

# OFFICIAL FEEDBACK FORM

<b>DIALOGUE DATE</b>	Thursday, 17 June 2021 12:30 GMT +10:00
<b>DIALOGUE TITLE</b>	HEALTHY STORiES = GOOD FOOD 4: Aboriginal and Torres Strait Islander Community Stores Disincentivise Unhealthy Food While Promoting Healthy Food
<b>CONVENED BY</b>	Monash University Department of Nutrition Dietetics and Food on behalf of the HEALTHY STORiES = GOOD FOOD working group
<b>DIALOGUE EVENT PAGE</b>	<a href="https://summitdialogues.org/dialogue/41018/">https://summitdialogues.org/dialogue/41018/</a>
<b>DIALOGUE TYPE</b>	Independent
<b>GEOGRAPHICAL FOCUS</b>	Australia

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

# 1. PARTICIPATION

## TOTAL NUMBER OF PARTICIPANTS

184

## PARTICIPATION BY AGE RANGE

0-18

19-30

31-50

51-65

66-80

80+

## PARTICIPATION BY GENDER

Male

Female

Prefer not to say or Other

## NUMBER OF PARTICIPANTS IN EACH SECTOR

Agriculture/crops

Fish and aquaculture

Livestock

Agro-forestry

Environment and ecology

Trade and commerce

Education

Communication

Food processing

Food retail, markets

Food industry

Financial Services

Health care

Nutrition

National or local government

Utilities

Industrial

Other

## NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

Small/medium enterprise/artisan

Large national business

Multi-national corporation

Small-scale farmer

Medium-scale farmer

Large-scale farmer

Local Non-Governmental Organization

International Non-Governmental Organization

Indigenous People

Science and academia

Workers and trade union

Member of Parliament

Local authority

Government and national institution

Regional economic community

United Nations

International financial institution

Private Foundation / Partnership / Alliance

Consumer group

Other

## 2. PRINCIPLES OF ENGAGEMENT

### HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

In planning, organising and implementing the HEALTHY STORIES = GOOD FOOD on-line event a number of strategies were employed to shape an event where i) community leaders, government/non-government policy-makers, service providers and academics could consider together solutions to food security built on evidence and with health and wellbeing outcomes important for communities; ii) there be robust, honest and respectful discussion on issues such as food affordability, a trained local nutrition workforce, minimising harm from unhealthy food and drinks with retail competition and viability of remote stores considered, and capacity building opportunities across the food system locally and nationally; and, iii) there be celebration and sharing of initiatives whilst acknowledging reflection of barriers to working in the challenging context of remote Australia. A key strategy was the establishment of a 32-member working group with eight Indigenous advisers in February 2020. This working group met monthly via Zoom, with the convenor in contact with members by phone and email between meetings to build relationships and support Indigenous Peoples to be empowered in lead roles in the story direction, story telling and sharing. The working group determined a set of guiding operation principles (such as, there be Australian-wide representation, priority be on involvement of Indigenous people in the working group, and, strong representation of Indigenous peoples in the sharing of stories and participation in the event and there be First Nations people's voice and community ownership in the inclusion of content). The working group also set criteria for the selection of community initiatives to be showcased. The 8 Indigenous advisors had final decision on significant event design decisions. Nicole Turner, a Kamilaroi woman, nutritionist and chair of Indigenous Allied Health Australia and NSW Rural Doctors Network, curated the event and built trust, showed respect of different perspectives, was inclusive of different stakeholders, and prioritising space for Indigenous Peoples voices.

### HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

Act with urgency: We recognised that sustained and meaningful action to build food secure communities can only be achieved with Indigenous Peoples at the centre of decision-making for their communities. Commit to the Summit: In registering this HEALTHY STORIES=GOOD FOOD on-line event as a food summit independent dialogue we contacted and sought support from the event working group and participating organisations. All were supportive of contributing to such a significant global forum. This action in itself brought the food summit to people's attention who previously may not have been aware of it. We will continue to share news of the food summit with these stakeholders to facilitate new connections and enable wider participation of stakeholders in remote communities of Australia in food system dialogues and the thinking of ways forward. Be respectful: The HEALTHY STORIES = GOOD FOOD on-line event strived to provide a public forum where the vision, concerns, effort and initiatives of Aboriginal and Torres Strait Islander Peoples and their leadership in promoting food-related policies and practices that strive to protect and improve health and wellbeing, enhance resilient livelihoods and communities, and promote good stewardship of natural resources, could be listened to, celebrated and showcased to inspire others. Recognise complexity: In this dialogue 7 government, 20 non-govt organisations, 16 Aboriginal organisations, 20 academic organisations, 4 retail organisations and civil society participated. The stories featured and the presenter and panellists were chosen to showcase the multiplicity of voices working across the food system in relation to remote stores. Embrace multi-stakeholder inclusivity: We sought to present multiple and diverse perspectives and experiences from a strength-based perspective to learn and build from local knowledge and insights. Complement and work of others: We presented key discussion points from this event to a food security summit hosted June 2021 by the Aboriginal Medical Services Association of the Northern Territory.

### DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

# 3. METHOD

The outcomes of a Dialogue are influenced by the method that is used.

## DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?

Yes

No

This event was curated to highlight and share evidence on innovative community initiatives aimed at improving food retail practice and policy to promote healthy food and disincentivise unhealthy food in Aboriginal and Torres Strait Islander community stores. The HEALTHY STORIES = GOOD FOOD event was curated via 4 on-line webinar events due to Covid-19 travel restrictions and risk. The on-line event culminated through consultation with many stakeholders and sharing of ideas. The artwork used for this event was created by the HEALTHY STORIES = GOOD FOOD Young artist winner Jarrod Stains of the Gamilaroi region, with his artwork "Food Dreaming". This artwork was selected by the HEALTHY STORIES = GOOD FOOD online series First Nations selection committee to best represent the event. Stories of community initiatives to showcase in the event were chosen Nationally that met our working group's guiding principles and criteria. The process of selecting stories to showcase included: 1. Identifying stories with working group members through community consultation 2. Review of the Australian Government parliamentary inquiry submissions for good stories impacting food supply for health outcomes that involved Stores only. 3. Checking alignment of identified stories with the working group's objectives 4. Screening the list of identified stories with working group members and our Indigenous selection committee (Stories included needed to be well-established, related to the store/takeaway, evidence of community involvement in development and implementation, and aimed to improve access to healthy/ affordable food 5. Relevant organisations were then contacted to double-check that stories met our brief. The consultation process then began with interview briefs co-designed with the filmmaker and involved organisation. First Nation story leaders were empowered to take leading roles in the story direction, telling, sharing of experience in a way they felt comfortable. The one-hour on-line event was structured as follows: - Acknowledgement of the traditional custodians of the lands and paying of respect to their Elders past, present and emerging and Indigenous Peoples present - Acknowledgement of the balance Indigenous Peoples maintained for millennia between human and environmental/planetary health and the impact on this balance of colonisation - Acknowledgement of the continued consequences of colonisation and prevailing colonial power structures that impact on food security and people's access to healthy, affordable food - Showing of the four films on community initiatives to promote healthy food and disincentivise unhealthy food - Presentation by experts in the field on remote store businesses and policy in relation to the 4Ps of marketing for the promotion of healthy food - QandA with panellists with questions from event participants - Showing of graphic illustration of the events key themes that emerged from the films, presentation and QandA - Close. The reaction to the event and its curation of the few participants who completed the short evaluation survey were extremely positive. One commented on how much they appreciated the celebration of "proactive health initiatives that will hopefully inspire other communities" and the illustrator who captured a summary of each discussion. Another praised the convenor and curator for the "highly grounded and knowledgeable contributors, inspiring films and case studies; the obvious, collective love, warmth and passion to tackle the hard issues in culturally safe, pragmatic and respectful ways to make meaningful and positive differences to individual and community wellbeing; and the wonderful mix of voices, doers and leaders who, with their communities, are just getting on with strengths, community based real action and solutions. So many wonderful examples of powerful, leadership, insight and grounded pathways for action really - for remote AND mainstream Australia." This same participant thought the mix of presentations, films and discussion worked well but thought more time for discussion and interaction would have been good too but understood the challenges of this online.

# 4. DIALOGUE FOCUS & OUTCOMES

## MAJOR FOCUS

The HEALTHY STORIES = GOOD FOOD event had a focus on Action Track 1 with the recognition that the other action tracks relate to Action Track 1 as shifting to sustainable consumption patterns, building resilience to shocks and stress etc are fundamental determinants of ensuring access to safe and nutritious food for all. This consideration of all action tracks also aligns with Indigenous knowledges of the interconnectedness of food system elements, people and the natural environment. This is reflected in the HEALTHY STORIES = GOOD FOOD artwork, where Jarrod says, "In this artwork I have tried to represent HEALTH STORIES in a number of ways. In the middle of the painting is a group of people eating - we come together at meal time. The situation in which we eat is equally as important as the food we eat. Surrounding these are nuts, berries and witchetty grubs - important traditional food sources that our old people survived off for millennia, we need to take lessons from these (even if our food sources have changed) and watch what we are eating always. Stretching in four directions are the journeys we make for food, with a yam plant in each corner and bush food extended off of the branches. This represents our health journey, there are many paths we can take. The hands and spirals represent the relationships to people we have. These can also be important in our relationship with food, we need to surround ourselves with the right people and also encourage each other to eat well and nurture each other in times of health and illness alike."

In this dialogue, HEALTHY STORIES = GOOD FOOD 4, we explored the theme of the 4Ps of marketing for healthy food in relation to community food retail businesses and levers of change for improved community health and wellbeing. We showcased innovative initiatives led by Indigenous communities and leaders as such initiatives can be overlooked by governments and organisations, perpetuating a history of imposed and inappropriate policy-action that is neither effective nor sustainable for Aboriginal and Torres Strait Islander communities. Underpinning our event was the recognition of the human right of Indigenous Peoples to participate in and lead decisions impacting their lives, communities, culture and lands.

Store directors with access to evidence and information needed for decision-making are putting policies in place in their stores for the health of families and the community (e.g., as shown in the ALPA Healthy Stores 2020 short story, and the sugar-reduction policies in the communities of Ali Curung and Engawala). These policies are innovative, bold and trail-blazing and come from recognition of community leaders of the devastating impact on health of high fat/sugar/salt/highly processed foods and drinks. There is little evidence of these bold policy actions being implemented by non-remote retailers in Australia and/or overseas.

This dialogue shows ownership of these store-related policies by Indigenous community leaders and how this community leadership underpins the successful implementation of these policies for the benefit of the community.

While not a discussion point of this dialogue, these store-related policies aimed to reduce purchase of unhealthy foods, also relate to the Action Track 2: shift to sustainable consumption patterns. Unhealthy foods are usually packaged, contribute to overconsumption and are not needed in a healthy diet. The current high production of these unhealthy products is detrimental to the environment.

For this HEALTHY STORIES = GOOD FOOD dialogue we featured stories from:

Northern Western Australia - Bidyadanga Community Store: Use of nutrition promotion and social marketing for increasing healthy food sales, Boab Health Service and Cancer Council WA

Alcoota and Ali Curung, Northern Territory - Sugar reduction strategies and community store policies: Engawala Store (Alcoota) and Mirirri Store (Ali Curung), Outback Stores (OBS)

Santa Teresa, Northern Territory - Uncle Jimmy says....ThumbsUp! Good Tucker Long Life store and nutrition promotion including the Good Tucker App, Uncle Jimmy Thumbs up!

## ACTION TRACKS

- Action Track 1: Ensure access to safe and nutritious food for all
- Action Track 2: Shift to sustainable consumption patterns
- Action Track 3: Boost nature-positive production
- Action Track 4: Advance equitable livelihoods
- Action Track 5: Build resilience to vulnerabilities, shocks and stress

## KEYWORDS

- Finance
- Innovation
- Human rights
- Women & Youth Empowerment
- Policy
- Data & Evidence
- Governance
- Trade-offs
- Environment and Climate

## MAIN FINDINGS

The Healthy Stores 2020 randomised controlled trial conducted by the Arnhem Land Progress Aboriginal Corporation in partnership with Monash University and other universities, provides empirical evidence that making unhealthy foods less visible in the store (i.e., restricting their merchandising) can reduce the amount of sugar from food and drinks sold and not adversely impact the store business. The Ali Curung and Engawala Stories also provide evidence of how store directors can make bold policy decisions in relation to their store businesses that can impact on the health and wellbeing of the community.

We need to share these stories/evidence and have conversations with all communities so store directors can consider the Healthy Stores 2020 strategy and other successful strategies (such as the Ali Curung and Engawala stories) for their store and community for the benefit of all Aboriginal and Torres Strait Islander communities.

Visual signs on store shelves can point out the healthy choice to customers as shown in Santa Teresa and Bidyadanga communities.

Community-designed visual signs (shelf talkers) showing good food choices with community-wide healthy food promotion (such as cook-ups and displays in school, child care etc) can help increase people's knowledge of healthy food choices as shown in Bidyadanga community. This nutrition/healthy food promotion needs to be ongoing and lead by people in the community with all community settings involved (such as school, child care, sport and recreation centres).

Evidence-based resources have been developed to support Aboriginal and Torres Strait Islander store directors make good policy for the promotion of healthy food and less promotion of unhealthy food in their stores (refer to Healthy Stores 2020 Policy Options, Good Tucker App). The Healthy Stores 2020 Policy Options co-designed with Store directors, retailers, practitioners, policy-makers and academics combine the most current research evidence on use of the 4Ps to promote healthy food and disincentivise unhealthy food with evidence from the ground on what is feasible and acceptable. These Policy Options can inform policy standards for health promoting stores.

A five-year research project (2021-2026), Benchmarking for healthy remote stores, funded by the Medical Research Future Fund, Australia, and involving academics, retailers, community leaders, public health nutrition practitioners, and policy-makers, will develop with remote store and takeaway owners and operators, a way to support store directors/owners across remote Australia consider and put in place evidence-informed policy to promote healthy food and promote less healthy food in their stores.

### ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- Action Track 2: Shift to sustainable consumption patterns
- Action Track 3: Boost nature-positive production
- Action Track 4: Advance equitable livelihoods
- Action Track 5: Build resilience to vulnerabilities, shocks and stress

### KEYWORDS

- Finance
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## OUTCOMES FOR EACH DISCUSSION TOPIC

1. There be consideration for the establishment of a community-based nutrition promotion workforce where community members are trained and adequately supported (by public health nutritionists/dietitians) as local nutrition promotion officers. These nutrition promotion officers to be involved in:
  - a. Community-wide nutrition promotion through cook-ups, group education, hunting trips and education on traditional foods to children in schools with elders
  - b. Store assessments so as to provide information to store owners/ operators on where improvements could be made for the promotion of healthy food and less promotion of unhealthy food
  - c. In partnership with stores, set-up and maintenance of store promotional activity, such as shelf talkers
2. Resources (i.e., healthy stores 2020 policy options and Good Tucker App) be made available to store owners and operators to guide their policy making for promotion of healthy food and less promotion of unhealthy food
3. Store owners/operators, community leaders, Aboriginal health services, government policy-makers, nutrition practitioners work as a collective to develop a sustainable way building on all the work to date to support all store directors/owners make good policy to promote healthy food and promote less healthy food in their stores.

### ACTION TRACKS

- |                                     |  |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Action Track 1: Ensure access to safe and nutritious food for all      |
| <input type="checkbox"/>            | Action Track 2: Shift to sustainable consumption patterns              |
| <input type="checkbox"/>            | Action Track 3: Boost nature-positive production                       |
| <input type="checkbox"/>            | Action Track 4: Advance equitable livelihoods                          |
| <input type="checkbox"/>            | Action Track 5: Build resilience to vulnerabilities, shocks and stress |

### KEYWORDS

- |                                     |                           |                                     |                         |
|-------------------------------------|---------------------------|-------------------------------------|-------------------------|
| <input type="checkbox"/>            | Finance                   | <input checked="" type="checkbox"/> | Policy                  |
| <input checked="" type="checkbox"/> | Innovation                | <input type="checkbox"/>            | Data & Evidence         |
| <input checked="" type="checkbox"/> | Human rights              | <input checked="" type="checkbox"/> | Governance              |
| <input type="checkbox"/>            | Women & Youth Empowerment | <input type="checkbox"/>            | Trade-offs              |
| <input type="checkbox"/>            |                           | <input type="checkbox"/>            | Environment and Climate |

## AREAS OF DIVERGENCE

### ACTION TRACKS

- Action Track 1: Ensure access to safe and nutritious food for all
- Action Track 2: Shift to sustainable consumption patterns
- Action Track 3: Boost nature-positive production
- Action Track 4: Advance equitable livelihoods
- Action Track 5: Build resilience to vulnerabilities, shocks and stress

### KEYWORDS

- |  |  |
|--|--|
| <input type="checkbox"/> Finance                   | <input type="checkbox"/> Policy                  |
| <input type="checkbox"/> Innovation                | <input type="checkbox"/> Data & Evidence         |
| <input type="checkbox"/> Human rights              | <input type="checkbox"/> Governance              |
| <input type="checkbox"/> Women & Youth Empowerment | <input type="checkbox"/> Trade-offs              |
|  | <input type="checkbox"/> Environment and Climate |

# ATTACHMENTS AND RELEVANT LINKS

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## ATTACHMENTS

- **HEALTHY STORIES\_4**  
[https://summitdialogues.org/wp-content/uploads/2021/08/HealthyStories\\_04\\_V2-scaled.jpg](https://summitdialogues.org/wp-content/uploads/2021/08/HealthyStories_04_V2-scaled.jpg)

## RELEVANT LINKS

- **The 4Ps of marketing for healthy food**  
<https://youtu.be/woJCEOopEZ8>
- **Palya Mayi Bidyadanga**  
<https://youtu.be/Oaxem5sueYQ>
- **Engawala Store Sugar Policy**  
<https://youtu.be/EIMkhFI2kDQ>
- **Mirrirri Store Sugar Policy**  
<https://youtu.be/evoY1zpDIXA>
- **Santa Teresa In-store Health Promotion**  
[https://youtu.be/h0EI\\_mUMezw](https://youtu.be/h0EI_mUMezw)
- **Good Tucker App**  
<https://thumbsup.org.au/good-tucker/>
- **Healthy Stores 2020 Policy Options**  
<https://healthyfoodretail.com/resource/healthy-stores-2020-policy-action-series-healthy-policy-to-support-retailers-and-communities/>