
QUEENSLAND HEALTH

**FOCUS TESTING OF THE ABORIGINAL
AND TORRES STRAIT ISLANDER HITNET
MODULE**

Final Report



**CULTURAL & INDIGENOUS RESEARCH
CENTRE AUSTRALIA**

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1. INTRODUCTION

The Cultural and Indigenous Research Centre Australia (CIRCA) was commissioned by Queensland Health to undertake qualitative research with Aboriginal and Torres Strait Islander people in Queensland as part of the development of an interactive cooking show modules to be produced to DVD and to be uploaded on to the Health Interactive Technology Network (HITnet) touchscreens.

These modules form part of the Aboriginal and Torres Strait Islander Go for 2&5[®] campaign featuring Rohanee Cox as the spokesperson. The campaign concepts developed as part of this campaign included:

- A 30-second radio ad features Rohanee Cox with two Aboriginal and Torres Strait Islander children. The tagline of the ad is to “Slam dunk lots of fruit and veg every day, and help make your family a winning team”.
- A press ad featuring Rohanee Cox surrounded by family and friends at a BBQ. The tagline of the ad is to “Slam dunk some fruit and veg every day”.
- A 30-second television community service announcement through Imparja television which has members of a family showing how easy it is to include fruit and vegetables in your day.
- Campaign resources, including:
 - Merchandise (water bottles, shopping bags, t-shirts and stickers)
 - Living Strong Healthy Weight Cookbook
 - 4 x recipe cards

CIRCA was involved with conducting developmental research to inform this campaign in 2007, as well as concept testing of draft materials in 2008 and evaluation of the campaign in 2009.

1.1 OBJECTIVES

The objectives of the evaluation were to test a number of interactive cooking and health information segments in terms of how well they met the following criteria:

- Promotion of more frequent of vegetables and fruit in daily eating habits;
- Helping to make it easier for people to include more vegetables and fruit in their day; and
- Convincing people of the importance of eating plenty of vegetables and fruit.

As well, the segments were tested for overall likeability and appeal, as well as cultural appropriateness.

1.2 METHODOLOGY

One discussion group with eight Aboriginal participants was held on 25th August 2009 at a community organisation in Yarrabah. The group consisted of four males and four females aged between 19 and 44.

The group was facilitated by a CIRCA consultant and a local Aboriginal research consultant. Participants were recruited through the local researcher's contacts in the Yarrabah community.

All participants were recruited on the basis that they had not participated in research in the last 12 months.

2. RESEARCH FINDINGS

2.1 HITNET BACKGROUND

As there is a HITnet touchscreen kiosk located in Yarrabah where the group discussion was held, participants were asked a number of questions to gauge their level of awareness of the kiosk. While none of the participants recognised the kiosk by name, after further explanation it was found that three participants were familiar with the kiosk and had seen it in the library where it is located in Yarrabah. Of these, two people had used the kiosk previously, one to find out information related to drugs and alcohol, and the other accessed information about Yarrabah's history. These people thought the HITnet touchscreen kiosk was a good way to receive information:

"It's better than getting people together for a talk or something because some people don't have the time for that, so they can just go to the library to use it [the kiosk] to get information about something."

Those who were aware of the kiosk also felt that it was used regularly by young people in the community:

"The kids love the touchscreen – they really use it."

Those who were not familiar with the kiosk were provided with an explanation and asked if they felt this was a good way to access information and something they would use. Some were unsure whether they would use it; however others felt that it was a good way to access information about a specific topic.

"Now I know where it is [the kiosk] I would use it."

A few commented that they felt that there needed to be more promotion of the kiosk. Others suggested that it should be located in a different part of the community such as the school, health service or one of the government agency buildings. One person felt that providing multiple kiosks in a community would be the most effective way to reach a greater number of community members, as it was difficult to reach everyone by utilising only one location.

Participants were asked at this point for their suggestions of topic areas that the kiosk could offer information about, however there were no suggestions at this point, possibly because most had just recently been introduced to the kiosk as a way to receive information.

2.2 RESPONSE TO THE SEGMENTS

Participants were then shown five different segments of information that will be uploaded onto the HITnet system, in order to gather feedback. The segments that were shown to participants included:

- An introduction to the segments;
- Easy ideas to eat more fruit and vegetables;
- How many serves of fruit and vegetables do I need?;
- Safety with high risk foods; and
- Two cooking segments (bush beef stir fry and vegetables pie)

The response to each of the segments will be explored in the following section.

Few comments were made regarding the introduction as most felt that it was suitable, though a couple of people felt that it was spoken too quickly.

“Dialogue was easy to understand and spoken clearly. Not a lot was going on in the background so the focus was on the presenters.”

“I liked the fact they were in a kitchen.”

2.2.1 Overview

The overall response to the segments was positive, with all participants agreeing that they contained useful information and were well presented. Importantly, the segments were considered culturally appropriate and humorous. The general consensus was that participants appreciated that the segments were casual and did not appear overly rehearsed and contained a few mistakes, as it was felt to make the segments seem more ‘real’ and interesting to watch. In addition, all of the segments were considered to be of an appropriate length.

2.2.2 Easy ideas to eat more fruit and vegetables

All of the participants felt that the segments relating to the ideas for eating more fruit and vegetables were informative and useful.

“Good advice delivered with a bit of comedy.”

“Good to hear about alternatives.”

There was also a positive response to the moment when the presenter forgot his lines, with laughter ensuing. A number of participants commented that they thought this mistake made the segment more engaging and interesting:

“The little stuff ups are good because they make people want to watch it more. If there’s no mistakes people might get bored.”

A few participants noted that they felt that the segment was “a bit too fast” and that this made it slightly difficult to understand.

One or two people commented that the reference to including dried peas and lentils in meals was not relevant to many Aboriginal people, as this was not food they would eat:

“Murri’s don’t eat dried peas and lentils. It just wouldn’t fly in Yarrabah.”

However, a few other people in the group argued that some would eat this kind of food. This led to a discussion of ways in which these types of foods could be promoted such as in recipes or lists of stores that stocked such products.

In addition, the length of the segment was considered appropriate. Most did not feel that they had learnt anything new from the segment.

2.2.3 How many serves of fruit and vegetables do I need?

The response to the segment about daily consumption of fruit and vegetables was also positive, and it was considered clear, informative and useful.

“Educational for people who don’t know about how many serves they need.”

The only negative comment that was made about the segment was that a few people felt that visually it would have looked better if the presenter had the serves of fruit and vegetables in front on a bench or similar, rather than having to reach around behind to show them to the camera.

The other comment that was made by some was that they felt there should have been fruit and vegetable consumption guidelines for children included in the discussion.

Most did not feel this segment presented any new information.

2.2.4 Safety with high risk foods

There was a reasonable level of interest in the topic of safety with high risk foods. These segments were considered well presented, easy to follow and useful, although many commented that most of the information was not new to them.

The main topic of discussion after seeing this segment was the issue of thawing out meat in the fridge, with the majority commenting that they do not do this as it takes the meat too long to thaw. Some suggested that the segment could include tips on thawing meat out the night before to avoid food contamination.

A few people also suggested that it might be useful to include additional visual images of bacteria growing on food or information on food poisoning. Some suggested that this could be included as additional prompt buttons on screen.

2.2.5 The cooking segments

Two cooking segments were shown to participants including the bush beef stir fry and the vegetable pie. The response to these segments was very positive as they were considered humorous (there was laughter throughout the segments), and the recipes were considered easy to use, clearly explained and appealing.

“That would definitely be something I would cook.” (In response to the bush beef stir fry)

“The recipes were good. Actors engaged well with the audience.”

“A quick and simple recipe.”

Participants liked the tone of the segments and considered them culturally appropriate. For example, there were nods of agreement when the presenter said *“Us mob we gotta have that meat in there.”*

All participants felt they would be likely to use the recipes in the segments and people were commenting that the recipes looked delicious. Most felt they would be likely to watch the cooking demonstrations if they saw them as part of the kiosk. The presentation of the meals and ingredients were discussed positively, and most felt that they would have access to the ingredients used.

“It doesn’t even look like vegies. That’s a good one for the kids.” (When discussing the vegetable pie)

Some thought that it might be difficult to write down the recipe at the time of viewing if the kiosk did not have an option to print.

2.3 OVERALL RESPONSE

The following section summarises the overall response to all of the segments.

2.3.1 Response to the presenters

There was a very positive response to the chef and the presenter, and they were both considered appropriate choices. Although none of the participants knew of Dale Chapman, they thought that she presented well and appeared to be a skilled chef (Dale's knife skills and 'egg cracking' skills were referenced here): *"She can cook!"*

The male presenter was very popular and was found to be very amusing:

"He took the seriousness out of it."

When asked about the Nutrition Promotion Officer, participants were slightly less positive in their appraisal. While they thought she came across reasonably well, they considered her to be less engaging than the other presenters and described her as *"very serious"*.

In addition:

- The sound was considered to be clear and assisted in making the segments easy to understand; and
- All participants felt that the segments would appeal to other Aboriginal and Torres Strait Islander people.

While most had a clear understanding of how to navigate through the touchscreen pages, there was a sense that some were slightly confused about how the touchscreen worked as they were unfamiliar with the technology. For these people, a physical demonstration of the kiosk would have been most helpful.

2.3.2 Message takeout

Positively, message takeout from the segments was very strong. Some of the responses that people offered when describing the messages of the segments included:

- Eating healthy
- Preparing healthy meals
- Encouraging people to eat more fruit and vegetables
- Increasing your fruit and vegetable choices

- Things to consider when choosing food
- Food safety
- Teaching kids how to be healthy

The segments and accompanying messages were felt to work well together.

In addition, all agreed that the main objectives of the segments (see below) were achieved:

- The importance of including more fruit and vegetables in your meals
- Alternatives to fresh fruit and vegetables
- Examples of bush tucker

However, some suggested that the inclusion of more traditional foods like fish and prawns in the segments would have made the segments more relevant to Aboriginal and Torres Strait Islander people living in coastal regions.

2.3.3 Suggested improvements

Participants were asked for their suggestions to improve the segments, and significantly very few improvements were nominated. The areas that participants requested more information about included:

- More content that was relevant for children and young people e.g. recipes, safety tips, show children cooking etc: *“Involve kids on the screen doing stuff.”*
- Promoting recipes for people with chronic health conditions such as diabetes or heart disease. Some suggested that a sentence or two could be included in the current segments e.g. *“And this recipe is good for people with diabetes too.”*

Importantly, none of the information presented was considered to be irrelevant or requiring removal.

Finally, participants were asked which segments they would remember the most and all responded that the two cooking demonstrations were the most memorable.

Based on the findings it is CIRCA’s recommendation that the modules do not require modification and are suitable in their current format to be uploaded onto the HITnet system.