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Status  
Report  
**Year 1**  
**2014**

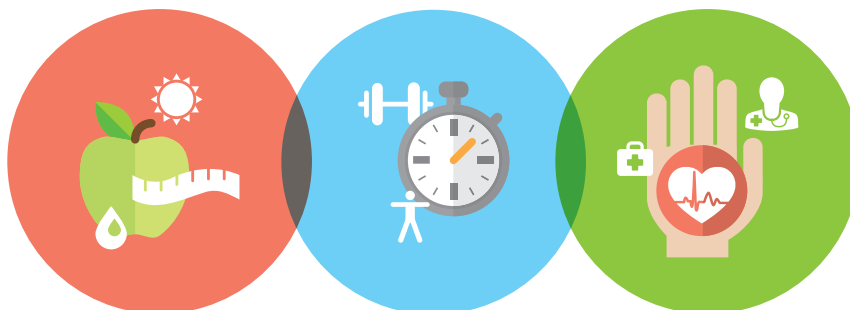
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## NSW Healthy Eating and Active Living Strategy 2013-2018



Health

# Introduction and Context



***The NSW Healthy Eating and Active Living Strategy 2013-2018 provides a whole of government framework to encourage and support the community to make healthy lifestyle changes at a personal level, and to create an environment that supports healthier living through better planning, built environments and transport solutions.***

Much of the burden of chronic diseases is preventable through improvements to diet and physical activity levels and a reduction in weight. It is estimated that every year in NSW:

- over 500 cases of type 2 diabetes could be prevented (through a 25% reduction in consumption of sugar-sweetened beverages)<sup>1</sup>
- over 1,000 cases of coronary heart disease could be prevented (through a 25% reduction in insufficient vegetable consumption)<sup>1</sup>

The potential benefits from reducing overweight and obesity are not limited to health. They also include improvements in worker productivity and absenteeism in adults and less bullying in children<sup>1</sup>. The economic impact of obesity in NSW alone is estimated to be \$19 billion annually, consisting of \$2.7 billion in financial costs (including productivity losses) and \$16.3 billion in costs due to lost wellbeing<sup>2</sup>.

Influencing healthy eating and physical activity behaviour requires a comprehensive, inter-sectoral approach. For this reason, the implementation of the Strategy is driven by a multi-agency Executive Implementation Group reporting to the Social Policy Committee of Cabinet.

This report outlines the progress that has been made by each of the agencies involved in implementing the strategy.

## **The Healthy Eating and Active Living Strategy - Executive Implementation Group**

**Chair and Co-Chair:** Dr Kerry Chant (Ministry of Health) and Janet Schorer (Department of Premier and Cabinet).

**Members:** Karen Alexanderson (Family and Community Services), Polly Bennett (Food Authority), Elizabeth Callister (Department of Education and Communities), Jane Cleur (Family and Community Services), Halvard Dalheim (Department of Planning and Environment), Karen Legge (Office of Local Government), Claudine Lyons (Cancer Institute), Gregor Macfie (Commission for Children and Young People), Roslyn McCallan-Jamieson (Department of Education and Communities), Dr Jo Mitchell (Ministry of Health), Ross Morrison (Department of Education and Communities), Caroline Reed (Department of Premier and Cabinet), Professor Chris Rissel (Office of Preventive Health) and Kerry Turner (Office of Sport).

<sup>1</sup> St George A, Kite J, Hector D, Pedisic Z, Bellew W, Bauman A. *Beyond overweight and obesity: HEAL targets for overweight and obesity and the six HEAL objectives - an Evidence Check rapid review brokered by the Sax Institute for the NSW Ministry of Health, November 2014.*

<sup>2</sup> Access Economics (2008) *The economic cost of obesity in 2008: three years on. Report for Diabetes Australia, Canberra.*

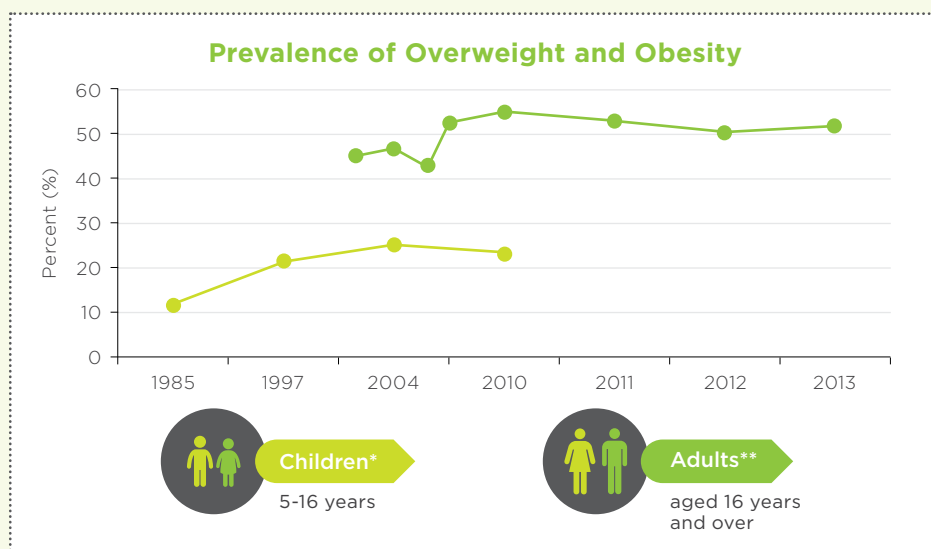
# Targets



## Target 2015

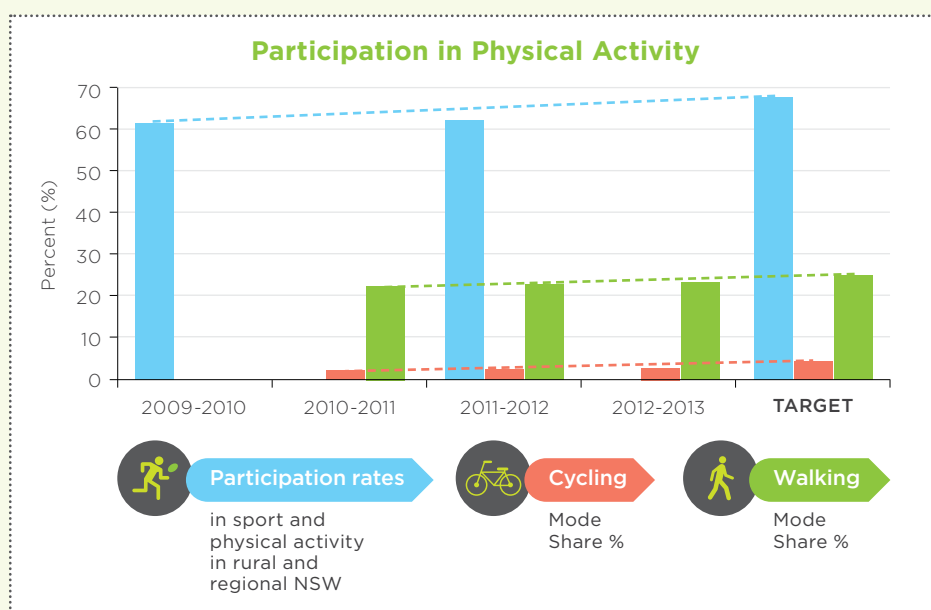
- Reduce overweight and obesity rates of children and young people (5-16 years) to 21%
- Stabilise overweight and obesity rates in adults by 2015 and then reduce by 5% by 2020

The latest objectively measured data on overweight and obesity in children will be available in 2015 but recent parent-reported data suggest there are early indications of a decline. Since 2008, the rate of overweight and obesity in adults has remained stable, but is still at concerning levels.



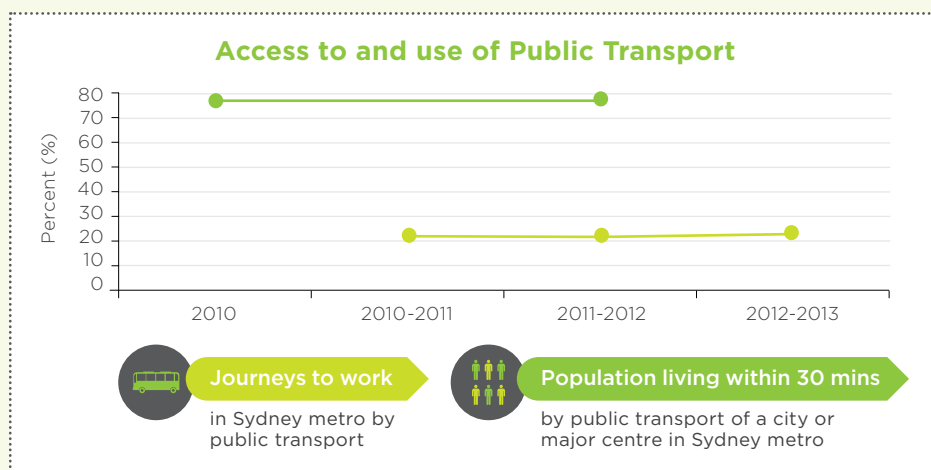
## Target 2016

- Increase participation in sport and recreational activities by 10%
- More than double the mode share of bike trips made in the Greater Sydney region at a local and district level
- Increase the mode share of walking trips made in the Greater Sydney region at a local and district level to 25%



## Target

- Increase the proportion of journeys to work by public transport in the Sydney Metro Region to 28% by 2016
- Increase the percentage of the population living within 30 minutes by public transport of a strategic centre in metropolitan Sydney



\* Data from the Schools Physical Activity and Nutrition Survey (SPANS) where height and weight are objectively measured. The next SPANS data will be available in 2015. However data from the more frequent but parent-reported NSW Population Health Survey suggests an early indication of a decline. \*\* Data from the NSW Population Health Survey, calculated from self-reported height and weight.

# Objectives



Over the past 10 years, fruit and vegetable consumption has increased but continues to be less than recommended, particularly for vegetables. In this period, physical activity has slightly increased but there has also been a steady increase in sedentary behaviour.

- Increase consumption of fruit and vegetables

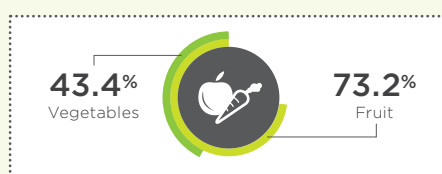
## Children



## Adults

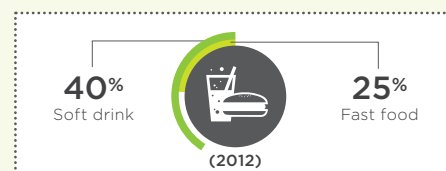
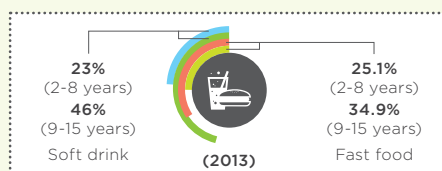


Baseline data for the Strategy from the NSW Population Health Survey (unless otherwise reported)



The percentage of children and adults who consume the recommended amount of fruit and vegetables each day (2012-13).

- Reduce intake of energy-dense nutrient-poor food and drinks



The percentage of children and adults who consume 2 or more cups of soft drink each day and consume fast food at least once a week.

- Increase intake of water in preference to sugar-sweetened drinks



Average daily consumption of water and sugar-sweetened drinks (2012).

- Increase incidental, moderate and vigorous physical activity



Participation of children (5-15 years) in more than 1 hour of physical activity each day outside of school hours.



Participation of young people and adults in adequate levels of physical activity.

- Reduce time spent in sedentary behaviours



The percentage of children (5-15 years) who engage in less than 2 hours of sedentary behaviour each day outside of school hours (2012-13).

Information on sedentary behavior for adults will be available in the next Population Health Survey. Recent data suggests that NSW adults spend on average 23% of their time or 5.6 hours a day in sedentary activities.

- Increase community awareness of healthy eating and physical activity as protective factors against chronic disease

Will be reported in 2015 with the evaluation of the social marketing campaign.

\*NSW data from the Australian Health Survey

# Implementation Status



Status for each  
Strategic Direction

## Highlights

### 1. Environments to support healthy eating and active living



To ensure healthy lifestyle choices are easy for people to make. On-going initiatives include *Live Life Well @ School* and 8700 kilojoule menu labelling.

National voluntary *Health Star Rating* front-of-pack labelling system for packaged foods endorsed in June 2014.

The *NSW Food Forum - Creating Healthy Environments* held in March 2014.

New Nutrition Standards for NSW Mental Health Facilities in place.

Active Travel Charter for Children launched in October 2014.

Sydney's Walking and Cycling Strategies released (walking and cycling also included in 10 Regional and Transport Strategies).

*Healthy Towns Challenge* launched in July 2014.

Review of the *Fresh Tastes @ School Healthy School Canteen Strategy* commenced.

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



Evidence-based programs for adults and children that reach a substantial proportion of the population in settings such as early childcare services, schools and workplaces.

80% of early childhood centres and 71% of primary schools are participating in the *NSW Healthy Children Initiative*.

*Finish with the Right Stuff* launched in April 2014.

*Get Healthy Information and Coaching Service*: average participant weight loss of 4kg and 5cm waist circumference reduction on completion of the 6 month program.

*Get Healthy at Work* launched in June 2014.

85% of students completing the *NSW Premier's Primary and Secondary School Sport Challenges* meet the recommended national target for physical activity of 60 minutes per day.

Health and wellbeing focus for one third of *Seniors Week* 2014 calendar events. 2014 Sydney Royal Easter Show *Seniors Hub* promoted active social participation. *Agents for Change* physical activity for older people training package developed for allied health and community workers (FACS/Exercise & Sports Science Australia).

### 3. Healthy Eating and Active Living advice as part of routine service delivery



To incorporate overweight and obesity screening, healthy lifestyle advice and referral into the delivery of primary, secondary and tertiary-based health services.

*Building Strong Foundations* for Aboriginal Children, Families and Communities program provided in fifteen locations with service standards in development.

*Youth Health Resource Kit* launched November 2014 for clinical practice, includes promoting healthy lifestyles and engaging young people in the clinical management of weight gain.

### 4. Education and information to enable informed, healthy choices



To change knowledge, attitudes and beliefs and drive people to services and programs that will help them make healthy lifestyle changes.

A comprehensive social marketing campaign has been developed for launch in 2015.

## Case Study: Get Healthy at Work



*Get Healthy at Work* is a new, free service available to all NSW businesses that aims to improve the health of working adults in NSW and support businesses to promote health in the workplace setting.

Businesses register to participate online and work through a structured process to develop and implement a Workplace Health program that meets the health needs of their employees. Workers are also offered a free and confidential health check which helps them to understand their risk of developing type 2 diabetes and heart disease.

*Get Healthy at Work* is delivered by the NSW Ministry of Health, NSW Office of Preventive Health and WorkCover Authority of NSW. Fifteen businesses across the State have already successfully piloted the service, including TNT Enfield where the business has made positive changes to improve the availability of healthier food choices for depot staff and drivers. On-site vending machines now offer a greater variety of nutritious snacks. This is particularly important for drivers working long hours. Many drivers have swapped soft drink for water as well as making healthier choices while on the road and are seeing the results in their fitness and wellbeing.

Businesses can register to participate and access all of the information, tools and online training on the *Get Healthy at Work* website [www.gethealthyatwork.com.au](http://www.gethealthyatwork.com.au). To date around 400 businesses have registered to participate.

An evaluation of *Get Healthy at Work* is planned to assess impact of the program on workers and businesses.



Minister Skinner, Minister Rowell and Member for Strathfield, Charles Casuscelli launching Get Healthy at Work on June 30, 2014



Bob, a driver for TNT who is an on-site workplace health champion

*"The health improvements our staff have reported are incredible. Feedback from employees involved in the initiative indicates that they are not only healthier but they are happier too and more educated about making better food and lifestyle choices".*

**Noel Springall,  
Director of Human  
Resources at TNT**



## Case Study: Sydney's Walking Future and Sydney's Cycling Future

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**The NSW Government aims to get people in Sydney walking and cycling more through actions that make active transport convenient, safe and better connected.**

- ***Sydney's Walking Future: Connecting People and Places*** seeks to promote walking as a convenient and attractive transport choice, especially for regular journeys during peak times, such as getting to and from work and school. By focusing infrastructure investments on completing walking connections within two kilometres of busy centres and public transport interchanges, the NSW Government aims to reduce congestion and to free up capacity on the public transport network. This will enable walking to destinations that people want to get to - between homes, workplaces, local shops and public transport connections. Improved online trip planning and wayfinding information will also help people plan their walking journey.

The NSW Government's major investments in walking include: Wynyard Walk, the Pedestrian Improvement Program in the Sydney City Centre and the new light rail along George St, which will enable the establishment of a new pedestrian zone and other public domain improvements in the heart of the Sydney City Centre.

- ***Sydney's Cycling Future: Cycling for Everyday Transport*** focuses on the 70 per cent of NSW residents who would like to ride a bike more for everyday transport, and would do so if cycling was safer and more convenient. The NSW Government is improving the cycle network by investing in connected cycle routes that are within five kilometres of major centres and public transport interchanges. New cycleways are being built to provide safe separation from motor vehicles and pedestrians where feasible. Investing in connected cycle routes

that get people where they want to go will help to increase cycling for short trips and reduce pressure on our roads and public transport system.

The NSW Government's major investments include improving the cycling links to the Sydney City Centre, and other major centres, including Parramatta, Penrith, Liverpool and Blacktown.

Sydney's Walking Future and Sydney's Cycling Future link walking and cycling to urban growth to enable the needs of people who walk and ride a bike to be built into the planning, design and construction of new transport and urban development projects from inception.



## Case Study: Participation in Sport



### Finish with the Right Stuff



In partnership with Netball NSW, Australian Football League (AFL) NSW/ACT, and National Rugby League (NRL), **Finish with the Right Stuff** encourages junior community sports clubs to provide and promote healthy food and drinks and encourages children to drink water at sports. [www.rightstuff.health.nsw.gov.au](http://www.rightstuff.health.nsw.gov.au)

- 100 AFL, NRL clubs and netball associations have participated in training sessions
- 38 trained clubs and netball associations have received grants to support the implementation of healthy canteens



Nathan Hindmarsh, former NSW Blues State of Origin representative, helping out in a healthy choices canteen

### Social Sport Offerings – new participation markets

Research suggests that organised sport need to adapt their offering if they are to stay relevant to Australians to encourage them to participate in physical activity<sup>3</sup>. Australia's top sports have developed recreational games around their traditional sports so that the community has both recreational and sporting pathways to enter and stay in the sport depending on their goals and interests. Some examples include *Cardio Tennis* and *AFL 9s*.

Encouraging a new generation to participate in sport today requires highly developed marketing skills. NSW Sport and Recreation conducted *The Numbers Game* seminar for

sport industry professionals to provide an insight to the sport market, highlight predictions and trends, and build capacity across the industry to increase participation via more flexible, social and less structured offerings.

In June 2014, the NSW Government announced the *Future Needs of Sport Study*. This project will provide an opportunity for state sporting organisations and Local Councils to work closely with the Office of Sport to identify existing sport and recreation facilities and identify future requirements. It will also provide the framework for future NSW Government investment and policy decisions relating to community sport infrastructure in NSW.

### The NSW Premier's Sporting Challenge



The *NSW Premier's Sporting Challenge* includes a range of initiatives with one common purpose – to have more students, more active, more of the time. The Challenge aims to engage young people in

sport and physical activity and encourages them to lead healthy, active lifestyles.

- In 2014, 296,798 students from 1,270 schools completed the various Challenges
- 3,016 teachers completed professional learning courses about sport and physical activity

<sup>3</sup> The Market Segmentation for Sport Participation Study [www.ausport.gov.au](http://www.ausport.gov.au)