



Your trusted partner in diabetes care

# A journey to healthy eating habits

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**Celebrating 2013 World Diabetes Day**

**Thursday 14 November 2013**

Hosted by the Australian Diabetes Educators Association

In partnership with



<http://daa.asn.au>



<http://gestationaldiabetesrecipes.com>



<http://www.nutritionaustralia.org>



**world diabetes day**

14 November

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# Competition Guideline

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## About World Diabetes Day

This year's [World Diabetes Day](#) (WWD) will be celebrated on Thursday 14 November to mark the birthday of Frederick Banting, who, along with Charles Best, first conceived the idea which led to the discovery of insulin in 1922.

The World Diabetes Day campaign, led by the [International Diabetes Federation](#) and its member associations since 1991, engages millions of people worldwide in diabetes advocacy and awareness. The campaign draws attention to issues of paramount importance to the diabetes world and keeps diabetes firmly in the public spotlight.

## About the competition '*A journey to healthy eating habits*'

The Australian Diabetes Educators Association (ADEA) is excited to promote World Diabetes Day. This year we are highlighting healthy eating as one way to prevent diabetes and its health complications. Our competition, '*A journey to healthy eating habits*' hopes to inspire our members and the public to suggest with innovative ways to raise awareness of healthy eating and generate delicious and user-friendly resources to share in the community.

Do you have an appetite for creativity? Your entry can:

- highlight different dietary needs, e.g. gluten free
- swap the ingredients, e.g. modify popular recipe
- have a cultural focus, e.g. an ideal recipe during Ramadan or
- nurture the collaborative approach.

There are two categories for you to select from:

- Category 1 – Innovative teaching – healthy eating
- Category 2 – Best recipe – healthy eating

You are able to submit one entry in each category.

## Category 1 – Innovative teaching – healthy eating

### Entries

Share your experience of healthy eating habits through an article (maximum of 300 words) with a relevant image (optional). Your image could portray your resources in action, or show groups or individuals who have participated in your work.

Entries for this category need to demonstrate innovative ways of educating people about healthy eating habits with a brief description and photos, or other technology of the activity.

Some examples might include:

- Supermarket tours, farmers market tours
- Cooking classes (e.g. classes for; men, people with disabilities, young people, CALD)
- Indigenous bush tucker walks
- Innovative teaching aids
- Interactive apps and websites to share
- Any public health activities which aim to improve healthy eating such as in schools
- Modifying religious feasting
- Progressive dinner parties that involve walking
- Healthy food stalls for children.

### Judging criteria

Your entry will be judged on the following criteria:

- Aligns with the current [Australian Dietary Guidelines](#)
- Innovative and easy to implement
- Cost-effective for both education providers and participants
- Able to be reproduced
- Demonstrated benefit to participants and adaptable to different audiences

## Category 2 – Best recipe – healthy eating

### Entries

Share your most healthy recipe along with some delicious photos. Please see Appendix 1 – Tips for developing healthy recipes and Appendix 2 – Tips for taking good food photos.

There are 3 sub-categories of recipes. (Please indicate the category on your entry form):

- Breakfast
- Main meal
- Snack/dessert

### Judging criteria

Your entry will be judged on the following criteria:

- Aligns with the current [Australian Dietary Guidelines](#)
- Attractive photo of the dish
- Easy to follow recipe and realistic to reproduce
- Easy to find ingredients
- Cost-effective on a budget

- Transportable, i.e. can be taken to school or work and enjoyed

## Conditions

The competition will be advertised widely through all ADEA networks.

## Timeframe

Activity	August	September	October	November
<b>Launch</b>	27 Aug <sup>1</sup>			
<b>Entries</b>	27 Aug <sup>2</sup>		7 Oct	
<b>Judging</b>			8 Oct <sup>3</sup>	22 Oct
<b>Votes</b>				22 Oct <sup>4</sup>
<b>Resource available</b>				10 Nov
				<b>14 Nov</b>

## Panel of judges

The judges for the competition include:



**Kasey Bateup**, an Accredited Practising Dietitian and an Accredited Nutritionist from [Nutrition Australia](#).



**Lisa Taylor**, a consumer, new author with the *Australian Diabetes Educator* publication and founder of the [Gestational Diabetes Recipes](#) Website.



**Rachel McKeown**, a Credentialed Diabetes Educator, an Accredited Practising Dietitian and a member of the [Dietitians Association Australia](#).

<sup>1</sup> Competition will be launched at the ADEA-ADS Annual Scientific Meeting.

<sup>2</sup> Entries are submitted electronically to [ade@adea.com.au](mailto:ade@adea.com.au).

<sup>3</sup> A panel of judges selects the top entries in each category, including 3 entries in category 1 and 6 entries in category 2.

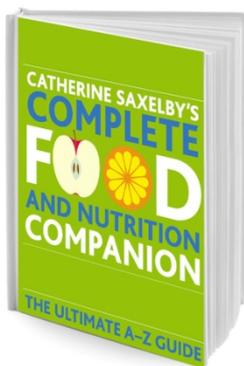
<sup>4</sup> Selected top entries will be available on ADEA Facebook for member's voting. The entry that captures the highest number of votes is the overall winner.

## Prize

### Major prize

The overall winner in each category will receive:

- 1 x copy of Diabetic Living Magazine Australia, valued at \$7.95
- 1 x eVoucher to purchase magazine subscriptions on Magshop.com.au, valued at \$100
- 1 x copy of Catherine Saxelby's, 'Complete Food and Nutrition Companion – The Ultimate A-Z Guide', donated by the author, Catherine Saxelby, valued at \$45



- 1 x 1 year subscription as an ADEA member, valued at \$265<sup>5</sup>
- 1 x ADEA t-shirt, valued at \$30

**Total prize value: \$447.95**

### Highly recommended winners

Runners up (2 entries in Category 1 and 5 entries in Category 2) will each receive:

- 1 x ADEA mug
- 1 x ADEA BMI wheel
- 1 x copy of Diabetic Living Magazine Australia

Highly recommended entries from both categories will be published on the ADEA website at [www.adea.com.au](http://www.adea.com.au).

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<sup>5</sup> If the winner is a current ADEA member, their membership will be extended for 12 months in the same membership category. If the winner is not an ADEA member, they will receive a one year associate membership benefits.

## Appendices

### Appendix 1 – Developing healthy recipes. By Rachel McKeown

#### Lowering the total fat and saturated fat content

- Use lean meats.
- Select low fat dairy products. Use smaller amounts of cheese.
- Swap cream for evaporated skim milk. Swap butter for unsaturated margarine or oil. Swap sour cream for natural yoghurt.

#### Increasing the fibre content

- Use wholemeal flours, pastas and breads.
- Try adding small amounts of oatbran, nuts, fruit and vegetables to cake and muffin recipes. Use rolled oats as a topping on savoury dishes.
- Added tinned legumes such as lentils or red kidney beans and lots of vegetables to mince meat dishes or casseroles.

#### Lowering the salt content

- Select low salt, no added salt, or salt reduced products where possible.
- Flavour with herbs and spices.

#### Lowering the sugar content

- Use fruit and fruit juices to sweeten. You can usually reduce the quantity of sugar added to recipes.

#### Lowering the Glycaemic Index

- Swap high GI foods such as calrose rice and white bread for basmati rice and soy and linseed bread.
- Other lower GI ingredients include legumes, rolled oats, oatbran, sweet potato, pasta, and low fat milk based dairy foods.

#### Overall, we are looking for recipes that support the Australian Dietary Guidelines:

- Plenty of vegetables, including different types and colours, and legumes/beans
- Fruit
- Grain (cereal) foods, mostly wholegrain and/or high cereal fibre varieties, such as breads, cereals, rice, pasta, noodles, polenta, couscous, oats, quinoa and barley
- Lean meats and poultry, fish, eggs, tofu, nuts and seeds, and legumes/beans
- Milk, yoghurt, cheese and/or their alternatives, mostly reduced fat
- Limit intake of foods high in saturated fat such as many biscuits, cakes, pastries, pies, processed meats, commercial burgers, pizza, fried foods, potato chips, crisps and other savoury snacks.
- Replace high fat foods which contain predominantly saturated fats such as butter, cream, cooking margarine, coconut and palm oil with foods which contain predominantly polyunsaturated and monounsaturated fats such as oils, spreads, nut butters/pastes and avocado.
- Limit intake of foods and drinks containing added salt.
- Read labels to choose lower sodium options among similar foods.
- Do not add salt to foods in cooking or at the table.
- Limit intake of foods and drinks containing added sugars such as confectionary, sugar-sweetened soft drinks and cordials.

## **Appendix 2 – Tips for taking good food photos. By Lisa Taylor**

A great food photo is to a recipe what a catchy headline is to a news story. The photograph should catch your eye, make your mouth water and make you want to cook or at least read that recipe. And these days, even an iPhone can give you a great photo result. Here are some tips to help your entry stand out from the rest.

### **Choose a recipe that will look good on the plate**

The hardest recipe I've had to photograph was my Moroccan Inspired Meatloaf. It's really challenging taking a delicious photo of a large hunk of meat! Don't make it hard on yourself. Think about what the dish will look like once it's cooked. Choose a recipe that can incorporate at least two of the following things; colour, texture or height. So if you really wanted to enter your favourite omelette you might consider serving it flopped over itself (for height), choosing ingredients like capsicum, spinach or fetta cheese (for colour), or taking a close up from the side showing said ingredients oozing out deliciously (for texture).

### **Props**

Props can bring out the best in food but overdoing it will distract the viewer. If you want to go all out and create a 'still life', prepare your setting in advance. Think about how your dish will look on the plate, the colours of the cooked ingredients and what props you have at home. Play around with them and create your scene before you start cooking. That way your photo is almost ready to take – just add your cooked dish. Alternatively, just let the food do the talking and use simple crockery, cutlery and background. Contrast this with a burst of colour (a coloured or printed tablecloth, placemat or napkin, or a lemon or other raw ingredient in the background) to highlight the colours or texture of the food. It's also fun to create a narrative. For example if you were entering a dessert recipe, you could photograph a slice of your scrumptious pie with a spoonful missing and the spoon placed coyly to the side. Or a muffin might have a guilty trail of crumbs scattered around its base. You want the viewer to almost be able to taste it!

### **Lighting**

Try and use the natural light available to you. This might mean cooking and photographing your recipe during daylight hours for the sake of the competition. Set up a space near a window or an area that has good natural light. For my photo shoots I set up a card table over by the window. I'll prepare my setting before I cook and I'll have a piece of white cardboard on hand to reflect light coming in the window back across the dish to cancel out any harsh shadows. Alternatively you can tweak lighting and colour in Photoshop or by taking photos on your smart phone with an app like Hipstamatic.

### **Winning angles**

Just like humans, food can look less 'appetising' from certain angles. I find that photographing a plate of food from the angle of the eater is most successful. This gets the viewer in the mood. So get your camera or phone camera and come at the plate from a level of about 45 degrees (slightly looking down at the food). This shows the dish like a landscape of interesting textures and heights. I usually photograph the whole plate, unless I want to feature something else such as the cutlery or some ingredients that compliment my dish's story. Macro (very close up) photos are nice for things with a lot of texture such as baked goods or salads, or if you want to showcase the voluptuousness of a certain drip or ooze. In any case, take photos of your dish from different angles, checking them

as you go. (NB. Avoid the 'funky angle' at all costs. You know, the one that looks like you left your camera on auto while you lay it down sideways during your tea break. No one wants to feel motion sickness while they are looking at food.)

### **Tricks of the trade**

If you're considering this competition as a launch pad for your career in food photography, you may want to Google some of the industry tricks (hairspray, spray-paint, Vaseline, spray oil!) But for the sake of simple and good-looking food photo, my best piece of advice is to undercook your dish, especially if it involves lots of vegetables. This way the ingredients remain plump and colourful. A drab, brownish stir-fry isn't going to win you any stomachs.

### **File size**

Always take photos at the biggest and best file size possible. The detail and colours will be better and you can use images for print down the track.

# Competition Terms and Conditions

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Please read these competition rules carefully. By entering 'A journey to healthy eating habits', we will assume that you agree to the terms and conditions.

## 1. About the competition

- 1.1. This competition is being run by the Australian Diabetes Educators Association ABN 65 008 656 522.
- 1.2. ADEA reserves the right to amend these rules at any time.
- 1.3. The closing date is as specified in the guideline, and ADEA reserves the right to amend the competition end date at any time.
- 1.4. Competitions may be modified or withdrawn at any time.

## 2. About the contestant

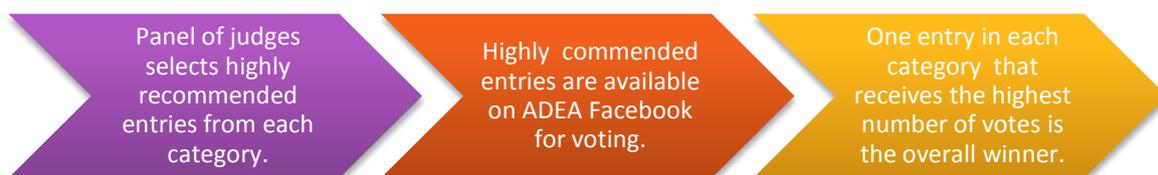
- 2.1. To enter the competition you must be 18 years old or over at the time of entry.
- 2.2. Proof of identity and age may be required.
- 2.3. The competition is not open to employees of the Australian Diabetes Educators Association.

## 3. About the entry

- 3.1. One entry per person in each category.
- 3.2. Incorrectly completed entries will not progress to the judging stage.
- 3.3. All entries must be made directly by the person entering the competition.
- 3.4. To enter the competition you need to fill in the entry form available at [www.adea.com.au](http://www.adea.com.au). Entries are submitted by email to [ade@adea.com.au](mailto:ade@adea.com.au). You will receive an email to confirm that we receive your entry.
- 3.5. No responsibility can be accepted for entries that are lost or delayed, corrupted, due to computer error in transit or which are not received for any reason. If you do not receive a confirmation email within submitting your entry please email [ade@adea.com.au](mailto:ade@adea.com.au).

## 4. About the judging

- 4.1. The decision of the judges is final based on the criteria set out in this promotion and no correspondence will be entered into.
- 4.2. The judging process is demonstrated as below.



## **5. About the prize**

- 5.1. The prize is not transferable.
- 5.2. No part of a prize is exchangeable for cash or any other prize.
- 5.3. ADEA will endeavour to send prizes within a month of the competition end date but cannot guarantee this delivery time.
- 5.4. The provider of the prize is specified within the promotional material.
- 5.5. If an advertised prize is not available, we reserve the right to offer an alternative prize of equal or greater value.

## **6. About the winner**

- 6.1. The winner will be the contestant who receives the most number of votes on ADEA Facebook page after being highly commended by the judges.
- 6.2. The winning contestant we will notified by telephone and email.
- 6.3. Reasonable efforts will be made to contact the winner(s). If the winner(s) cannot be contacted, or are unable to comply with these terms and conditions, ADEA reserves the right to offer the prize to the next eligible entrant drawn from the highly recommended list.
- 6.4. Winning entries will be published on the ADEA website at [www.adea.com.au](http://www.adea.com.au) after the closing date (November 14, 2013).
- 6.5. The winner(s) agree(s) to the use of their name, photograph and disclosure of location of residence and will co-operate with any other reasonable requests by ADEA relating to any post-competition publicity.
- 6.6. By entering the competition the winner agrees to participate in such promotional activity and material as ADEA may require.



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# Entry form

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## Contestant's details

### Full name

Family name: \_\_\_\_\_ First name: \_\_\_\_\_

### Postal address

Address line 1: \_\_\_\_\_

Address line 2: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

### Contact details

Phone number: \_\_\_\_\_ Mobile number: \_\_\_\_\_

*(Please provide area code)*

Email address: \_\_\_\_\_





3. If you enter in category 2:

**Please select the most appropriate sub-category for your recipe:**

Breakfast     Main meal     Snack/dessert

**Please provide your recipe here.**

Ingredients:

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Instructions:

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Notes/special techniques:

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Please attach a related photo (high-res jpeg) (compulsory).

The entry form has been completed.

Please email your entry to [ade@adea.com.au](mailto:ade@adea.com.au) by **5pm, Monday 7 October 2013**.

Thank you for your submission and good luck!