

Membership

Access to centrally developed:

- social marketing
- merchandise
- resources
- professional development

Support by:

- local government co-ordinators
- 'Health professionals' network



Implementation activities

Social marketing
Policy development and implementation
Sociocultural and physical environmental changes
Professional development
Capacity building
Community engagement

⇒ AWARD



Impacts

COMMUNITY & ORGANISATION:

Improved policy and practices
Improved community links and partnerships
Health promoting environments
Improved knowledge, skills, beliefs, perceptions

FAMILY:

Increased physical activity-related behaviours
Increased healthy eating
Increased knowledge, skills, beliefs, perceptions



Outcomes

CHILD:

Increased healthy weight
Decreased obesity
Increased quality of life