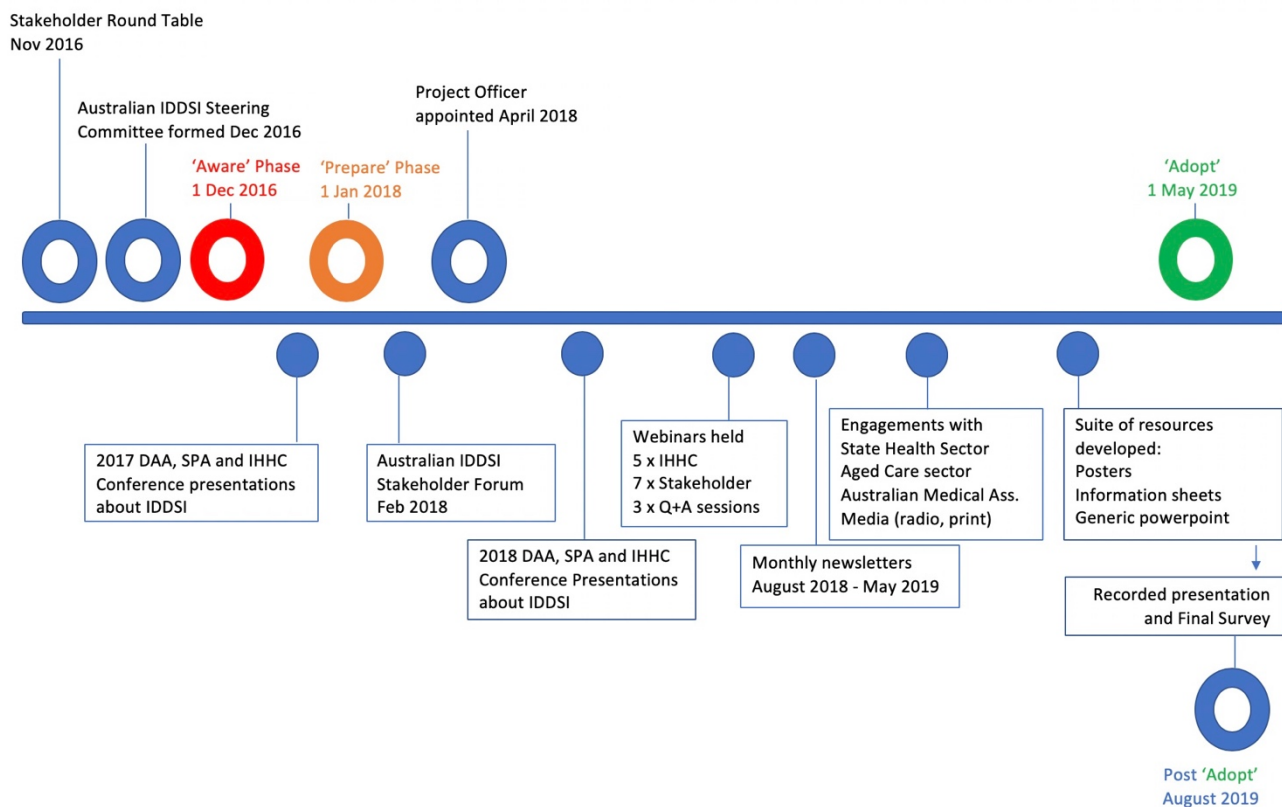# Australian IDDSI Project Officer: Final Report

The International Dysphagia Diet Standardisation Initiative (IDDSI) developed globally standardised terminology and definitions for texture-modified foods and liquids applicable to individuals with dysphagia of all ages, in all care settings, and all cultures. Under the leadership of the Australian IDDSI Steering Committee, between November 2016 and 1 May 2019, Australia transitioned from the *Australian standardised labels and definition of texture modified food and thickened fluids* to the *International dysphagia Diet Standardisation Initiative (IDDSI) Framework.*

This document provides a summary of key support structures and activities that contributed to this large change management initiative. Key elements in the timeline to adoption of IDDSI in Australia are shown in the Figure below.

The Australian IDDSI Steering Committee

The appointment of an Australian Steering Committee was a key strategic initiative to support the introduction of the IDDSI Framework in Australia. With representation from Speech Pathology Australia (SPA), The Dietitians Association Australia (DAA), the Institute of Hospitality in HealthCare (IHHC), IDDSI, and Industry (Nestle Health Science, Precise ThickN, Flavour Creations), the role of the Steering Committee was to:

- Raise awareness of IDDSI and its implementation within Australia
- Support industry, healthcare professionals, facilities and consumers to prepare for implementation

- Support stakeholders in their implementation of the IDDSI framework

Monthly teleconference meetings were held from February 2017 to June 2019 to plan for the Australian implementation of IDDSI. The Steering Committee had key roles in establishing a stakeholder list, a timeline for implementation, a register of project challenges including strategies/ actions undertaken, a plan for key communication activities, a list of mutually agreed public statements, and the appointment of a project officer to support implementation. In early 2017, members of the steering committee set 1 May 2019 as the target adoption for IDDSI in Australia. A phased 'Aware-Prepare-Adopt' model was adopted to assist stakeholders with transition from the Australian terminology to the IDDSI Framework.

Project Officer
One of the key learnings from the 2007 launch of the Australian standards was the need for dedicated Project Officer to raise awareness of the change, provide a central point of communication, identify opportunities for representation and key forums, and to develop and disseminate resources. The project officer was appointed at (0.2 EFT) in April 2018, via funding from SPA, DAA, IHHC, Nestle Health Science and Precise ThickN with in-kind support from IDDSI International and Flavour Creations. The Project Officer attended all Committee teleconferences, in addition to mid-month meetings with the Trish Johnson (SPA) and Natalie Stapleton (DAA) Steering Committee representatives. Prioritised tasks included:
- Communication and engagement with stakeholders
- Education and awareness
- Resource development

Communication and engagement with stakeholders
- *Email:* IDDSI International was approached and provided the australia@iddsi.org email address for Project Officer use. Individual emails were answered with email trends of enquiry reported each month to the Steering Committee
- *Bulk mail out platform*: A free MailChimp account was established in July 2018 to be able to send newsletters to stakeholders. Final stakeholder numbers were 457, with an average newsletter opening rate of 44%
- *Surveys:* Stakeholders were surveyed using SurveyMonkey
  - Survey 1: 30 April 2018- 9 July 2018 to determine to determine level of awareness of IDDSI and what support and resources stakeholders would find useful.
    - N=105 responses. There were representative responses from around Australia, with greatest engagement in representative order from Queensland, Victoria, News South Wales and Western Australia showing the greatest engagement
    - Although a range of stakeholder groups participated the largest groups were Speech Pathologists (53%) and Dietitians (37%)
    - A range of sectors were represented with the most responsive in order being Adult Hospital, Aged Care Facility, Community, Disability and Paediatric Hospital
    - Stakeholders asked for posters, handouts, eLearning, presentations, information on what is changing and webinars.
  - Survey 2: 22 October 2018 – 20 January 2019 to determine progress towards adoption.
    - N=39 responses. There were representative responses from all parts of Australia except the Northern Territory with greatest engagement in representative order from Victoria, Queensland, New South Wales and Western Australia.

- Although a range of stakeholder groups participated the largest groups were Speech Pathologists (62%) and Dietitians (25%)
- A range of sectors were represented with the most responsive in order being Adult Hospital, Aged Care Facility, Community- Adult, Paediatric Hospital, Group Home, Disability, Mental health, Rehabilitation Services, Education.
- Stakeholders conveyed requests for webinar topics, resources in addition to posters and hand outs that had been developed and identified challenges they were experiencing
  - Survey 3: 14 August-30 August 2019 (post 'ADOPT' phase) to determine level of IDDSI adoption and progress in addition to receiving feedback about the relative benefits of the resources and initiatives put in place by the Steering Committee
    - N=79 responses. There were representative responses from all parts of Australia except the Northern Territory with greatest engagement in representative order from New South Wales, Queensland, Victoria and Western Australia.
    - Although a range of stakeholder groups participated the largest groups were Speech Pathologists (92%) and Dietitians (5%)
    - A range of sectors were represented with the most responsive in order being Adult Hospital, Aged Care Facility, Community- Adult, Rehabilitation Services, Disability, Group Home.
    - Three Australian specific posters were developed by the steering Committee. 87% of respondents had seen or downloaded the posters
    - 11 webinars were presented between July 2018 – April 2019. 47% of respondents had watched one or more of the webinars
    - Of the resources and communications developed by the Steering Committee the respondents rated the helpfulness of resources in the following in order:
      - Posters 93%
      - Australian IDDSI newsletter 72%
      - Webinars 54%
      - Conference presentations 48%
      - Project Officer access via email 44%

Table 1: Change in IDDSI stakeholder status as tracked via Surveys 1-3

What phase of IDDSI is your organisation in?	Prepare Phase Campaign		Post Adopt
	Survey 1 April-July 2018	**Survey 2** 22 October2018 - 20 January 2019	**Survey 3** 14-30 August 2019
Survey respondents	N=105	N=39	N=79
Aware	**50%**	31%	9%
Prepare	21%	**51%**	14%
Adopt	2%	8%	**55%**
Still to get started	17%	10%	1%
Have not heard of IDDSI	14%	0%	0%

- *Professional Association e-news* items were circulated to members with each new IDDSI Phase (Aware-Prepare-Adopt), and at various other times.

- *Timed email communications to stakeholders* for Aware Phase (December 2017- via the Project officer email address) and Prepare Phase (Feb 2018 – via MailChimp as the distributions numbers were very large). Three emails were included in the Australian Healthcare and Hospital Association (AHHA) over the Aware-Prepare-Adopt period. All key sectors received communications:
  - Professional Association members
  - Hospitals
  - PHNs
  - Aged Care sector (vis LASA)
  - Universities
  - Pharmacy Guild
  - Food service providers
  - Food service distributors
  - Product manufacturers
  - Food service managers
  - Nursing and medical associations

- *Media releases*: '100 days to go' was released by SPA and resulted in two radio interviews and contact with the Australian Food and Grocery Council. 'IDDSI Launch' was released by DAA on 1 May 2019. Public statements of support of IDDSI were released via e-news to members of DAA, SPA and IHHC.
- *Letters to Federal Ministers* for Health; Education; Families and Social Services; Senior Australians & Aged Care; Assistant Minister for Social Services, Housing and Disability Services and Shadow Ministers for Health & Medicare; Education & Training; Families & Social Services; Ageing and Mental Health; and Disability & Carers were distributed on 28 February 2019
- *Articles were requested* by internet-based journalists from: Australian Food News (51,000 monthly subscribers) The Round Table (for Chefs), Hospital & Healthcare (Print and electronic, distribution 40,000 technology, industry, food, science and health professional subscribers).
- *Meetings were held* with NSW HealthShare/ACI, Queensland Health, Maggie Beer CEO, Australian Medical Association, and WA Country Health
- *AMA publications*: Articles were submitted for GP Newsletter and Australian Medicine Publication to be part of 2019 editions.

Education and awareness
Support was provided for the Project Officer to attend and present at key conferences and forums throughout the project.

Conference Presentations were held at:
- 2017 and 2018 DAA Conference
- 2017 and 2018 SPA Conference
- 2017 and 2018 IHHC Conference
- 2017 and 2018 Queensland State wide Food Service Forums
- 2019 IHHC IDDSI Pre-Launch Breakfast March 2019
- 2018 Lantern Project (Food in Aged Care) Half Day Forum
- 2019 presentation to Lantern Project stakeholders (March 2019)

Submissions were made to present at the 2019 National Aged Care Symposium and the 2019 National Brain Injury Conference, however both were unsuccessful. Australian IDDSI Framework

posters were made available to attendees of the 2019 SPA Conference (~900 attendees), the IHHC Pre-Launch IDDSI Breakfast (>100 attended).

Webinars were determined to be a cost-effective way to provide education and information to a large number of stakeholders over a wide geographical area. IDDSI International provided use of the IDDSI Zoom Teleconference platform free of charge. All webinars were recorded and made available free of charge on the IDDSI YouTube Channel, via the IDDSI resources tab: https://iddsi.org/resources/

- IHHC- Webinar 1 - Introduction to IDDSI in Australia July 2018 – 875 views
- IHHC- Webinar 2 - IDDSI flow test and liquid levels 0-3 – 1k views
- IHHC- Webinar 3 - IDDSI fork drip and spoon tilt tests (level 4) - 857 views
- IHHC- Webinar 4 - IDDSI fork pressure test and particle size tests (level 5) 1.4k views
- IHHC- Webinar 5 - IDDSI For Pressure and particle size tests (level 6) – 630 views
- Industry webinar – 647 views
- Implementing IDDSI in QLD Health – 530 views
- Paediatric stakeholder webinar – 331 views
- Disability stakeholder webinar – 1.2k views
- Aged care stakeholder webinar – 1.8k views
- Food service stakeholder webinar – 1.6k views

 In addition, the following webinars were conducted but not recorded.
- 3x question and answer style webinars were in Feb, March and April 2019
- Nexus Primary Health webinar – Private not recorded to IDDSI website

Resources
Australian specific resources were developed to supplement a comprehensive suite of IDDSI resources for international use. Australian specific resources were announced via the Australian IDDSI newsletter and are housed on the Australian *Country-Specific* Tab of the IDDSI Resources web page: https://iddsi.org/resources/
- Australian IDDSI Whole Framework Poster
- Mapping from Australian Standards 2007 terminology to IDDSI poster for food
- Mapping from Australian Standards 2007 terminology to IDDSI poster for drinks
- Australian Thick Drinks – Green Label Change Poster
- Australian Level 6 Soft & Bite-Sized – NO BREAD poster
- 1 page 'What is IDDSI' for administrators – babies and children
- 1 page 'What is IDDSI' for administrators – children and adults
- Generic Australian IDDSI downloadable powerpoint
- Recorded 20 minute Australian IDDSI presentation suitable for laypersons (Uploaded 23 August 2019) – 186 views
- All Australian IDDSI Newsletter pdfs (August 2018-July 2019)

Stakeholders, both in person and via email have asked to convey their sincere appreciation to the Steering Committee for the well managed plan for implementation, project officer support throughout the aware-prepare-adopt phases and for the resources that have been made available to support Australian implementation.

The Committee held its final meeting in June 2019. The australia@iddsi.org email address will continue to be manned by IDDSI International. Australian resources will continue to be housed on the Country-Specific section of the resources page of the IDDSI website, and webinars remain available on the IDDSI YouTube Channel: https://iddsi.org/resources/

Report prepared by Dr Julie Cichero, Australian IDDSI Project Officer on behalf of the Australian IDDSI Steering Committee

Australian IDDSI Steering Committee:
Chair: Phil Juffs (DAA)
Trish Johnson (SPA)
Natalie Stapleton, Bridget Spokes (DAA)
John Boland, Robert Berry (IHHC)
Jane Winter, Laura Ross, Matilda Mulgrave (Nestlé Health Sciences)
Brenda Mosel, Mike Tristram (Precise ThickN)
Alex Ross, Cathie Watts (Flavour Creations)
Julie Cichero (IDDSI International and Australian Project Officer)

12 September 2019

Supported by the Australian IDDSI Steering Committee