

RESOURCE FILE







Netball is a team sport.

Be the best team member you can be



Drink plenty of water

to stay hydrated

HELPING YOU TO BE A HEALTHIER NETBALLER



Warm up and cool down

to assist your recovery



Eat well

before, during and after games to keep you energy levels up



Be your best

on and off the court. Be smarter than smoking



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AS A KEY PLAYER IN THE WORLD OF NETBALL YOU MAY WISH TO USE ONE OR ALL OF THE SUPPLIED MATERIALS AND STRATEGIES TO IMPROVE THE HEALTH OF YOUR ATHLETES.

You are in the best position to determine which activities will work best in your region. If you need any further assistance, your peak body and Healthway are happy to offer assistance and support as needed.







ABOUT THE PARTNERSHIP

Netball WA is the governing body for Netball in Western Australia and delivers a range of programs, competitions and pathways annually that provide opportunities for young people to participate in the sport and ultimately adopt a healthy lifestyle.

Healthway's partnership with Netball WA provides substantial opportunities to raise awareness as well as change attitudes and behaviours around healthy eating both in a sporting environment and in everyday life of the athletes that participate. Aligned to the Fuel to Go and Play campaign, the Netball WA partnership supports a comprehensive tiered approach that includes promotional opportunities to extend the message, opportunities to build capacity within the community at state, regional, association and club level to educate and encourage healthy eating and creating an environment where making the healthier choice is encouraged and easy.

CAMPAIGN BACKGROUND

The Fuel to Go & Play program advocates for community venues to offer a healthy, safe space for all members of the community. This includes offering healthy food and drink choices, supporting an active lifestyle, providing a smoke-free venue and being proactive in reducing harm from alcohol and other drugs. Fuel to Go & Play can support your venue to offer healthier food and drinks.

Fuel to Go & Play aims to create healthier food environments in community venues e.g. sport, recreation, entertainment venues and play centres. Fuel to Go & Play includes a range of activities and support for community venues to help them offer a healthier food service.

Whilst Fuel to Go & Play is primarily a program that works with groups to physically improve the environments they provide for the community, together with Healthway they have developed a range of key messages to encourage everyone to adopt a healthy lifestyle.



FUEL TO GO & PLAY BACKGROUND INFORMATION

KEY MESSAGES



EAT WELL

Eat well prior, during and post training and games to keep up your energy



DRINK

Drink plenty of water to stay hydrated



WARM UP & (OOL DOWN

Warm up & cool down to assist your recovery



NETBALL IS A TEAM SPORT

Remember netball is a team sport, be the best team member you can be



BE YOUR BEST

Be your best on and off the court

WHY IS THIS MESSAGE IMPORTANT?

Communities and their venues have a corporate social responsibility to provide an environment that supports and promotes healthy choices.

- Promoting healthy eating is everyone's business
- Creating a healthy food service makes the healthy choice the easy choice
- Normalises healthy eating
- Provides a strong link between healthy eating and being active.

In partnership, if we:

· Create an environment that supports healthy eating; and

• Educate our community on why it is important to

eat healthy We are playing our part in creating a healthier community.





Once permission has been granted, the following style guide must be utilised to develop content. The logo is available in colour, black or white; long and circle graphic; and in various formats to suit your needs e.g. printing, embroidery etc.

PRIMARY (OLOUR PALETTE

GREEN
C 36 M 0 Y 95 K 0
R 174 G 209 B 65

ORANGE

C O M 78 Y 90 K O

R 243 G 93 B 45

#f35d2d

GREY
C 50 M 41 Y 41 K 5
R 132 G 133 B 134
#848586

AVAILABLE LOGOS

Full Colour Logo





Single Colour Logo





SIZE AND PROPORTION

The logo must be a minimum of 20mm in height, or 10% of the height of the documents, whichever is greater. The logo must not be cropped, covered up or distorted in any way.

The logo must be utilised in the correct proportions and must not be stretched or compressed in any way.













CURRENT CAMPAIGN MATERIALS

SOCIAL MEDIA POSTS

Facebook asset examples



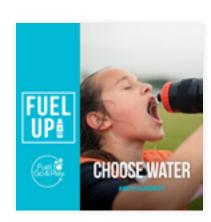




Instagram asset examples







Twitter asset examples















Visit <u>fueltogo.com.au/social-media-tiles/</u> to down load pictures.



CURRENT CAMPAIGN MATERIALS

POSTERS









Visit <u>fueltogo.com.au/posters/</u> to down load pictures.



CURRENT CAMPAIGN MATERIALS

INFORMATION SHEETS

Tips for coaches and team managers



Valuing volunteers in community venues



Guide to party menu aplanning



Visit <u>fueltogo.com.au/fact-sheets/</u> for more information on setting up a healthy environment.





FUEL TO GO AND PLAY HEALTHIER NETBALLERS - ARMY OF EDUCATORS

WHAT IS FTGAP HEALTHIER NETBALLER'S INITIATIVE?

Fuel to Go and Play (FTGAP) Healthier Netballers Initiative was developed to present a holistic message of what it means to be 'healthy' both on and off the court.

The objectives of this initiative:

- Increase awareness of what it means to be a 'healthier netballer'
- Identify educational opportunities through netball development programs
- Facilitate changes within the netball environments you work

OUR AIM IS TO (REATE BEHAVIOUR (HANGE WHI(H LEADS TO A HEALTHIER WA.

How do we achieve this?

- **PROMOTION** of these healthier netballer messages to your members (players, coaches, umpires, volunteers, parents), to staff and as a consequence to the general public that may come into contact with your programs.
- **EDV(ATION** identifying programs that you can integrate these healthier netballer messages into; this provides an opportunity to genuinely have an effect on the people you work with. It isn't about mentioning the brand, but integrating the messages in a way that people will want to listen and can easily understand.
- ENVIRONMENTAL (HANGE if we continue to mention these 'health priorities', the members in your communities will hopefully understand that there is an opportunity to influence through simple and effective changes that can influence people to make healthier choices.





FUEL TO GO AND PLAY HEALTHIER NETBALLERS - ARMY OF EDUCATORS

WHO ARE THE ARMY OF EDUCATORS?

Our Army:



Netball WA Educators

Community Educators

Netball WA Membership

Netball WA working closely with Healthway develop strategies, messages and processes to educate the Netball WA community as a whole on the FTGAP Healthier Netballer initiative.



FUEL TO GO AND PLAY HEALTHIER NETBALLERS - ARMY OF EDUCATORS

WHAT IS YOUR ROLE?

• Use the information in this resource to up-skill the players, coaches, team managers and volunteers you work with



EDU(ATING

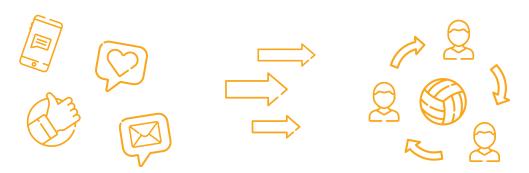


(ONTEXT AND UNDERSTANDING



HEALTHY BALAN(E

 Provide feedback to Netball WA and Healthway of how this message is received, what it is like at grassroots levels and what changes are happening. Constructive feedback is welcomed to help us improve the resources and messaging we provide.



PLAYERS, FAMILIES, (OA(HES AND OFFICIALS

NETBALL WA

Create your own initiatives to educate your community







(REATE STRATEGIES THAT WORK BEST FOR YOUR COMMUNITY





RESOURCES

FTGAP is primarily a program to provide education and resources to venues providing food and drinks to the community (on-site canteens, cafés, kiosk, coffee shops or food vans, portable BBQ's, vending machines).

INFORMATION SHEETS













These resources are available on the USB provided. Alternatively if you would like printed copies, please email Netball WA to make a request.



TIPS FOR INTEGRATION

SOCIAL MEDIA TIPS



FA(EBOOK FIRST

94% of Australians are on Facebook. Yes, even your grandma.



VISUAL POSTS

Posts with visual content (images or video) get up to 85% more engagement than simple text posts.



HUMAN STORYTELLING

People attract people. It is important to humanise your community group and show the real stories behind your organisation.



USER GENERATED (ONTENT

Nowadays, content is being produced by everyone – customers and your members are the main content creators, not you.



One of the best ways to talk to kids about healthy eating is while they are distracted by other activities. Netball training is a perfect time to integrate messages and educate players on why it is important to eat healthy.

How can you integrate the messages into training?



- During the warm up, ask the players what they had to eat and drink before they came to training. This opens up a number of topics to discuss:
 - o If they didn't have anything, why not? Do they know that food will give them energy to perform better at training?
 - o If they had junk food, do they know that it only provides a quick energy fix, and before they finish the warm up they will probably be hungry again, as well as not be able to perform to the best of their ability.
 - o Ask what healthier alternatives they could have next time.
 - o Ask when/how long before training should they eat.



- Integrate the messaging during drills
 - o If you are using cones, ask players to name fruits and vegetables that are the same colour as the cones. Ask them to name recipes including these items. Ask them to explain the taste.



• Have quiz questions to use throughout training - if the team doesn't get the question right, they cannot finish the drill/they have to go for a run.



• For younger players, if you are creating drills that require teams, get them to name their teams after fruits and vegetables



• If you have long training sessions, incorporate a snack break and ask the players to bring a healthy snack. Discuss and compare snacks.



- During the cool down, get players to discuss what they are going to eat after training.
 - o Talk about the importance of replenishing their body with the right 'fuels'
 - o Discuss the importance of eating right before and on game day
 - o Create a competition for players to cook a healthy recipe after training winner gets to do less laps next week.



 Ask the players to create a meal plan together - not only good to get players eating healthy, but also a great team building exercise.



WEST AUSTRALIAN NETBALL LEAGUE

WANL AND LIVELIGHTER

Netball WA has provided Healthway with Sponsor rights to the West Australian Netball League teams for the 2020 season. Through this opportunity Healthway will promote the LiveLighter message.

THE (AMPAIGN

67% of Australian adults are currently overweight or obese, bringing the risk of chronic diseases such as heart disease, type 2 diabetes and 12 types of cancers closer - along with a range of other health problems.

LiveLighter is a program developed in Western Australia which aims to encourage Australian adults to lead healthier lifestyles - to make changes to what they eat and drink, and to be more active.

KEY MESSAGES

Key messages to be promoted through the WANL competition and teams include:

- Junk foods are loaded with sugar, salt, saturated and trans fat while being low in fruit, vegetables, fibre and wholegrains. Avoid junk foods by switching to healthy meals and snacks and making sure you aim for 2 fruit and 5 veg every day.
- It's easy to forget that we take in energy (kilojoules) through drinks as well as food. You can drink a lot of energy without realising it. Avoid sugary drinks by switching to water instead and start to LiveLighter® today.
- Eating plenty of fruit and veg not only keeps you healthy but also protects you against disease. It can also help you maintain a healthy weight and keep you regular. Go for 2 fruit and 5 veg and start to Eat Brighter, LiveLighter® today.
- In between meals it's easy to be tempted by quick and unhealthy snacks. Whether it's because you're hungry, bored or stressed, it can spoil your efforts to maintain a healthy weight. Choose healthier snacks and start to LiveLighter® today.
- To achieve or maintain a healthy weight, you need to make sure you're eating the right amount of food. Watch your portion size and start to LiveLighter® today.



WEST AUSTRALIAN NETBALL LEAGUE

EAT BRIGHTER LIVELIGHTER AMBASSADORS

HEALTHWAY HAVE PARTNERED WITH THE WEST (OAST FEVER AND WANL TEAMS TO PROMOTE THE LIVELIGHTER MESSAGE.

Partnering with elite sporting teams and by extension their athletes, provides an opportunity to create a genuine connection with your audience. In the case of Netball WA, your audience, the players you coach and interact with, aspire to be like the WANL players and further one day dream of being

the next Courtney Bruce. Therefore, when they have an opportunity to talk and interact with these players, it is more likely they will listen to what they have to say.

Each team represented within the WANL have nominated a player to be an ambassador for the LiveLighter campaign. These players are available to make appearances on behalf of Healthway to assist you in promoting the key messages the LiveLighter campaign.

Throughout the year Healthway will supply you with resources (posters and social media posts) that include these WANL ambassadors. In addition, upon request, these players can attend* training sessions or netball events to support you in promoting the messages through netball. We encourage you to be creative in how you engage these ambassadors with your netball community.

Should you wish to request a player appearance, please contact Netball WA.

*Best efforts will be made to ensure players can attend when requested, however availability may sometimes be limited due to work, study or playing commitments.



WEST AUSTRALIAN NETBALL LEAGUE

LIVELIGHTER RESOURCES

There are plenty of educational resources available on the LiveLighter website to help adults and families improve their fruit and vegetable intake. Resources include:

- Meal plans
- Fruit & Veg Quiz
- Lunch builder guide
- Nutritional information
- Recipe booklets and a long list of individual recipes
- Shopping guides
- Fact sheets and infographics

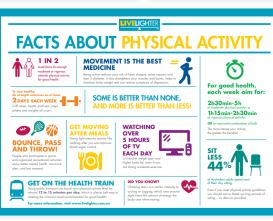
Visit livelighter.com.au to download these resources.

https://livelighter.com.au/Tools-and-Resources/Resources















FUEL TO GO AND PLAY PROGRAM FOR CANTEENS

INFORMATION SHEETS

FTGAP is primarily a program to provide education and resources to venues providing food and drinks to the community (on-site canteens, cafés, kiosk, coffee shops or food vans, portable BBQ's, vending machines).

INFORMATION SHEETS















FUEL TO GO AND PLAY PROGRAM FOR CANTEENS

ONLINE EDUCATION

Fuel to Go & Play online training is the ultimate, interactive guide to offering healthier food and drinks in community venues such as sports clubs, recreation centres, entertainment venues and playcentres.

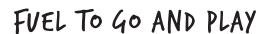
The training aims to increase the capacity and skills of people involved in operating a food service in these venues. Throughout the training you will have access to over 30 resources.

Trainees will gain valuable knowledge about best practice procedures, advocating for a healthy community venue, food and nutrition, menu planning, pricing, marketing and safe food preparation.

There are two courses available:

- 1. Community venues training customised for food service staff and site coordinators/committee representatives
- 2. Health professionals training tailored for health promotion officers, dietitians/nutritionists, local government staff

If you have a venue that would like to complete this online training or you want to encourage them to do so and need assistance, please contact the Fuel to Go & Play team today!





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(08) 9264 4999

fueltogo@education.wa.edu.au





NETBALL WA

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- (08) 9380 3700
- info@netballwa.com.au

FUEL TO GO AND PLAY

- PO Box 3484, East Perth WA 6892
- (08) 9264 4999
- fueltogo@education.wa.edu.au

LIVELIGHTER

Livelighter.com.au/contact

HEALTHWAY

- O Level 2, 38 Station Street, Subiaco WA 6008
- Locked Bag 66. Subiaco, WA 6904
- **%** 133 777
- healthway@healthway.wa.gov.au



Have you read through this resource and thought of some new ideas, information or other resources that would be useful to help promote the messages and overall encourage your athletes to lead a healthier lifestyle?

Write down your ideas of how to improve these resources throughout the season. At the end of the year (or when the page is full) send a copy of this back to Netball WA to help us improve for next year.

SUGGESTIONS	
	 •••



MISCELLANEOUS

