

NSW Premier's priority to reduce childhood overweight and obesity by 5% over 10 years

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Child overweight and obesity; a serious public health issue



- Overweight and obesity in NSW children has doubled since 1985, but has been relatively stable since 2007.
- Today, more than one in five children in NSW are above their healthy weight.



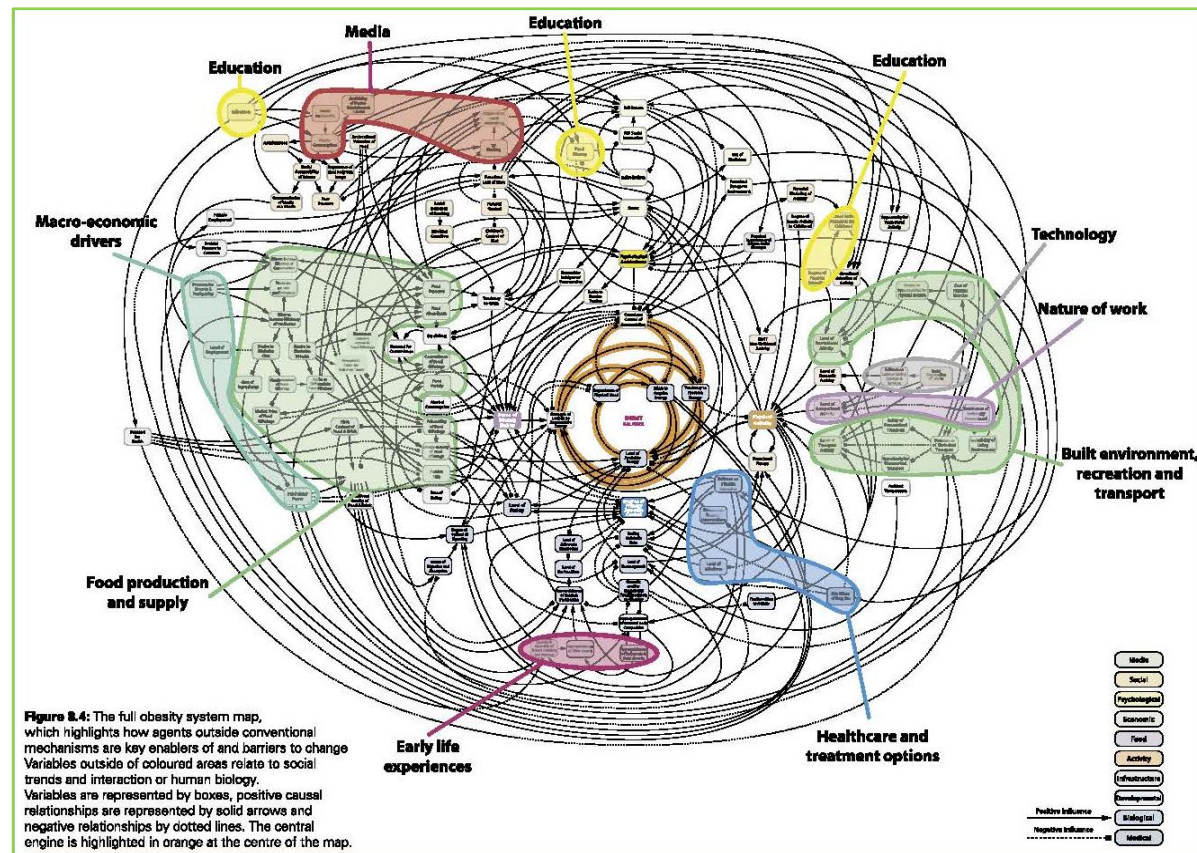
- Australian children obtain more than 1/3 of the kilojoules from junk food and drinks
- Most children are not active enough, 29% are adequately active and 44% spend more than 2hrs/day on sedentary leisure.



- Over 80% of obese children go on to become obese adults
- 15% of healthy weight children go on to become obese adults
- Obesity can reduce life expectancy by 3 years, and in severe cases by up to 8 – 10 years.

The challenge

- The causes of overweight and obesity are complex and can't be solved by NSW Health alone



Our approach

- The NSW Healthy Eating Active Living Strategy 2013-2018

STRATEGIC DIRECTIONS



1. Environments to support healthy eating and active living

2. State-wide healthy eating and active living support programs



3. Healthy eating and active living advice as part of routine service delivery

4. Education and information to enable informed, healthy choices



Delivery plan

50+ actions



State wide programs

- Primary school program (Live Life Well @ School)
- Childcare program (Munch & Move)
- Junior community sport program (Finish with the Right Stuff)
- Community treatment program (Go4Fun)
- Aboriginal Go4Fun/ flexible delivery Go4Fun
- New primary school/ childcare practices
- High school trial (PA4Everyone)
- Active travel program



Clinical advice and routine service delivery

- Height and weight routinely collected
- Brief advice and referral in clinical settings
- Professional development for health professionals
- Models of care for health service management
- Get Healthy in Pregnancy telephone coaching
- Advice for parents of children 0-2 years
- Advice for parents of children 2-6 years



Education and Information

- Make Healthy Normal Campaign
- 8700 kJ social marketing campaign
- Healthy Kids website
- Make Healthy Normal for Families
- Adolescent engagement and communication
- Scoping partnerships with business and social sector organisations
- Community engagement



Food and Built Environment

- NSW Health policies and nutrition guidelines
- Transport and sport/rec infrastructure
- Healthy food provision in public settings (hospital cafes, school canteens, sport and rec)
- Healthy built environment guidelines
- Support Local Councils to promote healthy eating and active living
- Regional approaches: South Western Sydney; Central Coast...
- National initiatives

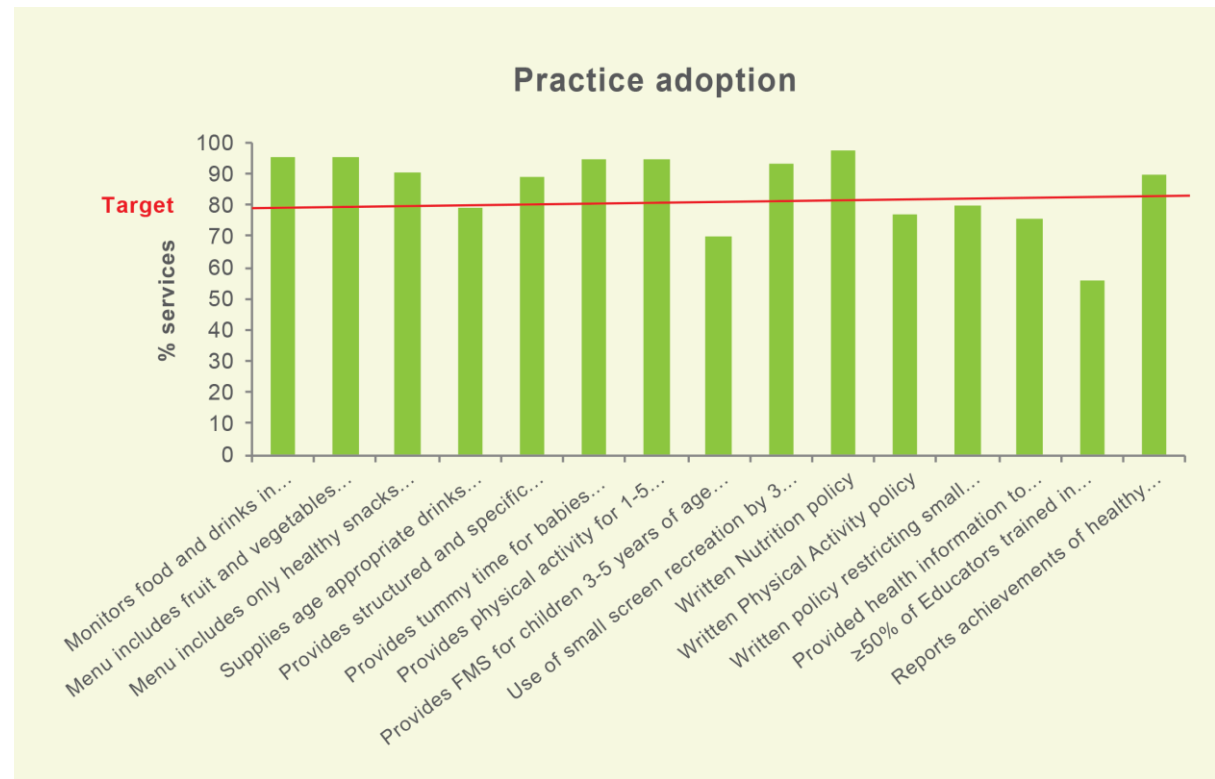
KEY

Enhanced version of existing intervention
New intervention to be implemented

Program reach and adoption

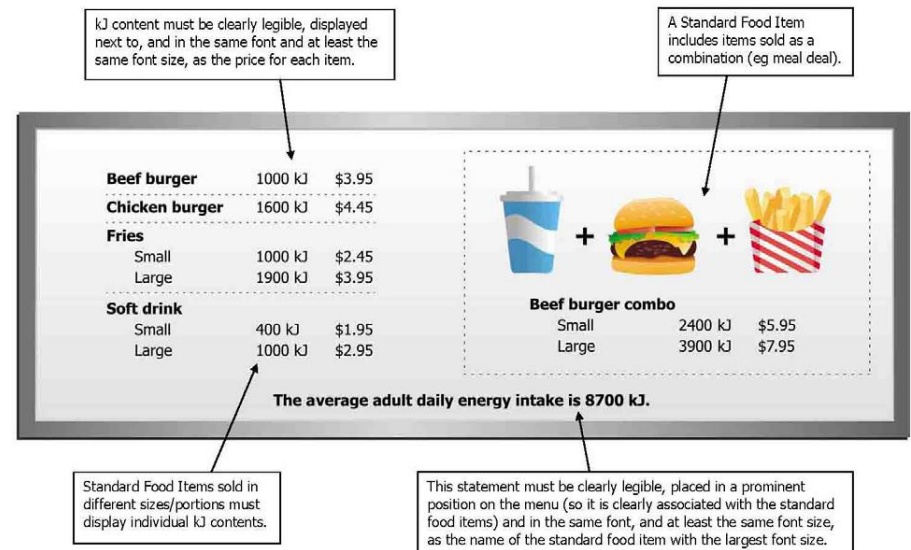


- Program for centre based childcare services
- Reach: 91% of services across NSW
- Adoption: 72% services meeting 80% practices



Whole of Government approach

- Environments
 - Transport infrastructure \$++ e.g. cycle ways \$76m
 - Sport and recreation infrastructure and programs \$270m
 - Connecting green space 'Green Grid'
 - Healthy food provision: schools; hospitals; sport/rec; chilled water trial
 - Planning guidelines
 - Adolescent engagement
 - Fast food kJ menu labelling



Whole of Government approach



The new NSW Canteen Strategy

<https://healthyschoolcanteens.nsw.gov.au>

Term 1, 2017	<ul style="list-style-type: none">• Release of the revised Healthy School Canteen Strategy
Terms 1 & 2, 2017	<ul style="list-style-type: none">• Self-assessment tool developed in consultation with principals
Terms 1–4, 2017	<ul style="list-style-type: none">• Schools familiarise themselves with the revised Strategy and commence implementation
Terms 3 & 4, 2017	<ul style="list-style-type: none">• Schools commence self-assessment of current canteen practices
2018 onwards	<ul style="list-style-type: none">• Ongoing implementation of the Strategy• Progressive reporting on implementation

The opportunity

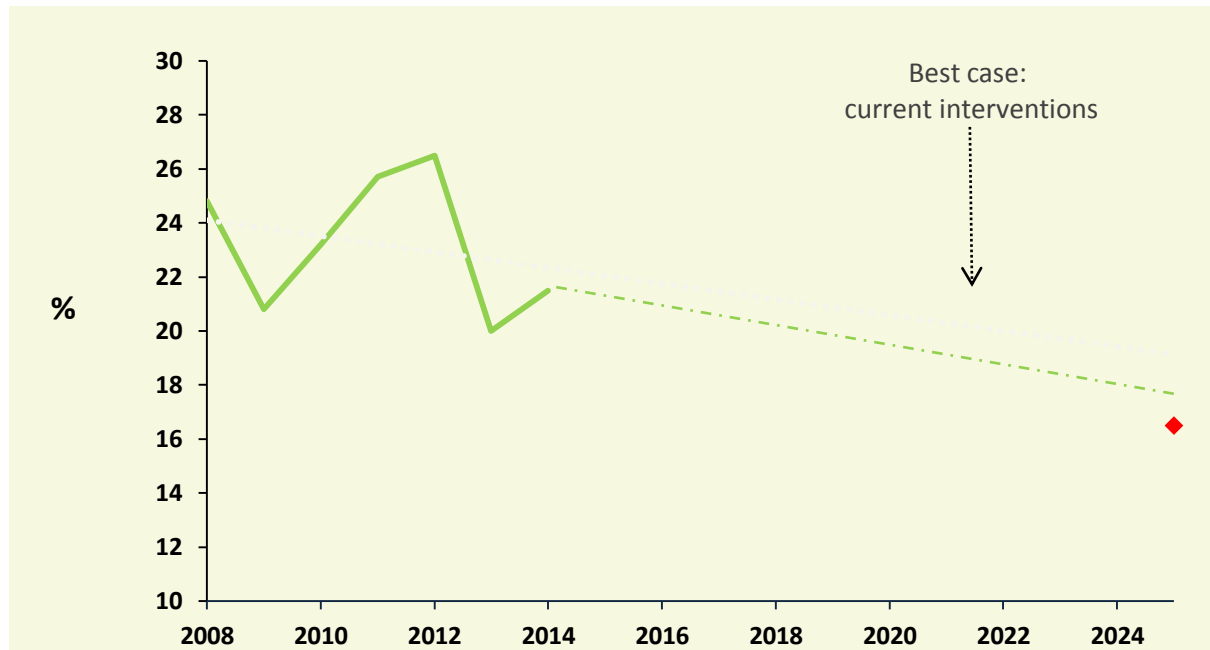
- High level commitment
 - Premier's priority established in September 2015
 - 2016 Parliamentary inquiry
- Well established health promotion infrastructure
 - Office of Preventive Health
 - Local Health District health promotion teams
- Good research infrastructure
 - Translational research grant scheme
 - Enduring academic partnerships

The opportunity

- Premier's Implementation Unit
 - Independent oversight
 - 'Deliverology' approach: routines; fieldwork; use of data; targeted actions
 - Delivery plan: actions; logic model; delivery chain; trajectories
- Reporting
 - Biannual report, six monthly stocktake, monthly note
 - Dashboard 'real time' data
- State-level governance
 - Chief Health Officer's Expert Panel
 - Cross Government Senior Officers Group
 - NSW Health implementation committee
 - KPIs in Local Health District Service Agreements

The opportunity

- Current interventions are expected to yield up to 0.3% reduction p.a.
- We are enhancing current whole of government approaches – but we still need new initiatives to meet the target
- Confirmed by system modelling



The risks

- The sheer scale and complexity of the task
- Time required to test and scale up new interventions
- Stakeholder resistance to proposed initiatives and nanny state
- Losing momentum over time
- Inadequate resources
- Maintaining on-going support
- Reputational risk for prevention

Progress to date

- There remains much to do
 - Child overweight and obesity remains stable (21.9% in 2016)
- But...there have been some positive process changes
 - Significant new activity and investment
 - Innovation through translational research
 - Stronger relationships across government agencies
 - Enhanced monitoring and accountability
 - Regional engagement starting to grow
 - Opportunity to propose new interventions
- We will seize the opportunity for change