

## Go4Fun Online, Get Healthy, Stepping On and Healthy & Active for Life Online programs – Advertising Compliance Certificate

<b>Topic</b>	The 2022/23 Go4Fun Online, Get Healthy Information and Coaching Service, Stepping On and Healthy & Active for Life Online recruitment campaigns will be developed by Western NSW Local Health District (WNSWLHD) Health Promotion Team to increase registrations of eligible families and individuals into these programs across Western NSW (WNSW) LHD & Far West (FW) LHD .
<b>Analysis</b>	The Chief Executives of both WNSWLHD and FWLHD are required to sign the 2022-2023 Advertising Compliance Certificate to approve program social marketing before advertising can proceed.

### Recommendation

The Chief Executive approves and certifies the Go4Fun Online, Get Healthy Information and Coaching Service, Stepping On and Healthy & Active for Life 2022-2023 Advertising Compliance Certificate [TAB A].

### Key reasons

Go4Fun Online, Get Healthy Information and Coaching Service, Stepping On and Healthy & Active for Life Online are important components of the NSW Healthy Eating and Active Living (HEAL) Strategy. HEAL programs are also an important component of the WNSWLHD Health Promotion Strategy and NSW Health First 2000 Days of Life Framework.

- Go4Fun Online is a healthy lifestyle program for children aged 7-13 years who are above a healthy weight and their families. Go4Fun Online supports children in rural and remote NSW to be more active and healthy.
- The Get Healthy Information and Coaching Service is a free 6-month telephone coaching service for adults 16 years and over to make improved lifestyle choices in physical activity, healthy eating and achieving or maintaining a healthy weight.
- Stepping On is a 7-week community-based falls prevention program for older adults 65 years and over (45 years if Aboriginal) who have fallen or at risk of falling. The facilitator led program teaches participants how to reduce their falls risk, maximise their independence and ability to do everyday activities.
- Healthy & Active for Life Online is a 10 week community-based healthy lifestyle program for adults aged 60 years and over (45 years if Aboriginal). The facilitator led program builds the capacity, skills, knowledge and confidence of participants to lead a healthy active lifestyle.

Social media posts will be promoted across the WNSWLHD and FWLHD using Facebook paid advertising to amplify HEAL program resources and messages to the target populations. Posts will focus on recruiting participants to these programs.

WNSWLHD and FWLHD have a Service Level Agreement with the NSW Ministry of Health (MoH) and associated Tier 2 Key Performance Indicators for health professional referrals to Get Healthy in Pregnancy. The Get Healthy Information and Coaching Service has Improvement Measure targets. Online Go4Fun, Stepping On and Healthy & Active for Life Online have MoH, Centre for Population Health (CPH) targets.

## **Go4Fun Online, Get Healthy Information and Coaching Service, Stepping On and Healthy & Active for Life advertising is a crucial component for recruiting eligible individuals and families.**

Results from previous WNSW and FW LHD HEAL recruitment campaigns have proven to be successful in engaging with target audiences and increasing referrals into these programs.

A budget of up to \$5,000 has been allocated for social media advertising. Subject to ongoing success of social media advertising there will be future budget allocated to promoting the Go4Fun Online, Get Healthy Information and Coaching Service, Stepping On and Healthy & Active for Life programs beyond the 2022/23 financial year. WNSWLHD Health Promotion Team is working with WNSWLHD and FWLHD Communication and Engagement Teams and the CPH to develop a repeat campaign with bursts that line up with key recruitment times to programs.

All communications will be directed to the

- 1) Go4Fun Online website ([www.go4funonline.com.au](http://www.go4funonline.com.au)) and the registration line (1800 780 900).
- 2) Get Healthy website ([www.gethealthynsw.com.au](http://www.gethealthynsw.com.au)) and the registration line (1300 806 258).
- 3) Stepping On: [www.activeandhealthy.nsw.gov.au](http://www.activeandhealthy.nsw.gov.au)
- 4) Healthy & Active for Life: [www.activeandhealthy.nsw.gov.au](http://www.activeandhealthy.nsw.gov.au)

### **An approved Advertising Compliance Certificate is needed**

In accordance with the Government Advertising Act 2011, the relevant head of a government agency (that is, the Secretaries or Chief Executives) must give a compliance certificate **[TAB A]** for advertising, before it commences. The Government Advertising Regulation 2012 Section 5 provides that an agency head may delegate certification of a 'routine campaign' to an officer who is otherwise authorised to incur the expenditure on behalf of the agency.

## **Further analysis**

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### **Compliance Certificate requirements**

The NSW Government Advertising Act 2011 defines an advertising compliance certificate as a certificate certifying that, in the opinion of the head of the Government agency, the proposed Government advertising campaign:

- (a) Complies with this Act, the regulations and the Government advertising guidelines, and
- (b) Contains accurate information, and
- (c) is necessary to achieve a public purpose and is supported by analysis and research, and
- (d) is an efficient and cost effective means of achieving that public purpose.

### **Proof of campaign compliance**

- The 'Go4Fun Online and Get Healthy Information and Coaching Service, Stepping On and Healthy Active for Life' recruitment campaigns comply with requirements relating to NSW Government Branding Guidelines, style and content, dissemination of information and the cost of Government advertising campaigns.
- The campaigns are informed by facts provided by CPH and has been developed with and approved by CPH as being accurate and truthful.

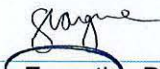

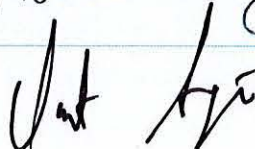
- The social media costs will be negotiated carefully by WNSWLHD Health Promotion Team to reach the defined target audiences efficiently and cost effectively, according to the budget.
- WNSWLHD Health Promotion Team is supporting the paid component of this campaign with proactive media and amplification of key messages.

## Consultation

Contact	Position
Belinda O'Sullivan	Communications Support Officer, Communication & Engagement Directorate
Branko Licul	Media Officer, Media Unit FWLHD

## Contact and endorsement

Contact	Position	Phone number
Hayley Vaughan	Health Promotion Coordinator	02 6369 8099

Name	Position	Date
Sarah Longmore	A/Manager Health Promotion, WNSWLHD	30/06/2022
Richard Cheney	 Executive Director Allied Health & Innovation, WNSWLHD	30.6.2022
<del>Mark Spittal</del> Adrian Fahy	A/Chief Executive, WNSWLHD	 01/07/22
Umit Agis	Chief Executive, FWLHD	 4/7/22

## Attachments

Tab	Title
A	Advertising Compliance Certificate

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## ADVERTISING COMPLIANCE CERTIFICATE



<b>AGENCY</b>	WNSWLHD and FWLHD
<b>CAMPAIGN TITLE</b>	Go4Fun, Get Healthy Information and Coaching Service, Stepping On and Healthy & Active for Life recruitment campaigns
<b>BUDGET (ex GST)</b>	Up to \$5,000

In accordance with Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF ADVERTISING CAMPAIGN:** Go4Fun, Get Healthy Information and Coaching Service, Stepping On and Healthy & Active for Life recruitment campaigns in Western NSW and Far West LHDs.

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contains accurate information;
- is necessary to achieve a public purpose and is supported by analysis and research; and
- is an efficient and cost-effective means of achieving the public purpose.

Name:	Signature:	Date:
Adrian Fahy Acting Chief Executive, Western NSW LHD		01/07/22
Umit Agis Chief Executive, Far West LHD		8/7/22

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