

# The success of the Get Healthy Information & Coaching Service in Tasmania, July 2010 to December 2013

**PPAC Local Government Forum**

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KGV Sports and Community, Precinct, Glenorchy

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The Get Healthy Information & Coaching Service® is a joint Australian, State and Territory Government initiative under the National Partnership Agreement on Preventive Health.

# Presentation overview:

- What does being healthy mean to you
- What is the GHS, who is it for and how does it work
- Evaluation framework
- Service usage
- Participant profiles
- Effectiveness of the service
- Data limitations
- Participant experiences
- Marketing and promotion
- Summary

# What does being healthy mean to you?



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# In Tasmania:

- 2 in 3 adults are overweight or obese
- 1 in 7 adults meet the national nutrition guidelines for fruit and vegetable consumption
- 3 in 10 adults meet the minimum national physical activity guidelines.

# What is the Get Healthy Service?

- Free, confidential telephone-based service that helps adults:
  - ✓ Eat healthily
  - ✓ Be active
  - ✓ Achieve and maintain a healthy weight

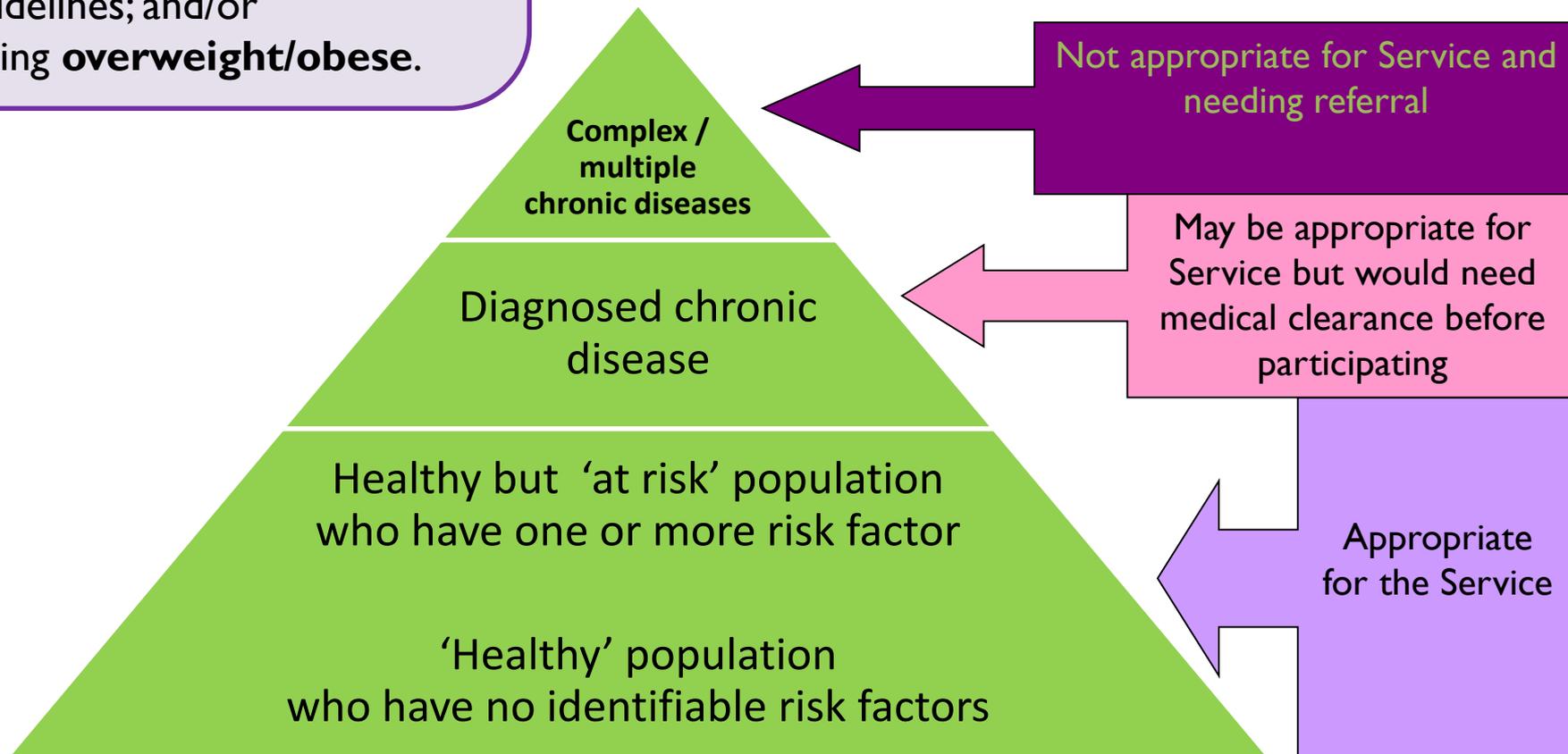


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# Who is the Get Healthy Service for?

Adults 18+ **at risk** of developing chronic disease due to having one or more risk factors, which are:

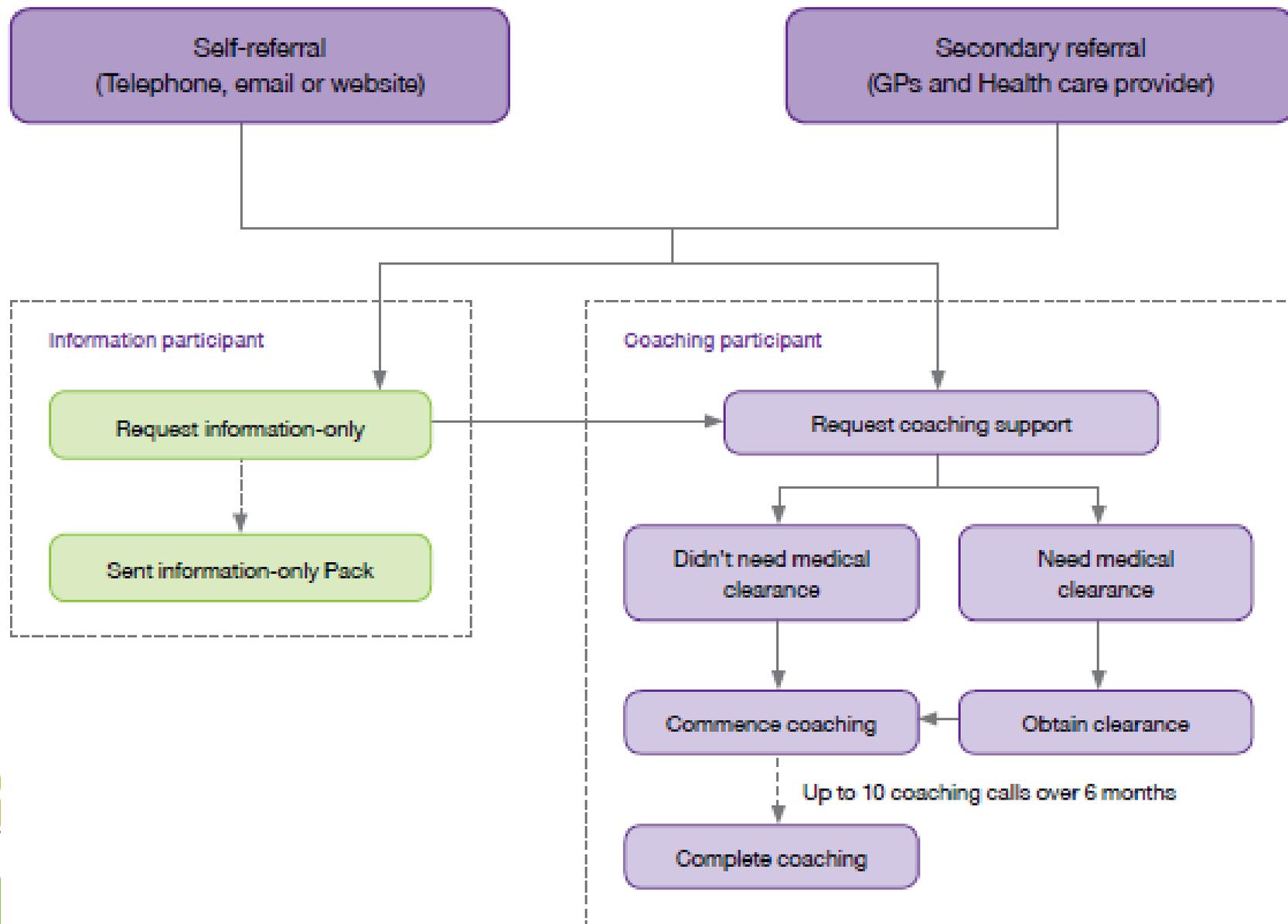
- Not meeting national **healthy eating** or **physical activity** guidelines; and/or
- Being **overweight/obese**.



# How does it work?

Information only	Six-month coaching program
Telephone advice	Ten free <u>individually tailored</u> telephone coaching calls
A comprehensive information kit	A comprehensive coaching kit
Referral to other services as required e.g. Quit line	<u>Your own</u> university qualified health professional for six months
Opportunity to join the coaching program at any time	Calls made at a time that suits you

# How does it work?



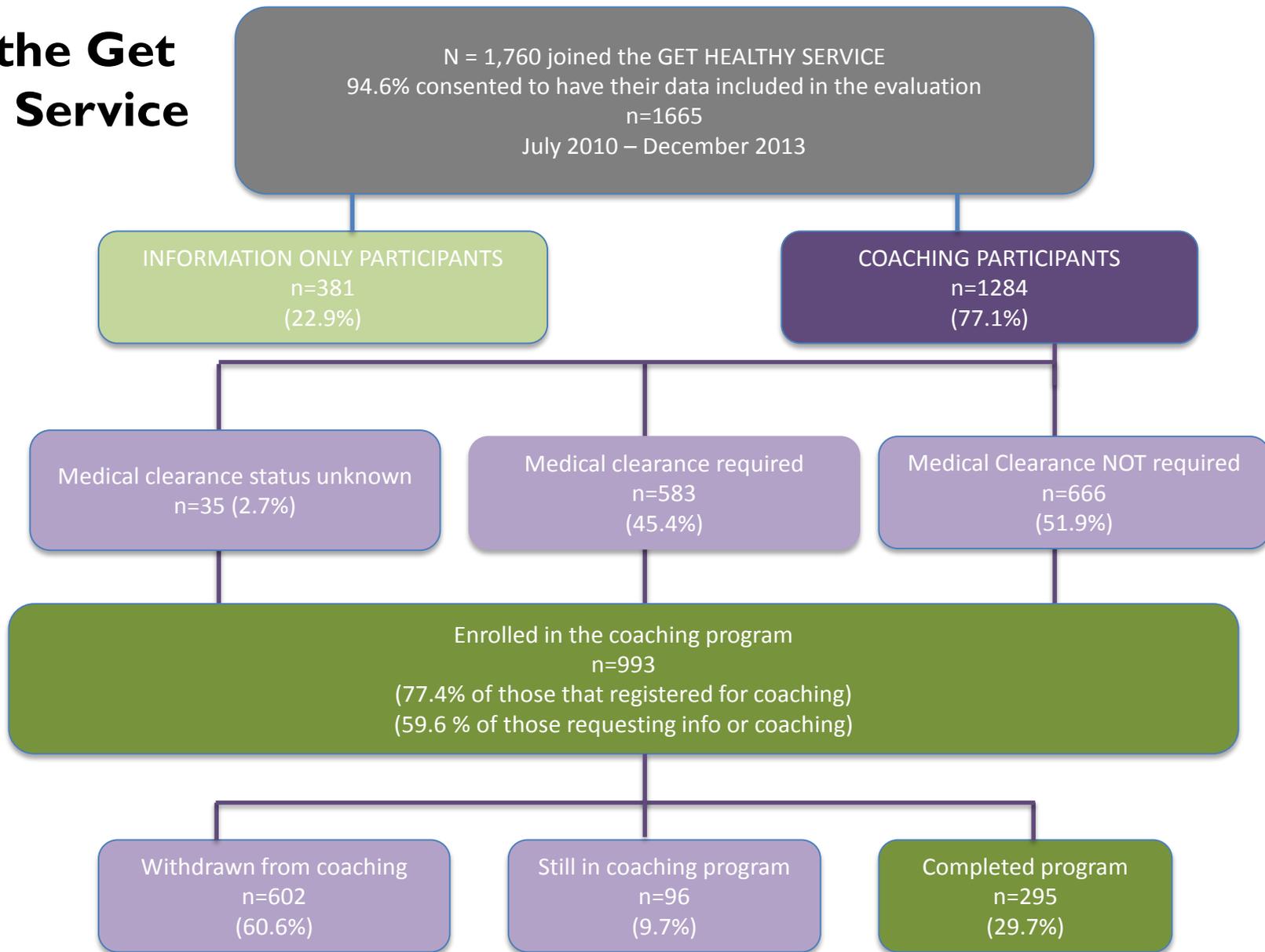
# Evaluation framework

- Are we reaching the right target groups?
- Are our marketing and communication strategies working? (Is there the right level of awareness?)
- Are participants adhering to coaching?
- Are participants' satisfied with the service? (reasons for dropping out rates, testimonials)
- How can we improve the service?

# Evaluation framework

- Is the service effective at changing behaviour (physical activity, healthy eating)
- Is the service effective at improving psychosocial factors (stress levels, confidence)
- Is the service effective at improving anthropometric measures (body weight, waist circumference)
- What is the longer term sustainability of lifestyle changes?

# Use of the Get Healthy Service



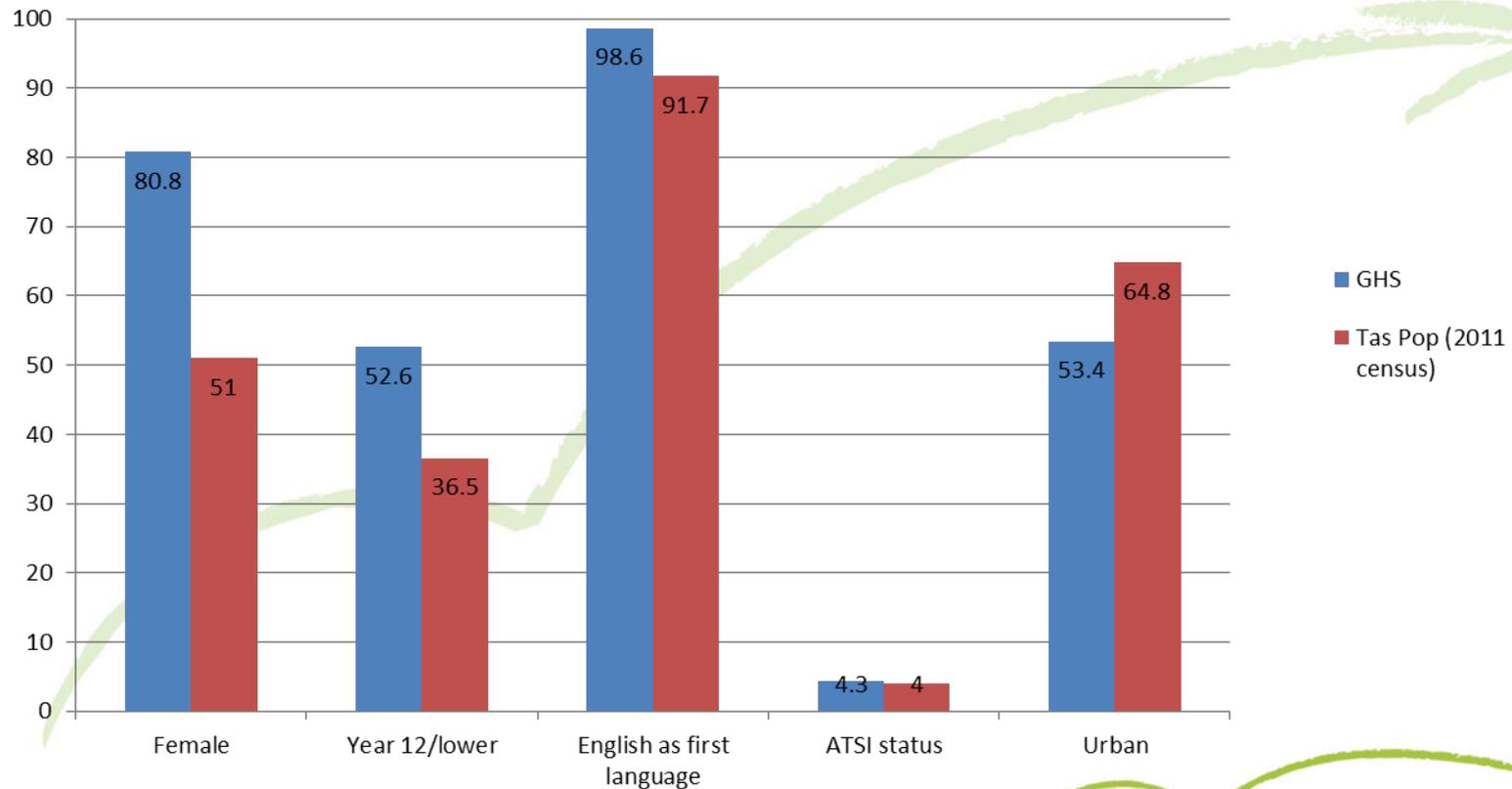


# Participant profiles

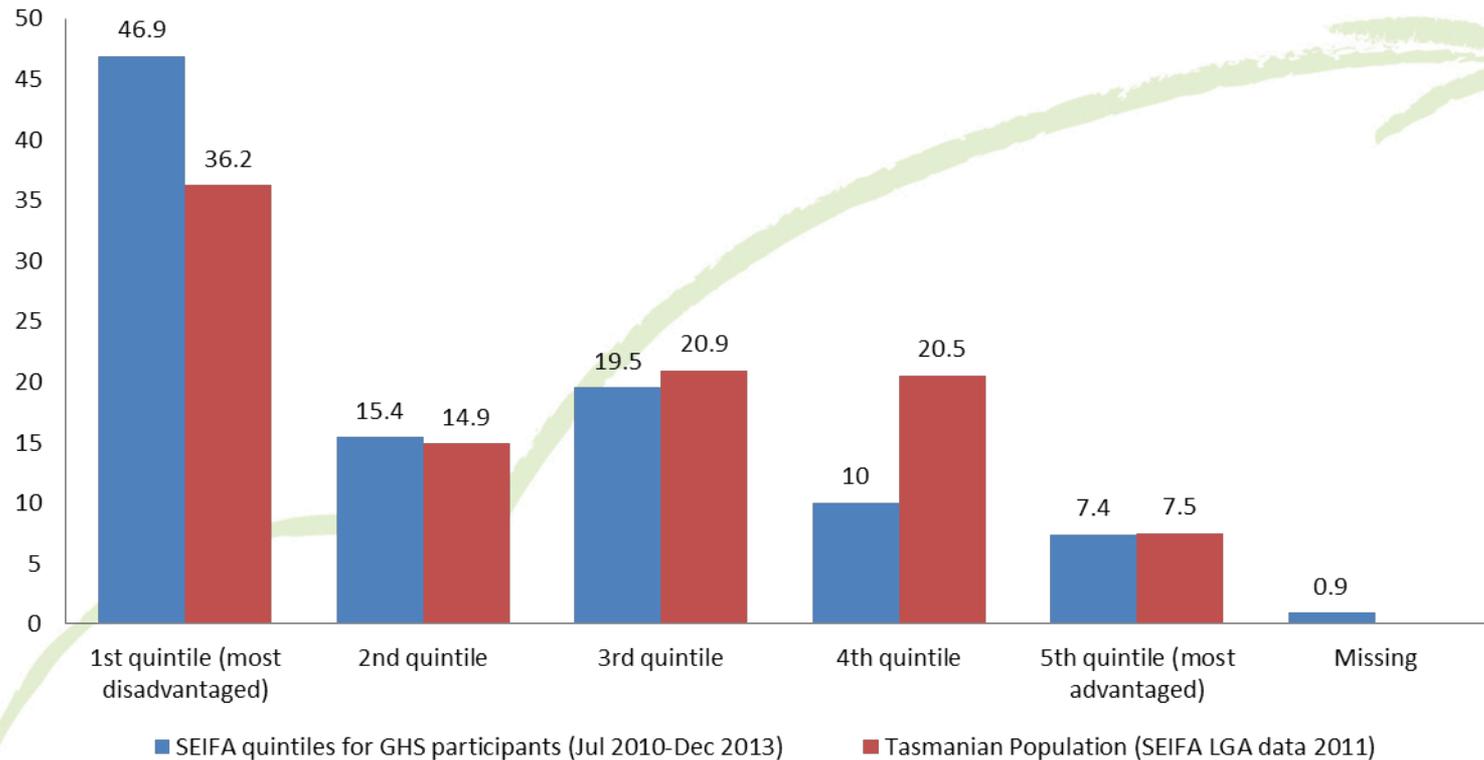


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# Socio-demographic characteristics of participants



# Comparison between GHS participants and adults in the Tasmanian population, according to SEIFA



# Participants who complete the program Vs withdraw from program

Likely to be:

- Older
- Retired
- Non-Aboriginal

No differences between:

- Gender
- Education
- Language spoken at home
- SEIFA status

# Effectiveness of the coaching program



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# Risk factor profile of participants

- 82.7% were overweight / obese
- 46.1% had increased / greatly increased waist circumference risk\*
- 49.3% did not eat recommended serves of fruit (2/day)
- 77% did not eat recommended serves of vegetables (5/day)
- 58.6% do not undertake the recommended levels of weekly physical activity (5x30min mod activity/week)

*\*(high level missing data)*

# Anthropometric changes

	Baseline (n=459)	3mths (n=459)	6 months (n=297)	Result
Weight (kg)	87.5	84.6*	82.9*	↓ 4.7kg
Body Mass Index (kgm <sup>2</sup> )	31.3	30.3*	30.2*	↓ 1.6kgm <sup>2</sup>
Waist circumference (cm)	101.8	98.9*	97.3*	↓ 5.5cm

# Physical activity changes

	Baseline (n=459)	3mths (n=459)	6 months (n=297)
Number of 30min sessions of walking (past week)	2.7	3.7*	4.1*
Total physical activity (30 min sessions past week)	3.8	5.6*	7.0*

\*statistically significant

# Nutrition changes

	Baseline (n=459)	3mths (n=459)	6 months (n=297)
Daily serves of vegetables	2.8	3.8*	4.2*
Daily serves of fruit	1.5	1.9*	2.0*
Number of takeaway meals per week	0.7	0.4*	0.2*
Number of sweetened drinks per day	0.4	0.1*	0.1*



\*statistically significant  
Tasmanian  
Government

*get healthy*<sup>®</sup>  
Information & Coaching Service

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# Changes in key psychosocial factors

- ✓ Improvements in feeling stress and dealing with stress (after 3 and 6 months of coaching)
- ✓ Participant confidence (eating healthier, exercising, and achieving weight related goals)
- ✓ Progression in stage of change (physical activity and healthy diet)

# Limitations with data

- Use of self reported data
- Use of health coaches to collect the data (risk of social desirability)
- High attrition rate
- No control group
- Only presents short term behaviour change
- NSW study: Improvements sustained after 6-months of completing coaching

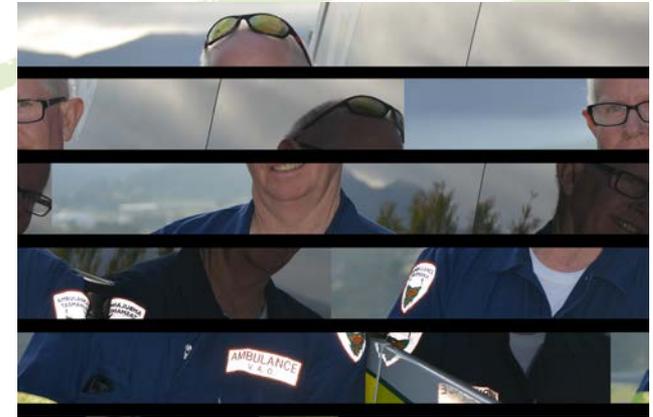
# Participant's experience

*As a Volunteer Ambulance Officer, surf life saver, volunteer fire fighter and paramedic student, 51-year old Alan from Cygnet knows the importance of being healthy.*

*“I got a letter about the Get Healthy Service. It was the right time for me, so I joined the coaching program and I'm finding it really helpful.*

*“With my health coach, I've got someone skilled motivating and supporting me to stay on track, working with me through the challenges.*

*“Being a Volunteer Ambulance Officer, I'm seeing the results of sedentary lifestyle and poor diet on our community. I think Get Healthy has an important role in the community.”*



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# Participant's experience

*Last year, Julie-Anne was feeling tired, lethargic, depressed and unmotivated. Getting healthy has changed that.*

*“I weighed 110 kg and my clothes were no longer fitting. I knew it was time to bite the bullet, but I was having trouble sticking to any resolve I had, to do something about it,” said Julie-Anne.*

*“My Get Healthy coach helped me set realistic goals and overcome obstacles. She helped me focus on something I was struggling with or could improve on each call, and was always positive and encouraging about progress I'd made.*

*“During the six months {of the coaching program} I lost 15 kg. I ate much healthier, avoided excesses and exercised most days.*

*“I feel much better. My clothes fit again and my dog enjoys his walk too! Thanks!*



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# Marketing and Promotion of the Get Healthy Service



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# Promotional Strategies

- Mass media advertising through TVCs, press ads, radio, online advertising, mobile billboards and bus advertising.
- Promotion through partners e.g. TML, TACH, health professionals, Workcover Workplace Health and Wellbeing Advisory Service and local events
- Direct marketing mailout of letters to targeted households in low SES areas inviting participation in GHS.

# Number of referrals to GHS by promotional strategy

	July 10 – Jun 11		Jul 11 – Jun 12		Jul 12 – Jun 13		Jul 13 – Dec 13		ALL	
	n	%	n	%	n	%	n	%	n	%
Mass media	462	68.2	339	67.3	99	25	19	18.8	<b>919</b>	<b>54.8</b>
Health Professionals <sup>1</sup>	83	12.3	42	8.3	30	7.6	12	11.9	<b>167</b>	<b>10</b>
Direct Mail Out	16	2.4	12	2.4	200	50.5	55	54.5	<b>283</b>	<b>16.9</b>
Workplaces	53	7.8	45	8.9	13	3.3	0	0	<b>111</b>	<b>6.6</b>
Family/Friends	35	5.2	39	7.7	19	4.8	10	9.9	<b>103</b>	<b>6.1</b>
Other	28	4.1	27	5.4	35	8.8	5	5	<b>95</b>	<b>5.7</b>
<b>TOTAL</b>	<b>677</b>	<b>100</b>	<b>504</b>	<b>100</b>	<b>396</b>	<b>100</b>	<b>101</b>	<b>100</b>	<b>1678</b>	<b>100</b>

# Summary

- High drop-out rate (similar to other states, similar models)
  - Service improvements (call backs, literacy levels of materials)
- Strong reach into disadvantaged communities – equitable program
- Effective with those who complete coaching (3 months and 6 months)
- NSW research suggests sustainability of changes

# Summary

- Mass media campaigns provide universal reach and “branding” awareness to support GHS use.
- Targeted promotional activities ensure that GHS continues to be used most by those from vulnerable communities.
- Access the full evaluation report from:  
[www.gethealthy.tas.gov.au](http://www.gethealthy.tas.gov.au) and click ‘Participants Results’.

# Questions?

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