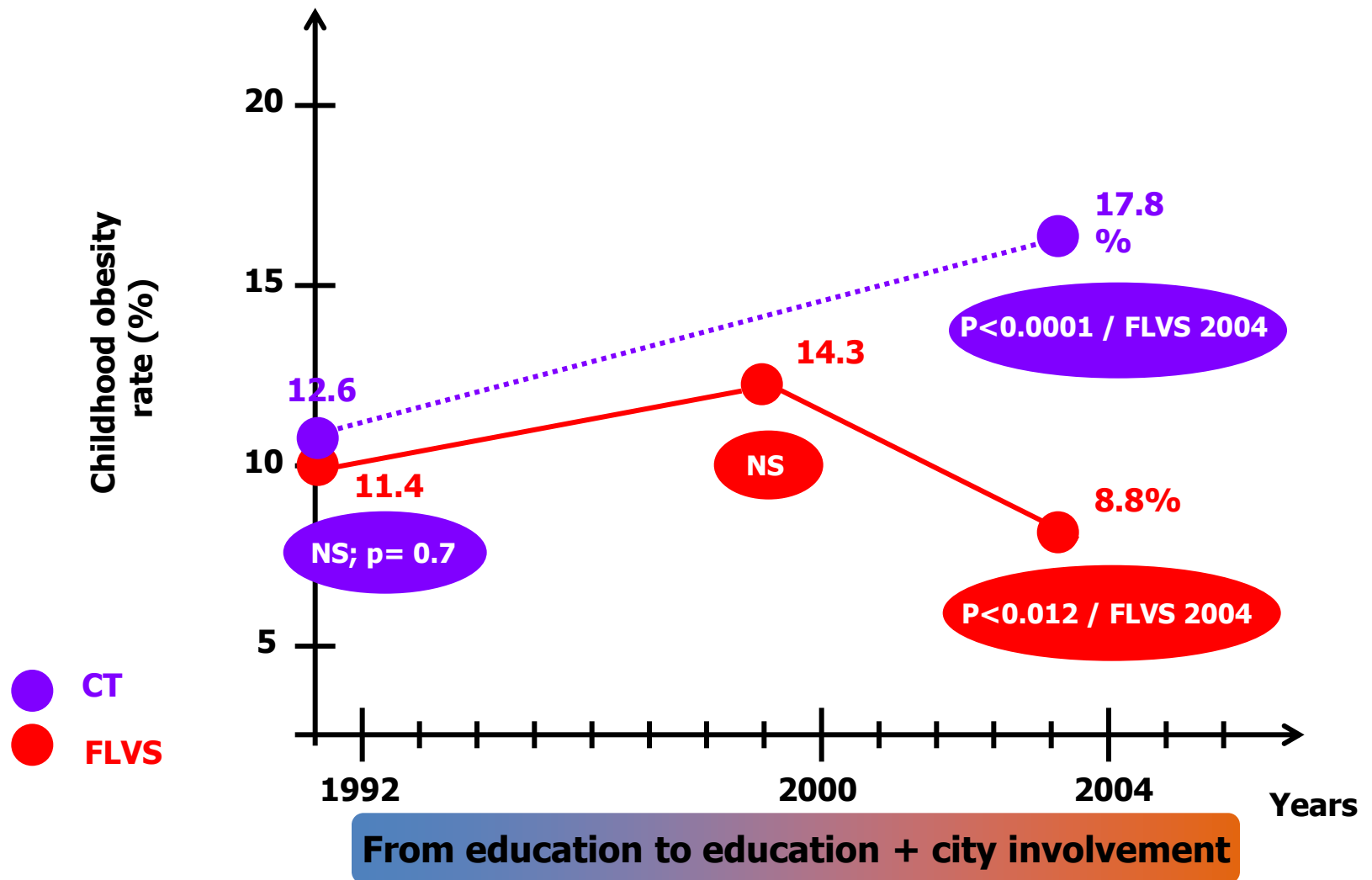
# ONKAPARNGA

## The proportion of overweight and obese preschool children (4-5 yrs) 1995-2008, South Australia, by male/female



Data source: Children Youth and Womens Health Service (CYWHS) preschool health check BMI data1

# Childhood overweight & obesity prevalence data in FLVS and in CT

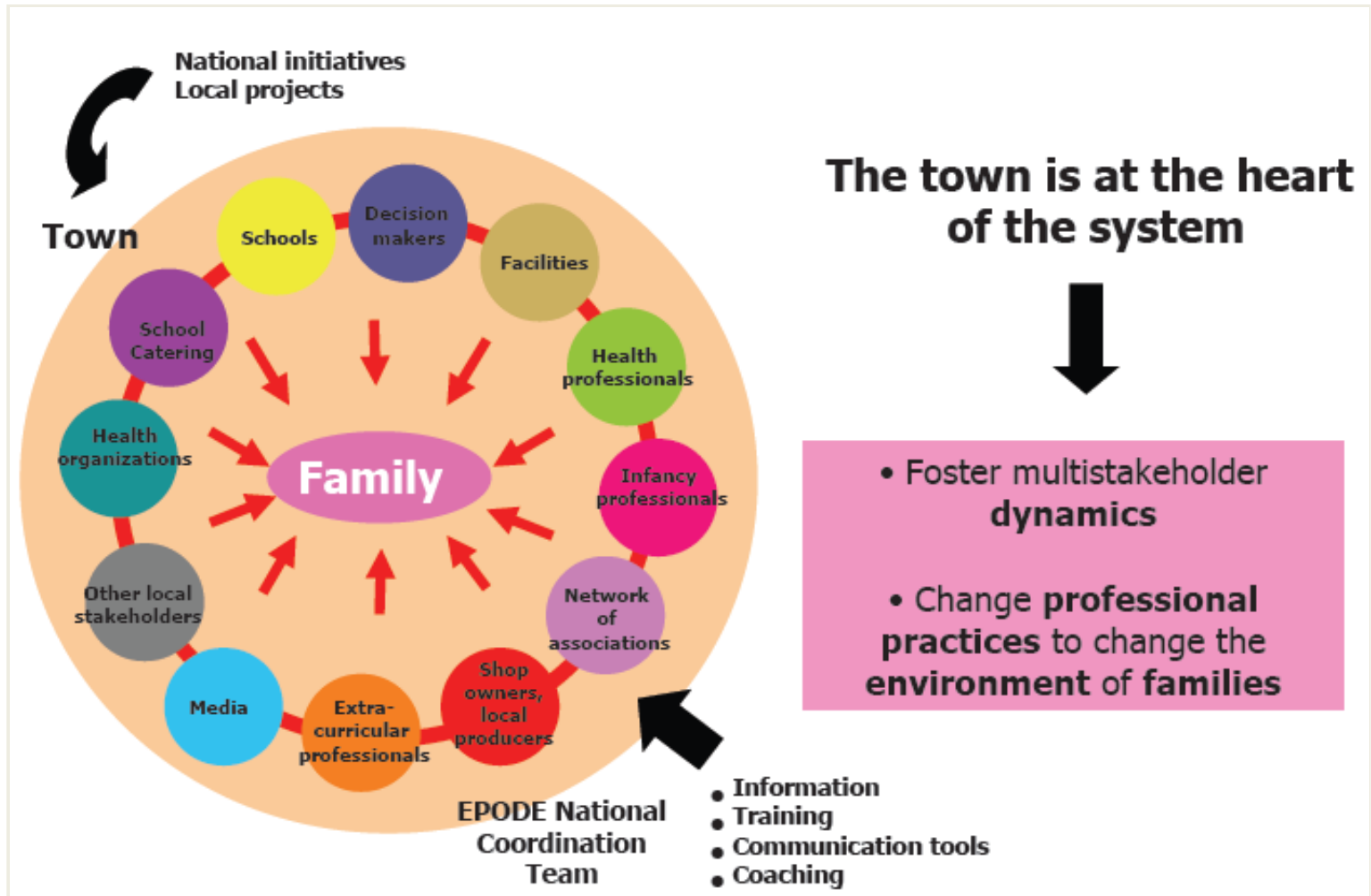


**EPODE's (OPAL's) over-riding aim is to *change the social norms* around healthy eating and physical activity making them the preferred option.**

**This is done by working *with* whole communities.**



# Opal settings



# OPAL's key guiding principles

- is *positive and non-stigmatising* – OPAL is sensitive to body image concerns and does not demonise food, behaviours or factors connected with healthy weight
- adopts community development principles
- will work in *partnership* with others across multi-sites and multi-settings
- uses social marketing principles and a *thematic approach* as a catalyst for action



# Water theme poster

## – general use



# ONKAPARNGA

## WHAT ELSE COULD KIDS DRINK

**Milk**

Drinking milk is the best way to help build healthy teeth and at least 12 months old, with other foods introduced from 6 months. Small drinks should be introduced from around 18 months.

For example, plain, not flavoured, with no added sugar for babies and toddlers as it grows to include other flavoured milks and yogurts. Most 100ml drinks offer full cream plain milk and over 2 years swap to reduced fat milk.

**Juice**

Just plain or still, not flavoured, about once a day when they are children. Not more as these plain drinks generally contain only a small amount of fruit juice and have added sugar, so like all sweet drinks are best limited.

## DRINK WATER NOT SUGAR

Compare these common drink choices to see how many teaspoons of sugar they have.

**Which one will you choose?**

A glass water	0sp
A 250ml glass of coconut	4sp
A 250ml glass of orange juice	4sp
A 100ml can of orange drink	10sp
A 250ml can of orange drink	18sp
A 175ml can of cola soft drink	8sp
A 600ml bottle of sports drink	18sp

1 tsp or sugar = 5 grams of sugar

## THINK HOW MUCH YOU CAN SAVE!

As a family, if you swap bought drinks for free, savings with just 1 adding up:

- A litre of bottled water costs around \$1.50 per month
- A litre of bottled coconut drink costs \$1.50 per month
- A can of cola soft drink from a canteen or shop \$2.00 per day = \$60 per month
- A 100ml can of sports drink \$2.50 per can = \$75 per month
- A litre of fruit juice drink 0.75L fruit juice \$5.00 per week = \$21 per month

These changes alone could save you 1 bag of sugar (5kg, 100sp) or 100sp each year – gets a Christmas tree.

## 10 TIPS FOR SUCCESS

1. Involve everyone in making the swaps and choices.
2. Always have a jug of filtered tap water on the bench.
3. Teach kids to help themselves to water, but to ask for other drinks.
4. Add ice or lemons to the water for stretch and fun.
5. Buy reusable water bottles for your kids to take to school.
6. Push water for outings so you don't need to buy drinks.
7. Reduce temptation by not having sugary drinks in the house, except for special occasions.
8. Lead by example – make water your drink of choice.
9. As a family, agree what you'll do with all the money you save.
10. Keep trying – changes take time, but a health of our children is a great reward.

# The links between Opal and libraries

- community information – distribution point for brochures, merchandise etc
- displays
- collections – parenting kits
- services – supplying water
- events – span of audiences

# Displays in libraries

Getting the message  
about Opal out at  
Woodcroft library





...and also at the Hub library



# Collections

- parenting kits
- selecting books for storytime sessions
- information books for children and adults





# Events



Integrating Opal messages into events for parents and young children

# Library trails

- offered in school holidays
- aimed at primary school aged children
- the message will be make water your drink of choice
- prize – a water bottle





# Events for young people and adults

- writing competitions
- YouTube – advertising water as drink of choice to your friends
- the great debate

.....and table talks



# Questions

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