

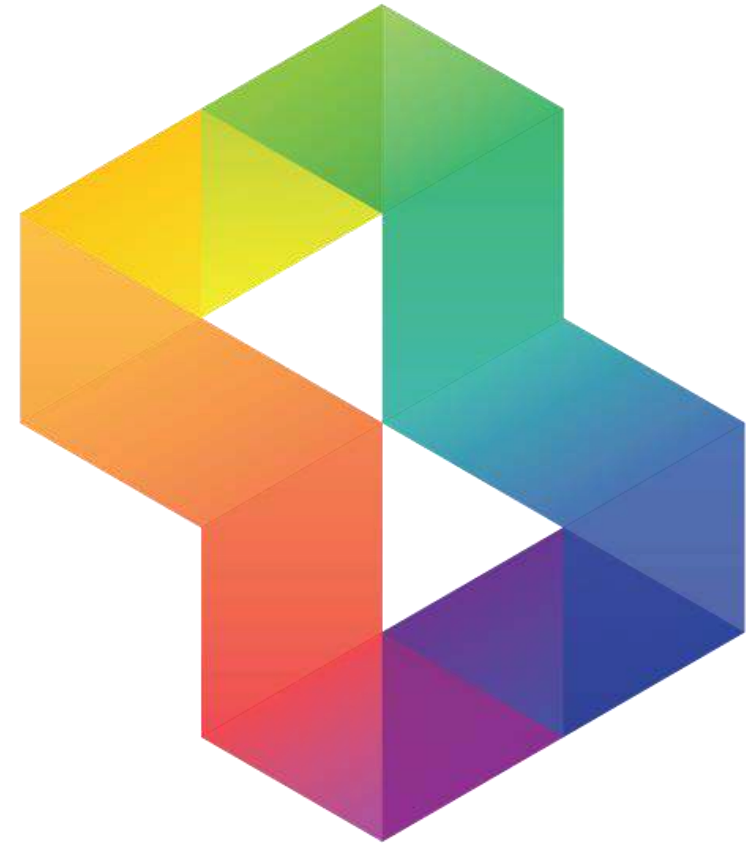
# Prioritising Relationships before the work

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# Aim and setting

Aim: To explore factors impacting healthy eating and active living in a rural area

Setting: Alexandra, Victoria.

142 kms north-west of Melbourne, population: 2,695, 12% completed Bachelor degree +, median family incomes = 78% of median Australian

**only ONE supermarket** (FoodWorks owned by REDDROPS group)  
nearest large supermarket ~ 72 kms



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# Engaging with the REDDROPS group

- NHMRC funded trial 'RESPOND' across 10 LGAs north-east Vic to address healthy eating and active living (in children).
- Multi-stakeholder 'Group Model Building' workshops as part of this work in Alexandra, schools, kindergartens, parent groups, sports clubs, community groups etc etc invited.
- Australians usually purchase approximately 70% of their food from supermarkets. (Food Retail Sector Report 2019) so invitation to supermarket managers **by local partners**
- Facilitated discussion of factors that impact the health of children in the area.



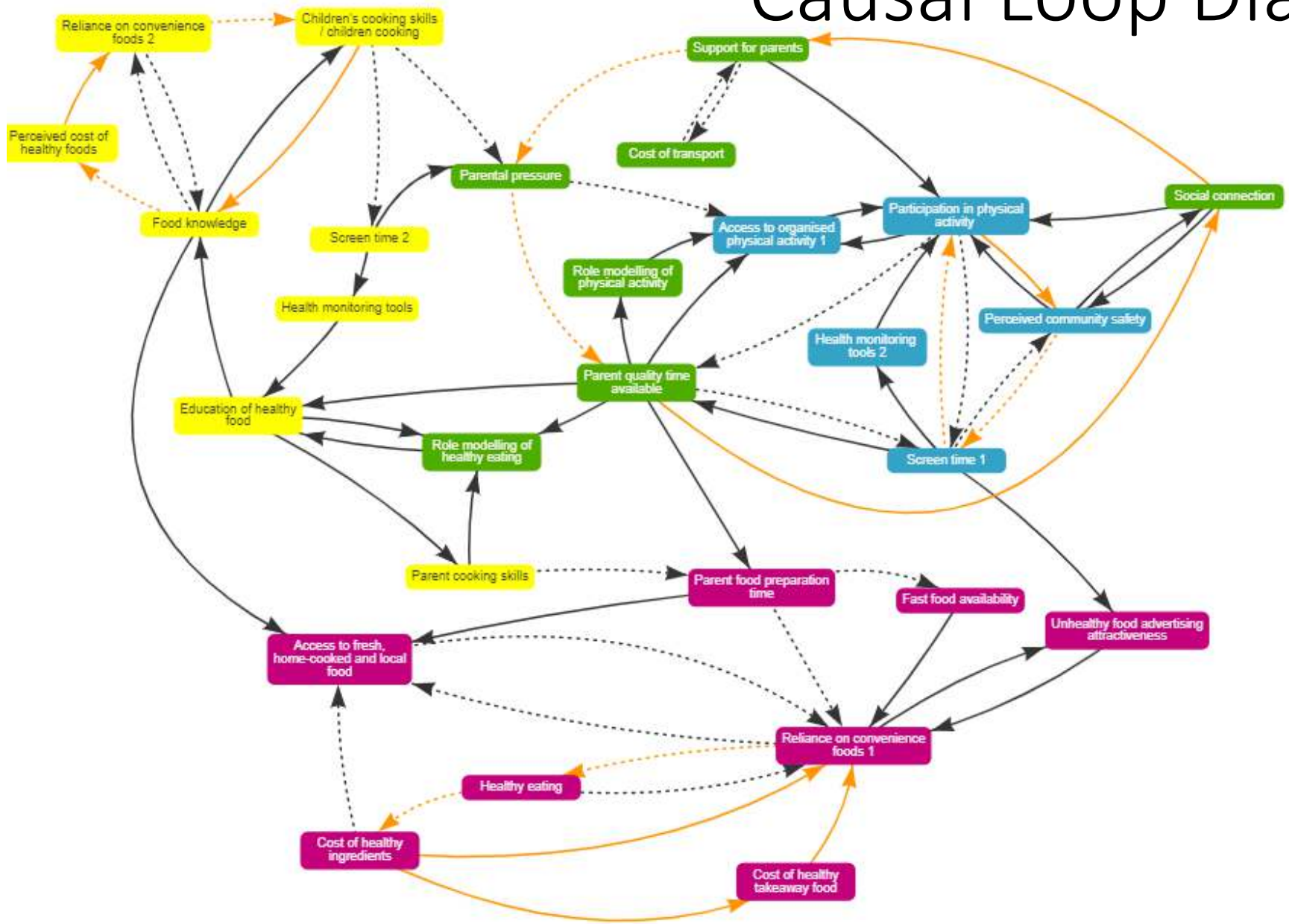
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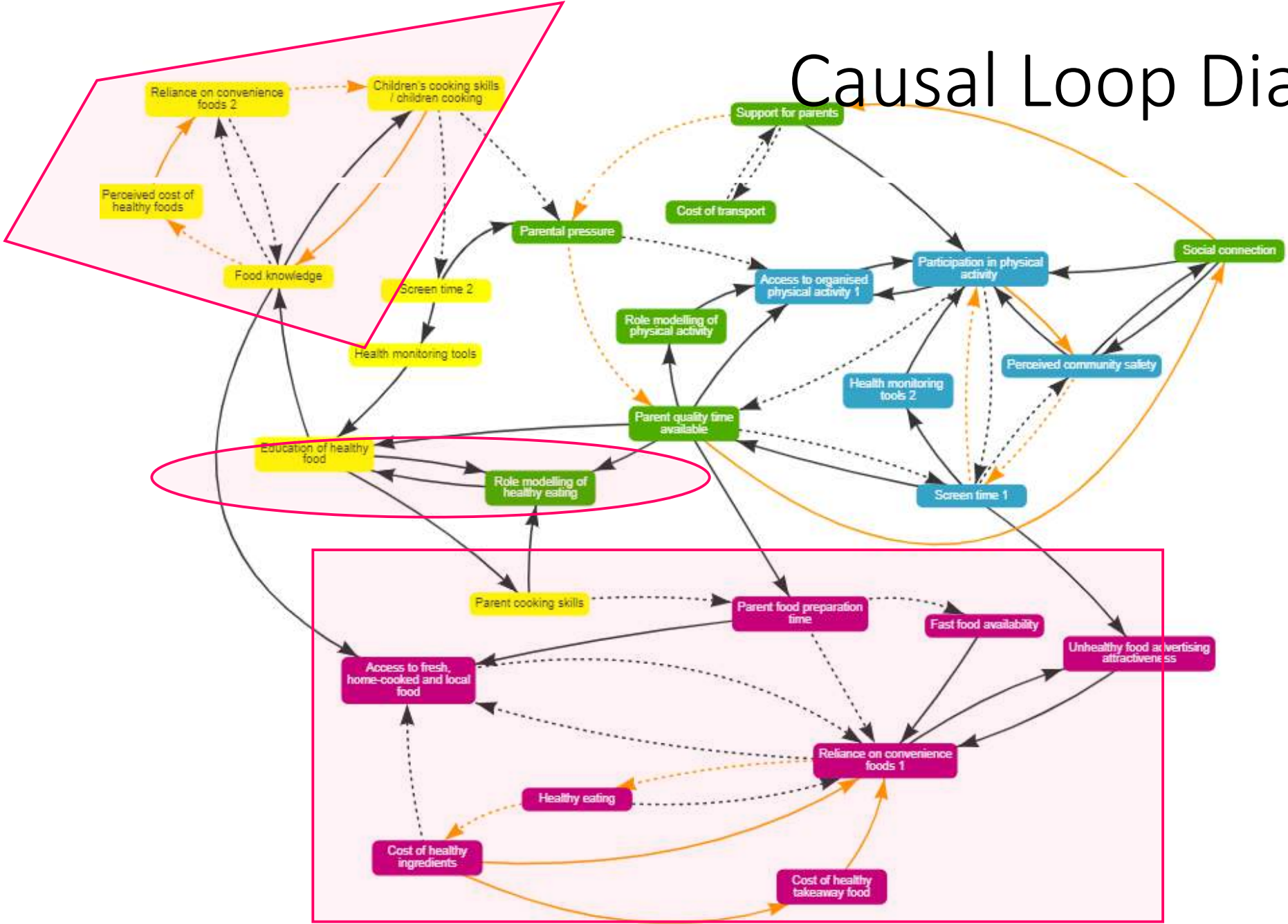




# Causal Loop Diagram



# Causal Loop Diagram



# Co-design of actions

- Within the third Group Model Building workshops we ask stakeholders to identify where they have the power and influence to act.
- Supermarket manager identified they would trial two things (at least):
  - Move bananas close to the checkouts (fruit & veg are at the back of this store)
  - Run in-store cooking classes (using CWA members) and have a display of featured products
  - Then .....



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# COVID19



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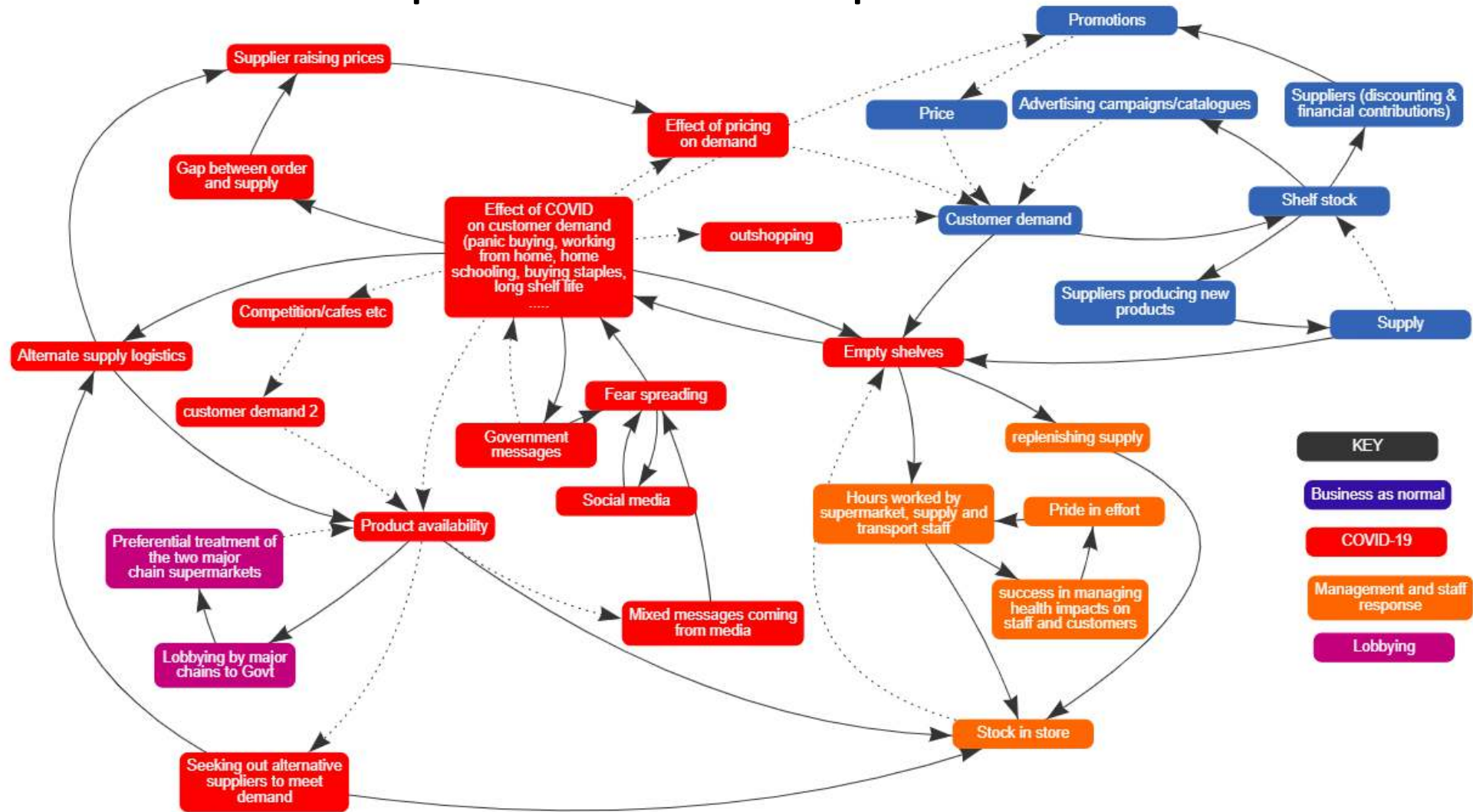
Aim: To explore the impact of COVID-19 on food supply and food purchases in a rural community of Victoria.



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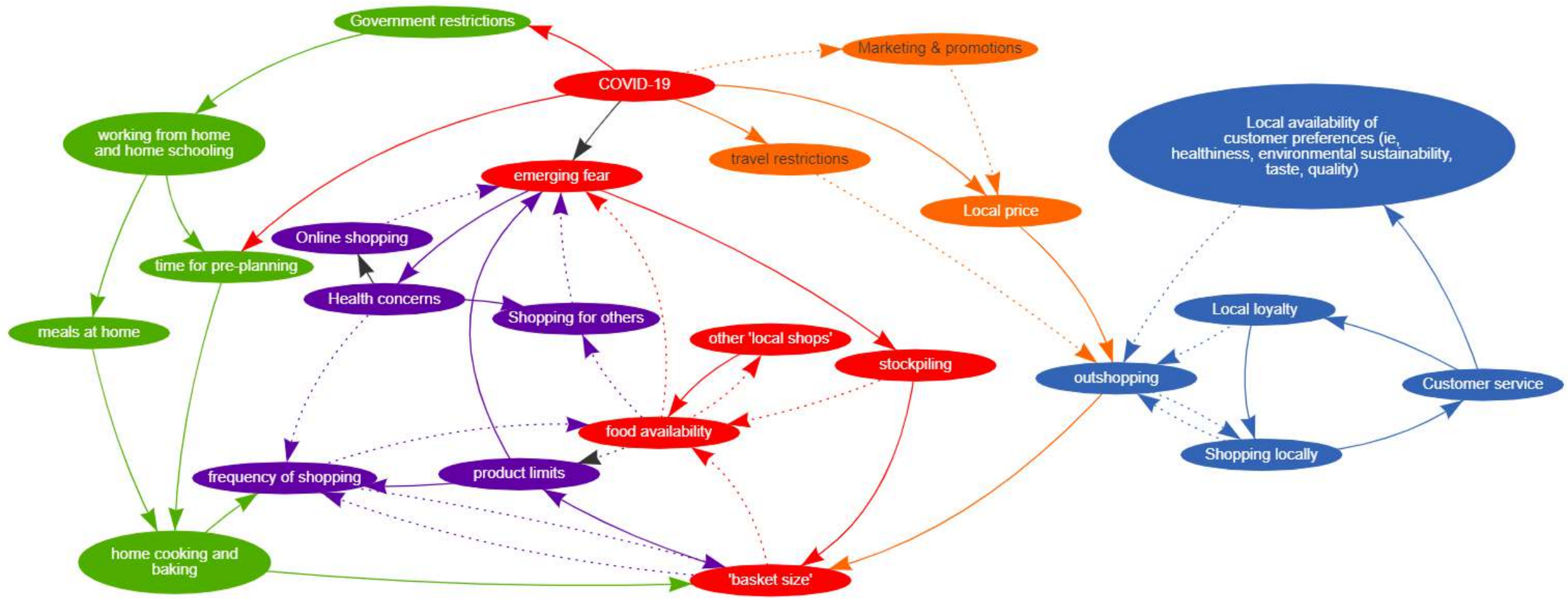


# Retailer Perspective – Impact of COVID-19



Whelan J, Brown AD, Collier L, Strugnelli C, Allender S, Alston L, et al. The Impact of COVID-19 on Rural Food Supply and Demand in Australia: Utilising Group Model Building to Identify Retailer and Customer Perspectives. *Nutrients*. 2021;13(2):417.

# Customers Perspectives – Impact of COVID-19



Whelan J, Brown AD, Coller L, Strugnell C, Allender S, Alston L, et al. The Impact of COVID-19 on Rural Food Supply and Demand in Australia: Utilising Group Model Building to Identify Retailer and Customer Perspectives. *Nutrients*. 2021;13(2):417.

# Customers perspective – business as usual



Solid lines = change in same direction  
Dotted lines = change in opposite direction



# Does co-design/co-creation work?



## Healthy Stores 2020

- A partnership between the food industry, community members and researchers to support better health outcomes for communities.
- To combat the high burden of chronic disease and associated conditions confronting society, Healthy Stores 2020 aimed to halt the promotion of these foods by restricting their merchandising.
- In 2018, with funding from the NHMRC, Monash University partnered with The Arnhem Land Progress Aboriginal Corporation (ALPA) and international experts in healthy food retail research to conduct the Healthy Stores 2020 study, a randomised controlled trial.



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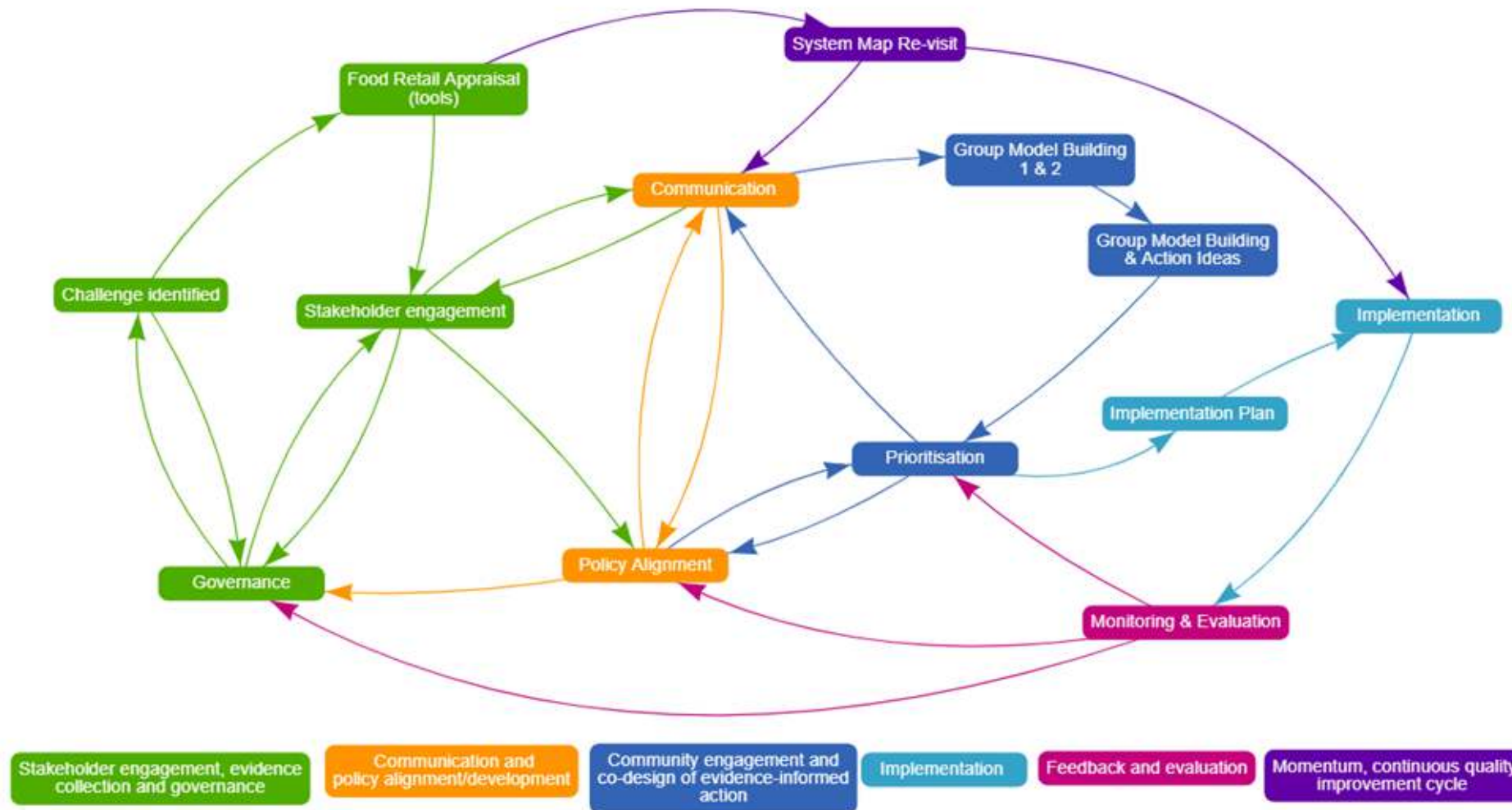
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- In 2018, with funding from the NHMRC, Monash University partnered with The Arnhem Land Progress Aboriginal Corporation (ALPA) and international experts in healthy food retail research to conduct the Healthy Stores 2020 study, a randomised controlled trial.
- **Healthy Stores 2020 demonstrated that restricting merchandising of unhealthy foods can achieve both public health relevant and business relevant gains.**

# COACH FRAMEWORK



Ref: Whelan, Brimblecombe, Christian, ... Allender. The COACH framework



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