



Macedonian Healthy and Tasty Recipe Competition - The Cookbook

Background

The Healthy and Tasty Recipe Competition targeted, for the first time, the Macedonian Community largely in the Illawarra area, a community which was identified for its incidence and prevalence of diabetes as well as cardiovascular disease and obesity.

In 2008 the NSW Multicultural Health Communication Service (MHCS) was commissioned by the Australian Better Health Initiative (ABHI) to support the Measure Up campaign – the national program aimed to reduce risk factors for chronic diseases like heart disease, type two diabetes and cancer.

The competition coordinated by MHCS went underway in early 2010 in partnership with the Multicultural Health Service Illawarra Shoal Haven Local Health District (MHS) and the Macedonian Welfare Association (MWA). The recipe contest quickly became a very popular subject with the community showing much interest in entering recipes which included a great variety of vegetables.

Objectives

The Cookbook is a new tool aimed at encouraging community members to be more conscious of their eating and cooking habits for a healthier lifestyle and to prevent chronic diseases such as diabetes and heart problems.

Target Audience

Members of the Macedonian speaking community in NSW

Activities

The Cookbook was launched on September 6th, 2012 at the Macedonian Orthodox Church in Wollongong. Over 100 people were in attendance. Cookbooks and DVD's were distributed to the audience.