Good for Kids. Good for Life.
Child Obesity Prevention program

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Background

- Increasing prevalence of obesity among children
- State and Federal Government Action Plans
- NSW Child Obesity Summit
  - *Good for Kids. Good for Life.*
  - 2006-2010. Hunter New England Region of NSW
  - Whole of population, primary prevention dissemination program
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- **Objectives** (children 3-12 years)
  - Increase parental awareness
  - Build prevention capacity of community organisations
  - Change children’s behaviours
  - Reduce overweight and obesity

- **Approach**
  - Dissemination of proven/promising programs
  - Build capacity of community settings to deliver programs
  - Explicit practice change model for community settings
Settings and Partnerships

- **Community settings**
  - Aboriginal and Torres Strait Island health services
  - Primary Schools
  - Childcare services
  - Sports clubs
  - GPs
  - Community service organisations
  - Social marketing campaigns

- **Partnerships**
  - For each setting
  - NSW Health, HNE Health,
  - University of Newcastle,
  - University of Sydney
Outcomes

- **Parental awareness** – 59%
- **Building prevention capacity of settings:**
  - Aboriginal and Torres Strait Island health services (59%)
  - Schools (n=69%)
  - Childcare (n=80%)
  - Sports clubs (n=41%)
  - GPs/nurses (n=30%-70%)
  - Community service organisations (n=80%)
Outcomes

• **Behaviours:**
  – *Reductions in:*
    – Fruit juice/soft drink, consumption, no physical activity, exceeding screen time guidelines
  – *Increases in:*
    – Water consumption, meeting fruit and vegetable, and physical activity guidelines

• **Overweight/obesity**
  – 1% decline per year for all children
  – Decrease for 5-10 year olds
Translation

- Increased parental awareness
- Enhanced setting engagement in prevention
- Enhanced ‘reach’ of programs
- Dissemination model informed:
  - NSW roll-out of obesity prevention program
  - HNE roll out of obesity and other prevention initiatives in other settings (eg. clinical services)
- Dissemination of findings: 11 peer papers; 16 confs.
- Translation capacity building: 4 PhDs; 1 Fellow
Acknowledgements

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