Section 8

Communication strategies
There were a number of communication strategies used to promote the CIISC community intervention from the inception of the idea of a multi-faceted approach to improve the health and well-being of an entire community in 2006, to the development of the concept plan in 2007 that focused on the regular consumption of seafood as part of a healthy diet, and finally culminating in the roll out of the full community intervention within the City of Mandurah in 2011.

The success of the project was due to the collaboration of a research team and key stakeholders that combined their expertise at various stages along the continuum of the project development, planning, implementation and evaluation. This project is an exemplar of an effective collaboration between the seafood industry, researchers, scientists and practitioners.

8.1 Media associated with the CIISC Project

8.1.1 Printed media (newspapers, magazines, newsletters)
- Three half-page advertisements in the Mandurah Mail (May 5, 12, 19, 2011).
- The West Australian (May 9, 2011). Chefs take a shine to ‘fit’ barra. Features CESSH’s collaborative research with producers and chefs on barramundi, saddletail snapper and blue swimmer crab.
- Tasmanian Seafood Industry News (April/May 2011). Kids Zone: Seafood the Superfood. Features some of the resources for children developed by CESSH.
- The Adelaide Advertiser (November 24, 2010). Go fishing and net a healthier life. Features the benefits of eating seafood during childhood.
- Canning Times (August 31, 2010). Innovative garden wins. Features the aquaponics system implemented at Rossmoyne Primary School.
- The West Australian (Health+Medicine) (January 6, 2010). Seafood rules! Features seafood recipes and CESSH research.
- Seafood News (October 2009). The Centre of Excellence for Science, Seafood & Health: Translating research into practical outcomes for the seafood industry. Features the opening of CESSH and the centre’s main research programs.
- Seafood Stories (August 2009). Open and ready for seafood business. Features the opening of CESSH; also features the appointment of Dr Janet Howieson as Seafood CRC post-doctoral research scientist.
- The West Australian (Fresh) (October 12, 2006). Ocean’s harvest for your health. Features the results of the report Factors Influencing the Consumption of Seafood among Young Children in Perth.

8.1.2 Radio, television
- Today Tonight (May 4-6, 2011). Health and Seafood series - 16.9 minutes of air time over three days.
- Curtin FM radio interview with Jenny Seaton (August 16, 2011). What innovative research is the Centre of Excellence for Science, Seafood & Health doing to promote health?
- Curtin FM radio interview (November 2, 2009). Seafood, health and well-being.
- McManus A. Consumption spikes after seafood assault. ABC Rural 26 October 2011 www.abc.net.au/rural/qld/content/2011/10/s3348347.htm
- McManus A. How to increase seafood consumption within a community to improve health. ABC Southern Queensland, Toowoomba, QLD Compere Neroli Roocke 26 October 2011
- McManus A. Fish is good for you. ABC Kimberley Compare Rob Mailer. 10 October 2011
8.1.3 Online media

- *Science Network Western Australia* (www.sciencewa.net.au) (March 31, 2011). Science is helping our seafood industry catch the attention of healthy conscious consumers.


8.1.4 Dissemination through Curtin University (magazines, newsletters)

- *Curtin Health - Highlights and Happenings* [magazine] (May 2011). Indigenous health issues boosted. Features the launch of a new radio show on Perth’s only Indigenous radio station, Noongar Radio, and contains a reference to CESSH.

- Curtin University’s Australian Sustainable Development Institute [newsletter] (March 2010). Launch of the Centre of Excellence for Science, Seafood and Health. Features the launch of CESSH.


- *Cite* [magazine] (Summer 2009/10). Fit for life. Features Curtin’s Activity, Food and Attitudes Program (CAFAP).

- *Cite* [magazine] (Summer 2009/10). Seafood and eat it. Features the health benefits of seafood and the newly opened CESSH.

- *Curtin Health - Highlights and Happenings* [magazine] (November 2009). New research centre to benefit seafood industry and people’s health. Features the launch of CESSH.

8.2 Community intervention - distribution of resources and promotion

8.2.1 Dissemination of resources and promotion

The following resources were disseminated during the intervention period:

- ‘Seafood and Health: A Vocational Training Resource’ - provided to Challenger Institute of Technology. The module includes an instructor resource; PowerPoint presentation; handouts; quick seafood quiz and answer sheet; student task handout and self/peer assessments.

- Consumer communication resources - 35 food outlets involved - four consumer information pamphlets, four easy and affordable seafood recipe cards and a series of six posters provided in both A4 and A3 sizes for display in food outlets.

- Education materials for primary schools - 15 primary school teachers involved - interactive online primary resources ‘Kidzone’.

- ‘Seafood and Health: Secondary School Resource’ for Year 11/12 students - 17 secondary school teachers involved - group activity; media review; presentations; assignments; fact sheet; health survey and practical cooking lesson.

- ‘Seafood and Health’ GP/AHP Resource - 30 Medical Practices and 109 GPs involved - general practitioners and health professionals to assist with the management of patients/clients at high risk of developing nutrition-related health conditions plus a nutritional resource for pregnancy. The resource includes a user manual and a series of ‘Seafood and Health’ booklets.

8.2.2 Measurement instruments developed

Three measurement instruments were developed and validated by CESSH for the project: a food outlet audit survey; a community survey; and a survey for the assessment of the ‘Seafood and Health’ GP/AHP resource.

8.2.3 City of Mandurah involvement in the distribution of CIISC intervention material

Table 8.1 outlines the involvement of the City of Mandurah in the distribution of materials for the CIISC community intervention.
Table 8.1: City of Mandurah involvement in the CIISC Community intervention

<table>
<thead>
<tr>
<th>Component</th>
<th>Curtin University tasks</th>
<th>City of Mandurah tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food outlet audit</td>
<td>Surveys</td>
<td>Attach address label and post Follow-up non respondents</td>
</tr>
<tr>
<td></td>
<td>Reply paid envelopes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mailing envelopes</td>
<td></td>
</tr>
<tr>
<td>Community survey</td>
<td>Surveys</td>
<td>Attach address label and post Follow-up non respondents</td>
</tr>
<tr>
<td></td>
<td>Reply paid envelopes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mailing envelopes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Attach address label and post Follow-up non respondents</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School educational material</td>
<td>Explanatory letter</td>
<td>Forward to primary schools</td>
</tr>
<tr>
<td></td>
<td>Instruction on online feedback</td>
<td></td>
</tr>
<tr>
<td>Vocational skill set package</td>
<td>Explanatory letter</td>
<td>Contact Challenger Institute of Technology Mandurah re: use of ‘Seafood and health: A vocational training resource’</td>
</tr>
<tr>
<td></td>
<td>Vocational material</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Survey or interview</td>
<td></td>
</tr>
<tr>
<td>‘Seafood and health’ resource</td>
<td>Explanatory letter</td>
<td>Contact health professionals for support of resource and appointment to provide resource and survey.</td>
</tr>
<tr>
<td></td>
<td>Request to provide resource</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Survey or interview</td>
<td></td>
</tr>
<tr>
<td>Survey of retailers, restaurants, etc</td>
<td>Explanatory letter</td>
<td>Contact local businesses promoting the CIISC Project</td>
</tr>
<tr>
<td></td>
<td>Survey - sales over intervention period compared to 2010</td>
<td></td>
</tr>
</tbody>
</table>

8.3 Conference presentations


8.4 Journal articles


8.5 Research reports


8.6 Conclusion

In conclusion, the CIISC intervention was promoted through a diverse range of strategies. These included: editorials; advertisements in national newspapers, industry magazines and newsletters; radio interviews; television coverage; online media; articles in Curtin University magazines and newsletters; conference presentations; peer-reviewed journal articles; and research reports. In addition, resources were developed for schools, GPs and AHPs and TAFE.

The extensive communication associated with the project undoubtedly contributed to the overall support and success of the CIISC intervention.