Adult Overweight and Obesity
Healthy eating and active living are important to achieving a healthy weight and overall health and wellbeing. The rise in overweight and obesity is mostly a result of social, environmental and technological changes over the last few decades.

These changes have led to environments which encourage excess energy intake and reduced energy expenditure. Even a small excess energy intake over time can lead to weight gain resulting in overweight and obesity.

Reducing overweight and obesity in NSW will lead to substantial population health benefits and improved quality of life through the prevention of chronic diseases, in particular diabetes, cardiovascular disease and some cancers. Overweight and obesity cost NSW $19 billion in 2008, including financial costs and indirect costs due to lost wellbeing.

While still high, the trend in NSW has been stable since 2009. The 2016 Population Health Survey indicates that 53.3% of adults were overweight or obese. Rates are higher in males, with 61.1% of males being overweight or obese, compared with 45.6% of females.

Because of the interaction of individual, societal and environmental factors, the problem cannot be solved by the health system alone.

Overweight or obese adults, 16 years and over, NSW 2002 to 2016

The NSW Healthy Eating and Active Living Strategy 2013-2018 is the whole of government framework to support healthy choices in the places where people live, work and play.

Indicators

The 2016 NSW Population Health Survey showed that:

- 47.3% of adults in NSW consumed two or more serves of fruit each day.
- Only 6.7% of NSW adults reported consuming five or more serves of vegetables each day.
- 57.2% of NSW adults reported achieving the recommended levels of physical activity each week. More men (61.1%) than women (53.5%) reported adequate levels of physical activity.

For more information, please visit www.healthstats.nsw.gov.au

Source: NSW Population Health Survey, Centre for Epidemiology and Evidence, NSW, Ministry of Health
## Key program elements and status

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>DESCRIPTION</th>
<th>CURRENT STATUS</th>
<th>ACHIEVEMENTS</th>
</tr>
</thead>
</table>
| Get Healthy Service | A telephone-based service supporting NSW adults make sustained improvements in healthy eating, physical activity, alcohol reduction and achieving or maintaining a healthy weight or gestational weight. Participants can go through a free six month coaching program which involves 10 sessions with university qualified health coaches. The coaching is designed to assist with goal setting, maintaining motivation, overcoming barriers and making sustainable lifestyle changes. Participants are recruited to the Service via mass media, direct mail campaigns or through health professional and GP referrals. The Get Healthy Service is available to anyone 16 years and above. | Since February 2009 over 45,000 people have participated in the Get Healthy Service. New enhancements to the Service include an Alcohol Reduction Program and the Get Healthy in Pregnancy Program. Seventy three public maternity services now refer their pregnant women to this program. A further enhancement to the Service was the lowering of the enrolment age to 16 years and over and the introduction of the option of coaching via SMS after graduation. The Get Healthy Service is being used by those who are most at need including those:  
- In the lowest quintiles of advantage  
- In regional and remote locations  
- Who have a high risk of chronic disease | Those who complete the six month program on average lose:  
- 3.8 kg in weight  
- 5.1 cm off waist circumference  
- Half lost between 2.5% - 10% of their original body weight.  
- Participants also make significant improvements to physical activity and healthy eating behaviours and maintain improvements for a further six months. The proportion of Aboriginal participants registering their interest has increased from 2.3% in 2009 to 5% in 2016. On average, Aboriginal participants lose 4 kg and 7 cm off their waist circumference. |
| Get Healthy at Work | A free workplace-based and online service for workers and businesses in NSW that aims to improve the health of working adults by addressing healthy eating, physical activity, active travel and weight (in addition to smoking and harmful alcohol consumption). Get Healthy at Work is available online and/or with the support of a service provider. The program offers a Brief Health Check for individual workers and a Workplace Health Program for businesses to support their workers to reduce lifestyle-related risk factors for chronic disease. | The Get Healthy at Work program was launched in June 2014 and is available to all workplaces, regardless of size or industry. Businesses can access the full suite of Get Healthy at Work resources and support by registering online at www.gethealthyatwork.com.au. In 2017, Get Healthy at Work is expanding to offer a limited number of face-to-face Brief Health Checks and Workplace Health Programs to NSW Government workplaces. | Since Get Healthy at Work launched:  
- Over 2,300 businesses have registered  
- Over 4,700 worksites employing over 446,000 workers are eligible to participate  
- Over 35,000 Brief Health Checks have been conducted |
| NSW Aboriginal Knockout Health Challenge | The NSW Aboriginal Knockout Health Challenge is a community-led healthy lifestyle and program for Aboriginal communities across NSW. The Challenge is delivered in partnership with NSW Rugby League. The program consists of two 10 week challenges: The George Rose Challenge and the Julie Young Challenge. Communities across NSW are encouraged to register a team. The program model gives teams (communities) the ownership to create and deliver activities (physical activity and healthy eating) that tailored to best meet local community needs. | In 2017, structured face to face goal setting, physical activity and nutrition sessions were delivered to all participating teams. The average weight loss of all measured participants was 2.3 kg over ten weeks. | In 2016, over 1,200 people from 38 teams took part in the Knockout Health Challenge. |
| Make Healthy Normal | Make Healthy Normal is NSW Health’s social marketing campaign that seeks to motivate people to reassess their lifestyle choices and create a new, healthy normal. The campaign acts as a catalyst for personal behaviour change and drives people to exist, Healthy Eating and Active Living programs that support sustained lifestyle changes such as the Get Healthy Service and 8700. The campaign runs across television, radio, print, out of home and digital channels and is supported by a website, social media, partnership and community engagement activities. | Make Healthy Normal was re-launched in May 2017 with a focus on families with children aged 5-12 years, men, and Aboriginal and Culturally and Linguistically Diverse (CALD) communities. Evaluation is continuing to measure campaign relevance, changes in awareness and healthy behaviours as a result of the campaign. Partnerships with government agencies, non-Government organisations and Local Health Districts are underway to support the campaign. Community engagement activities are occurring across NSW with families, men, Aboriginal people and CALD populations, including regional and rural events. | Campaign awareness increased from 36% in March 2016 to 45% at in June 2016. By July 2017, there were: 408,494 visits to the MHN website, 95,841 likes, comments and shares on Facebook posts, and 10,000 registrations to the MHN Challenge. Almost 5,000 people were engaged by eight MHN Community Engagement Activations across NSW, with families, men, Aboriginal people and CALD populations. |
Healthy Eating and Active Living Strategy:

Preventing overweight and obesity in New South Wales 2013-2018

The four directions of the NSW Healthy Eating and Active Living Strategy are to:
1. Create environments to support healthy eating and active living;
2. Deliver state-wide healthy eating and active living support programs;
3. Integrate healthy eating and active living advice as part of routine service delivery; and
4. Provide education and information to enable informed, healthy choices.

The NSW Government will implement a range of actions under each of the strategic directions, including key programs aimed at adults.

Making healthy normal in NSW

A social marketing campaign, Make Healthy Normal, was launched in June 2015 to encourage people to reassess their lifestyle choices in a bid to address the growing obesity problem in NSW.

The campaign works on the premise that ‘small steps make a big difference’. By making small lifestyle changes and gradually increasing the number of healthy choices we make every day, we will be healthier, increase our quality of life and reduce our risk of chronic disease.

Information to help people make healthier choices is available on the Make Healthy Normal website (www.makehealthynormal.nsw.gov.au), including video exercise sessions, healthy recipes and a 10 week health challenge. The website has also added new content for families, Aboriginal people and CALD populations, including how to access related healthy eating and active living support programs.

Join the conversation #MakeHealthyNormal or facebook.com/makehealthynormal

Small steps can make a big difference.

1. Choose smaller portions and less kilojoules
2. Eat more fruit and veg
3. Be active every day
4. Make water your drink
5. Sit less and move more

The key messages for the Make Healthy Normal campaign are: