

A young girl with a blue cap and white hoodie is captured mid-jump in a park. She is wearing dark grey pants and pink sneakers. The background shows a green lawn, a grey fence, and some colorful playground equipment. In the top right corner, there is a yellow speech bubble containing the text 'SNAPSHOT November 2018'.

SNAPSHOT
November
2018

Childhood Overweight and Obesity



HEALTHY EATING AND PHYSICAL ACTIVITY IN CHILDREN

are important to achieving a healthy weight, and good health and development. A rise in obesity is mostly a result of social, environmental and technological changes over the last few decades. Childhood overweight and obesity is complex and needs a systematic approach across multiple settings.

In 2017, around 1 in 5 NSW children aged 5 to 16 years (21.4%) were above or well above a healthy weight (overweight or obese). This means today, there are around 250,000 children in NSW who are overweight and obese. These children are at increased risk of carrying excess weight into adulthood and have an increased lifetime risk of chronic disease and premature mortality. Although rates have doubled over recent decades, child overweight and obesity has been relatively stable in NSW since 2007. However, rates remain high and a cause for concern.

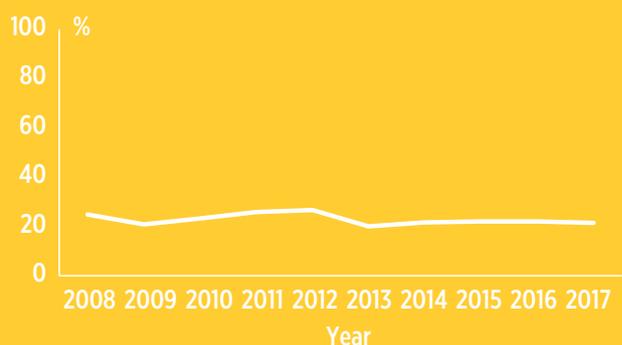
The NSW Healthy Eating and Active Living Strategy 2013–2018 provides the framework to drive partnerships across government and with key stakeholders to support children to be healthy and active. The NSW Premier’s priority to reduce childhood obesity by 5% by 2025 builds upon this existing strategy and includes a range of enhanced and new actions to assist with achieving this ambitious target.

NSW Premier’s priority target: reduce childhood overweight and obesity by 5% over 10 years (to 16.5% in 2025)

The NSW Government has a comprehensive evidence-based approach to reducing childhood obesity with a focus on:

- Delivering state-wide healthy eating and active living support programs.
- Integrating healthy eating and active living as part of routine service delivery.
- Providing education and information to enable informed, healthy choices.
- Creating environments to support healthy eating and active living.

Overweight and obesity in NSW children, 5-16 years, 2008 to 2017



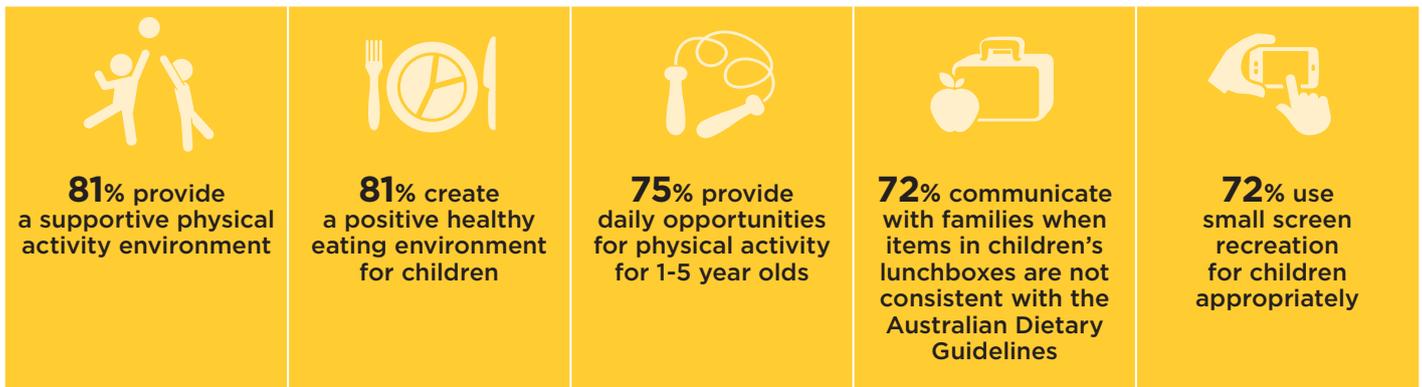
Source: NSW Population Health Survey

KEY PROGRAM ELEMENTS AND STATUS

State-wide support programs

EARLY CHILDHOOD SERVICES	TARGET	STATUS (30 JUNE 2018)
<p>Munch & Move promotes healthy eating, increased physical activity and reduced small screen recreation habits in children attending centre-based and family day care early childhood education and care services (aged 0–5 years). Services are supported to adopt health promoting program practices.</p>	85% of early childhood services participate by June 2025	87% of early childhood services are participating (3376 services)
	40% of family day care service providers participate by 30 June 2018	36% of family day care service providers are participating (92 providers)
	60% of early childhood services achieve agreed proportion of program practices by 30 June 2018	74% of early childhood services have achieved agreed proportion of program practices (2418 services)
<p>Supported playgroups</p> <p>Recommendations and resources for auspice organisations to create environments and deliver consistent, appropriate messages and learning experiences that support healthy eating, active play and oral health to parents/carers. Targeted at isolated and disadvantaged families.</p>	Work with auspice organisations for state-wide implementation	<ul style="list-style-type: none"> Local engagement and distribution of resources to 179 auspice organisations across NSW Resources are available online at www.healthykids.nsw.gov.au/campaigns-programs/resources-for-playgroups-and-parentscarers

ACHIEVEMENT OF HEALTHY PRACTICES: EARLY CHILDHOOD SERVICES

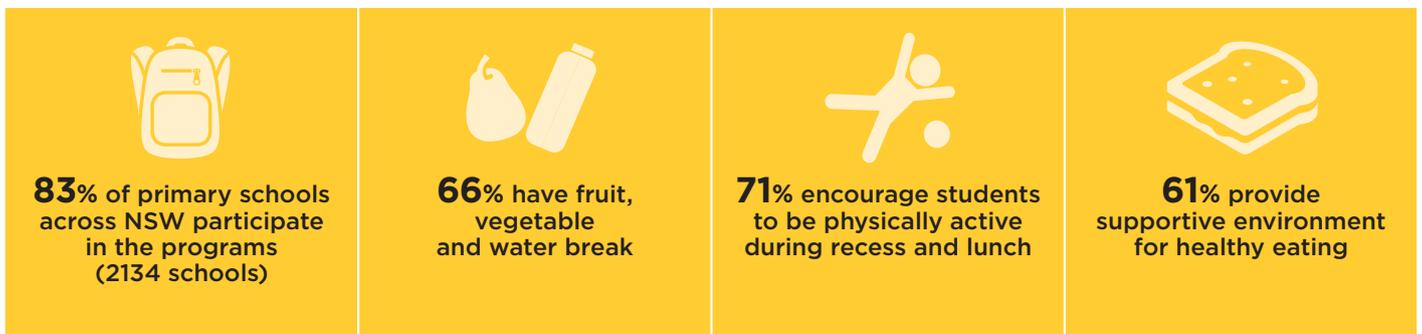


NEXT FOCUS AREAS TO WORK WITH EARLY CHILDHOOD SERVICES ARE TO:

- Provide a menu that meets the Caring For Children guidelines (19% of services currently do this)
- Have a written policy, procedure of guidelines restricting small screen recreation (27% of services currently do this)
- Encourage and support breastfeeding in the service (29% of services currently do this)

PRIMARY SCHOOL AGE CHILDREN	TARGET	STATUS
<p>Live Life Well @ School enhances teachers' knowledge and skills in teaching nutrition and movement. This program supports schools to create environments where children eat healthily and are physically active.</p>	<ul style="list-style-type: none"> • 85% of all primary schools participate by June 2025 • 60% of primary schools to achieve agreed proportion of program practices by 30 June 2018 	<ul style="list-style-type: none"> • 83% of schools are participating (2134 schools) • 62% of primary schools have achieved agreed proportion of program practices (1273 schools)

ACHIEVEMENT OF HEALTHY PRACTICES: PRIMARY SCHOOLS



NEXT FOCUS AREAS TO WORK WITH PRIMARY SCHOOLS ARE TO:

- Implement the NSW healthy canteen strategy
- Encourage continued professional development in healthy eating and physical activity every 2 years.

JUNIOR COMMUNITY SPORTS	TARGET	STATUS
<p>Finish with the Right Stuff encourages junior community sports clubs to provide and promote healthier food and drinks at club canteens. The program encourages kids to drink water before and during the game.</p>	<ul style="list-style-type: none"> • 300 clubs participating in the program by June 2018 • At least 100 clubs are accredited 	<ul style="list-style-type: none"> • 300 clubs are participating in the program • 262 clubs are accredited

FAMILIES/COMMUNITY	TARGET	STATUS
<p>Go4Fun[®] supports NSW children aged 7-13 years who are above a healthy weight to make healthy lifestyle changes. The free 10 week program improves nutrition, activity levels and self-esteem through a whole-of family approach. Go4Fun is delivered in three versions: standard, Aboriginal and online.</p>	<p>1432 families in standard Go4Fun from July 2017 to June 2018</p>	<p>1429 families participated in standard Go4Fun</p>
	<p>Pilot Aboriginal Go4Fun and Go4Fun Online by June 2018</p>	<p>Aboriginal Go4Fun and Go4Fun Online demonstrate equivalent outcomes to the standard program and are currently being scaled up</p>

Visit Healthy Kids for resources, support and more information about programs www.healthykids.nsw.gov.au



PROGRESS ON HEALTHY BEHAVIOURS

Monitoring children's nutrition and physical activity behaviours provides valuable information on the factors that contribute to, or protect against overweight and obesity.

The 2017 NSW Population Health Survey showed:



→ Around 1 in 16 children ate the recommended serves of vegetables each day (7.4%) (trend stable)



→ Around 2 in 3 children ate the recommended serves of fruit each day (66.8%) (trend stable)



↓ Only 1 in 4 children were active enough each day (24.2%) (trend decreasing)



→ Over 1 in 2 children met the recommended daily limits on screen time (56.0%) (trend stable)

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

Routine advice and clinical service delivery

	TARGET	STATUS (30 JUNE 2018)
<p>Routine growth assessment</p> <p>NSW Health aims to increase the identification and management of children above a healthy weight in clinical services, including the provision of information, advice for families, management and referral. All children who come into contact with NSW Health facilities should have their growth assessed on a routine basis as part of good clinical care.</p>	<p>Embed growth assessment, advice and referral into routine paediatric care.</p>	<ul style="list-style-type: none"> The Healthy Kids for Professionals website provides online training and clinical resources to support health professionals to routinely measure the height and weight of children. In 2017-18 over 1000 health professionals completed the Weight4Kids online training. Visit https://pro.healthykids.nsw.gov.au The Nutrition Care procedure and guideline 'Growth Assessment in Children and Weight Status Assessment in Adults' was updated to include a requirement to record weight and height/length measurements for all paediatric inpatients (0-<18 years) within 24 hours of admission. Supports improved identification and clinical management of child overweight and obesity across NSW Health clinical services.
<p>Get Healthy in Pregnancy</p> <p>Evidence shows that too much or too little weight gain in pregnancy has a negative impact on current and future health outcomes for both women and babies. In 2016, the Get Healthy in Pregnancy enhancement was launched as part of NSW Health's Get Healthy Information and Coaching Service. The program supports pregnant women across NSW in achieving a healthy weight gain during pregnancy. Participants receive 10 free telephone-based coaching calls with a university qualified health coach (dietitian, exercise physiologist, nurse). Coaching focuses on healthy lifestyle goals relating to healthy eating and physical activity during pregnancy.</p>	<ul style="list-style-type: none"> Referrals to the program are embedded within routine antenatal care in all public maternity sites across NSW. Increase state-wide referrals into the program to reach 10% of the cohort (7,600 referrals per year*) from public maternity sites by June 2020. <p>*Based on 2016 birth rate.</p>	<ul style="list-style-type: none"> All 73 public maternity sites across NSW have received education and training sessions to raise awareness of the Get Healthy in Pregnancy Program. 4443 referrals were made between July 2017 and June 2018 The referral form has been embedded within clinical software to enhance the referral pathway.

Education and information

STATUS

Make Healthy Normal

Phase 2 of the Make Healthy Normal campaign was in-market from April 2017 to March 2018. Campaign channels included TV, radio, digital, social media, print, partnerships and community engagement.

The campaign aimed to increase awareness of overweight and obesity as a public health issue, and motivate families to reassess their lifestyle choices and create a healthier lifestyle together.

www.makehealthynormal.nsw.gov.au

TARGET AUDIENCE:

Families with children aged 5–12 years and men aged 35–54 years

Parents surveyed following the delivery of the Make Healthy Normal campaign had a high level of awareness of the health impacts associated with overweight and obesity and reported a very high level (90.5%) of agreement with the campaign's key messages.

Among families with children aged 5–12 years:

- Campaign recognition increased from 40% in April 2017 to 57% in March 2018.
- Families who recognised the campaign were more likely to report an intention to reduce sugar-sweetened drink intake (30%) and an intention to increase their levels of physical activity in the next 6 months (85%), compared to those who did not recognise the campaign (18% and 74% respectively).

Across the 12 month campaign period:

- MHN Facebook followers increased by 50% (from 21,947 to 32,821)
- There were 30,430 visits to the MHN website
- 35,000 people were engaged across 15 local community engagement events.

Food and physical environments

TARGET

STATUS

Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework

NSW Health is making healthy food and drink normal in our health facilities. This Framework was released in June 2017 and provides a set of best-practice guidelines for NSW Health facilities to use in working towards providing healthy food and drink in their food outlets. NSW Health facilities are assisted to implement the Framework locally with state-wide supporting materials and tools. By increasing the number of healthy food and drinks that are available in our Health facilities NSW Health seeks to be a model for other settings to follow.

www.health.nsw.gov.au/heal/Pages/healthy-food-framework.aspx

The Framework takes a staged approach to implementation in food outlets operating in NSW Health facilities. These include cafes, kiosks and vending machines.

- Remove sugar-sweetened drinks from sale by end December 2017 (practice 1).
- Increase availability and promotion of healthy foods and drinks in key areas by end December 2018 (practices 2-13).
- Implement the full Framework by end December 2019.

Sugar-sweetened drinks have been removed from 99% of food outlets that sell them in NSW Health facilities*.

**Refers to ready-to-drink products in cans and bottles across the 680 food outlets that sell them.*

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NSW Ministry of Health, Snapshot Childhood Overweight and Obesity – Healthy Children Initiative, November 2018.

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