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