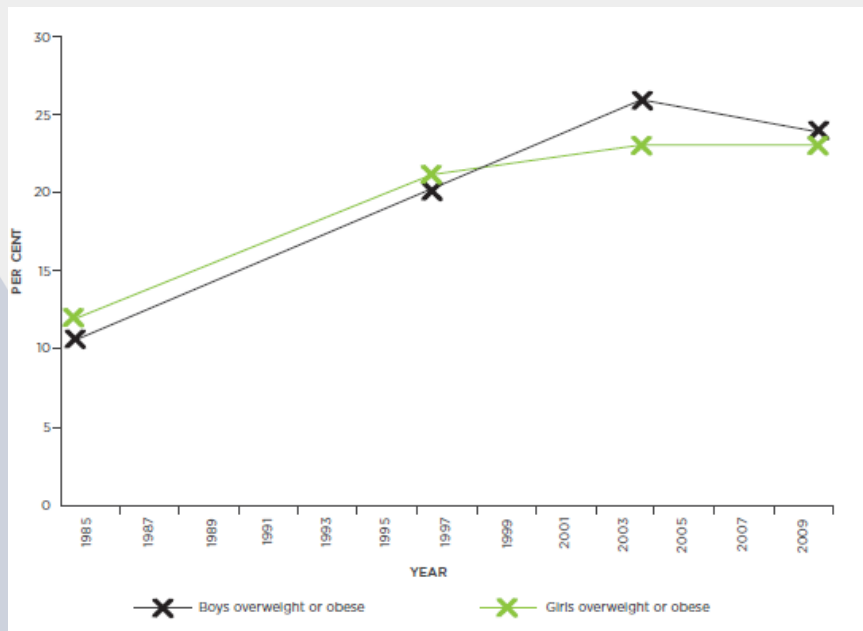


NSW Healthy Eating and Active Living Strategy 2013 – 2018

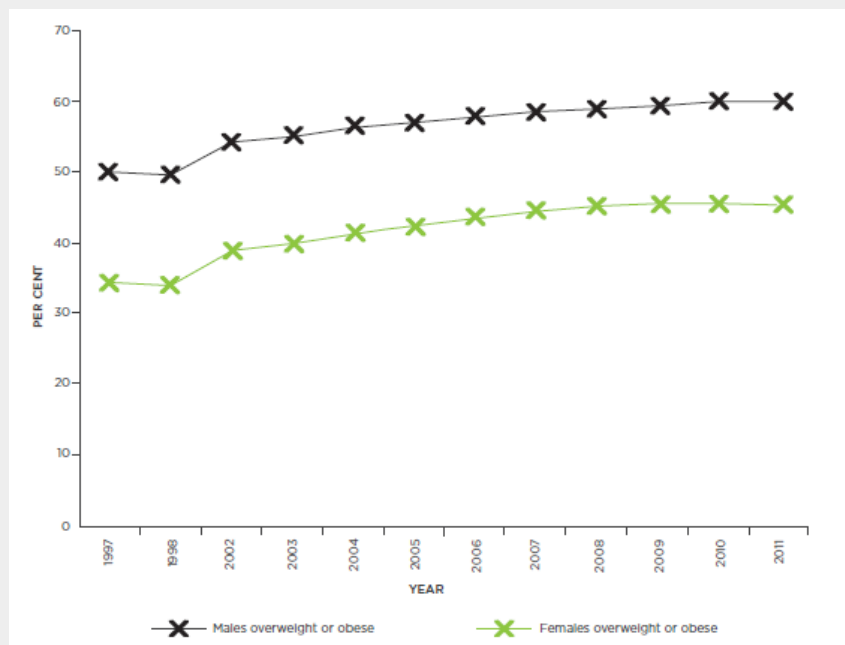
February 2014

Overweight and Obesity – Trends

Children (5-17yrs) Overweight or Obesity 1985-2010

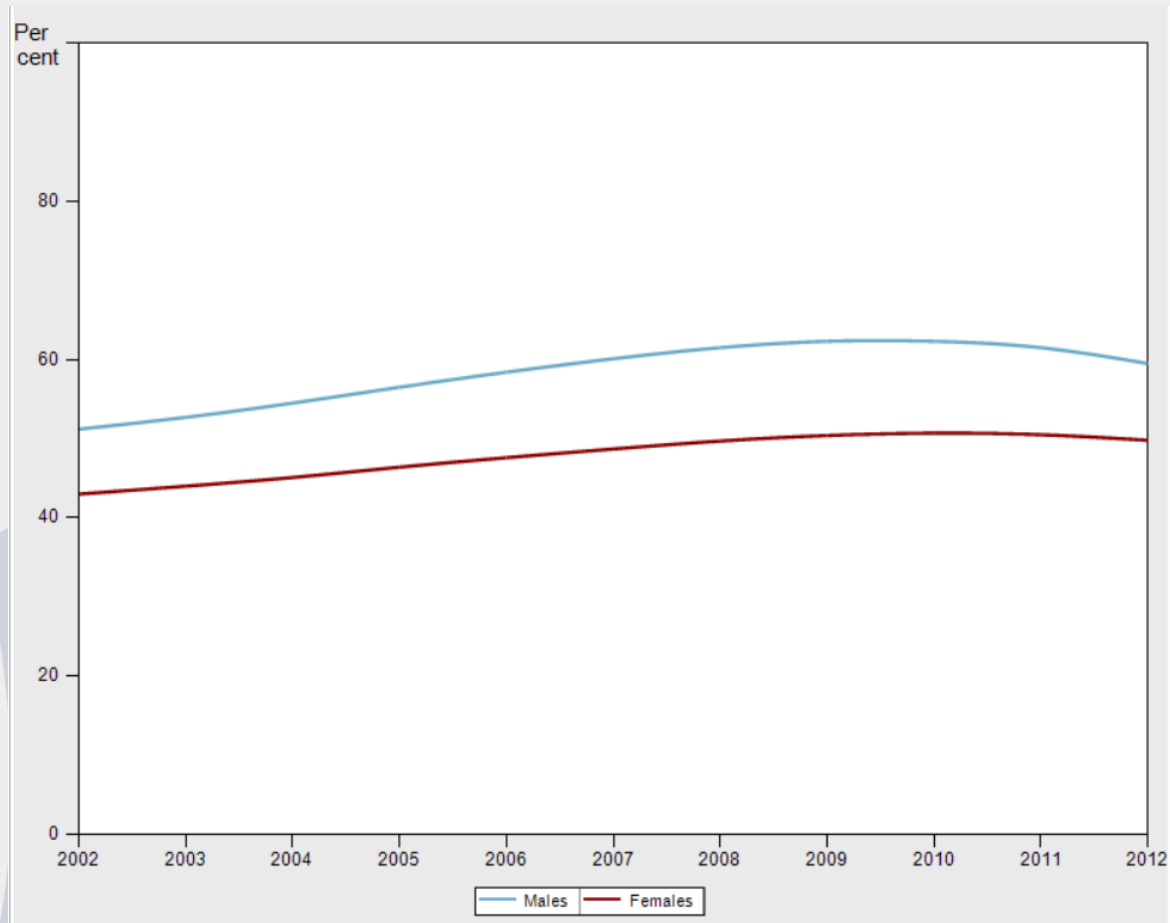


Adult (16 years+) Overweight or Obesity 1997-2011



Physical Activity – Adult Trends

Adult (16 years+) Physical activity 2002 - 2012



Introduction

- NSW Healthy Eating and Active Living Strategy 2013 – 2018
- Targets
 - State Plan: child and adult overweight and obesity
 - NPA Preventive Health
- Increasing overweight/obesity prevalence over decades
 - Social, environmental and technology changes
 - Requires whole of government, whole of system approach

Strategy Overview

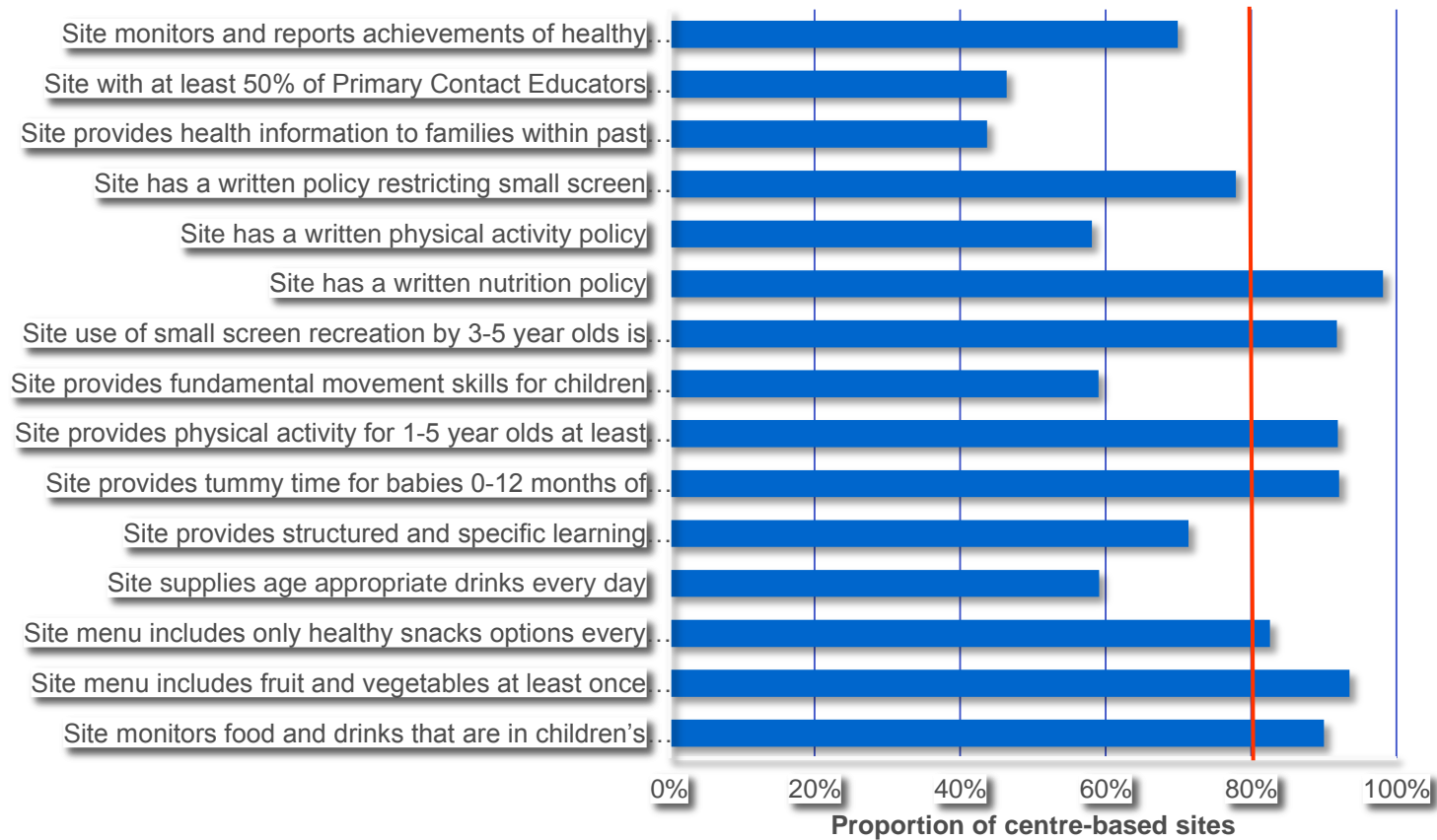
- Environments
 - Physical activity: planning reforms; cycling and walking
 - Food: menu board labeling, other options
- State wide programs
 - Healthy Children Initiative: schools, childcare, targeted programs
 - Get Healthy Information and Coaching Service®
 - Healthy Workers Initiative
 - Aboriginal Knockout Health Challenge
- Service delivery
 - Integrate advice into routine service, clinical services
- Education and information
 - Integrated and consistent messages

State Programs: Healthy Children

- Implementation at scale (to date)
 - Childcare services: 79% services participating (~382,000 children)
 - Primary schools: 66% of all schools participating (~750,000 children; target 902,00)
 - Treatment program (Go4Fun): 3500 children and their families (target 7,500)
- Implementation fidelity and outcomes
 - Monitoring practices: childcare and schools
 - Program outcomes: e.g. waist circumference reduced by 2.2cm, increased physical activity 4.5 hrs/wk (Go4Fun)
- New initiatives
 - Junior community sport, supported playgroups, high school canteens, infant/early childhood parent support

State Programs: Healthy Children

Practices in childcare services



State Programs: Adults

- Implementation at scale

- Get Healthy at Work: up to ~50,000 businesses, ~1m people
- Get Healthy Coaching Service: >25,000 participants to date
- Aboriginal Knockout: ~30 towns/communities, >1600 participants

- Program fidelity and outcomes

- Get Healthy: 3.9 kg weight and 5 cm waist circumference reductions
- Knockout: 5% body weight and 6cm waist circumference reductions



Other Agency Contributions

- Dept Education and Communities: curriculum, school programs, community sport
- Transport for NSW: transport planning, active travel
- Department Planning and Infrastructure: urban design, open space
- WorkCover NSW: Get Healthy at Work
- NSW Food Authority: Menu board labelling

Monitoring and Evaluation

- Monitoring

- LHD Service Agreement KPIs
- NSW Population health survey (adults)
- SPANS (children)

- Evaluation

- Flagship programs
- Mid term review
- Strategy evaluation

- Reporting

- NSW2021
- Implementation Committee: Agency contributions
- ‘Snapshots’
- Evaluation reports

Progress Against Targets

- Children
 - SPANS 2015 survey
 - HCI intervention expect to yield 0.5 – 1% reduction per annum
- Adults
 - Overweight and obesity has stabilised
- Additional efforts required
 - Integrated communications and strong social marketing campaign
 - Identification and referral to treatment programs from other agencies
 - Explore potential for incentives
 - Food environments: Forum and workshops to explore options