



What is it?

The Let's Shape Up! Program follows the behavioural economics theory of improving health behaviours.

Individuals are encouraged to make healthier lifestyle choices that will benefit their long term health and are made to feel responsible for their own health and wellbeing.

# What's beyond the Box?



Learning from tribal communities - encouraging-community ownership of evaluation



What is it aiming to achieve?

Community awakening initiative to motivate communities to make healthier lifestyle choices

Reduce obesity and incidence of diabetes

Sustainable behaviour change



# 6 key success factors



## “Let’s Shape Up!” Discovery Project

Mackay  
Hospital & Health Service



Use a collaborative partnership approach to introduce a community activation intervention designed to recruit a network of community leaders to inspire and support their “tribe” into making healthier lifestyle choices to reduce obesity and the incidence of Type 2 diabetes.



### Target Population

Communities within the catchment areas of the Greater Whitsunday Region – Mackay, Sarina and Isaac.



### The Problem

The Mackay region is one of the most inactive and overweight communities in Australia. This combination of factors will increase the rates of chronic disease and demand for healthcare services substantially in the future.



### Community & Partnership Outcomes

Rapidly recruited a large and diverse number of stakeholders and tribal leaders.

Highly effective in creating action and support for obesity and diabetes prevention.

Generous in-kind support from partner groups and community organisations

### Key Service Elements



Establish collaborative partnerships

Engage stakeholders and tribal leaders



Raise community awareness and access to services



# 15,000+

Community members engaged

**40+** Community events delivered  
**175** Individual partnerships established  
**90** Organisations /groups engaged  
**\$165,000** Of in-kind support received

## Success Factors



Formally appointed implementation leaders



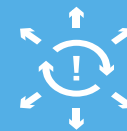
Enthusiastic champions



Diverse networks



Clear need for change



## RECOMMENDATION

*Support an expansion of the project that addresses implementation issues*

AusHSI recommends continued funding of the project in the short to medium term to capitalise on early partnerships and success. However, to ensure future stakeholder engagement and sustainability the project needs to ensure that its reach extends more broadly across the region, has co-ordinated and strategic leadership, and strong and transparent governance structures. Strategically selecting and focusing on key evidence-based interventions will be crucial for lasting cultural and behavioural change.



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# How to influence 190,000 people to change their behaviour

