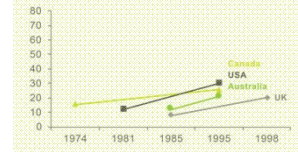


Premier's Priority: to reduce overweight and obesity rates of children by 5% over 10 years



The priority in context

- To reduce overweight and obesity rates of children by 5% over 10 years is an ambitious target
- Worldwide, child overweight and obesity has been increasing



- Despite isolated areas of improvement, no country has been successful to date in reversing childhood overweight and obesity

The priority in context

- Overweight and obese children, by selected OECD members and partners, 2010 (or most recent year)



Source: International Association for the Study of Obesity, 2013; Bels et al. 2004 for Luxembourg and RINAIES 2011 for Korea. For reported date: Currie et al. 2012

The NSW context

- In 2015, 22.0% of children (5-16 years) were overweight or obese in NSW
 - Higher in boys than girls
 - Socio-economic gradient
- Most children are not active enough, and children's diets are not in line with health guidelines
- Australian households spend 58% of their food dollar on junk food and drinks
- Australian children obtain more than one third (up to 41%) of their kilojoules from junk food and drinks

Source: NSW Schools Physical Activity and Nutrition Survey 2010 (SPANS) and unpublished data, 2015 SPANS; NSW Population Health Survey 2015; National Health Survey 2015

Our current approach

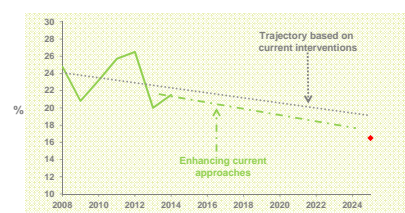
- The NSW Healthy Eating Active Living Strategy 2013-2018

STRATEGIC DIRECTIONS

- Environments to support healthy eating and active living
- State-wide healthy eating and active living support programs
- Healthy eating and active living advice as part of routine service delivery
- Education and information to enable informed, healthy choices

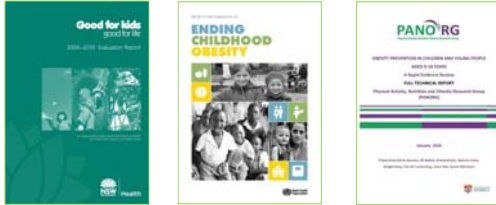
Our current approach

- Based on experience in Hunter New England, current interventions are expected to yield 0.3% reduction per annum
- We are enhancing current whole of government approaches – but we still need additional policy changes to meet the target



What the evidence tells us

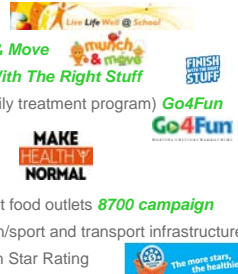
- There is strong evidence for our current Healthy Children Initiative programs which have high population reach and impact



Source: USyd Evidence Review: WHO; Good for Kids; Public Health Intervention Management System; Population Health Survey 2010 and 2014

Our current approach

- Healthy Children Initiative: Implement evidence based programs to increase physical activity and improve nutrition in children's settings delivered at scale
 - Schools **Live Life Well at School**
 - Early childhood services **Munch & Move**
 - Junior Community Sport **Finish With The Right Stuff**
 - Community settings (targeted family treatment program) **Go4Fun**
- Supplemented with:
 - Make Healthy Normal campaign
 - Kilojoule labelling legislation in fast food outlets **8700 campaign**
 - Increasing green space, recreation/sport and transport infrastructure
 - Leveraging Commonwealth Health Star Rating



What the evidence tells us

- In addition to our current programs, there is strong evidence for:
 - Reducing marketing of junk food to children (Quebec)
 - Taxation on sugary drinks (Mexico)
 - Improving food services incl. school canteens (Australia, USA)
- There is moderate evidence for:
 - Active travel strategies (small scale programs)
- There are gaps in knowledge about:
 - Interventions for adolescents (a current gap for NSW)

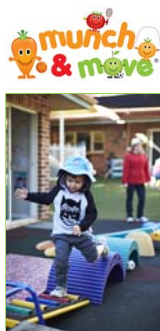
Our current approach

- Strong cross-government engagement
 - Department of Education
 - Transport for NSW
 - Justice
 - Department of Premier and Cabinet
 - Office of Sport
 - Office of Local Government
 - Planning and Environment
 - Industry Skills and Regional Development
 - Finance Services and Innovation
 - Family and Community Services
 - Service NSW
- Links with other Premier's priorities
 - Improving educational results (physical activity); keeping our environment clean (tap water consumption)

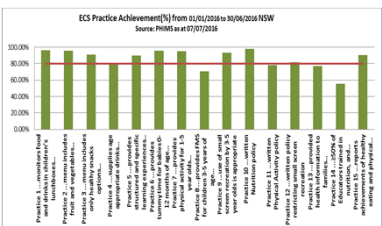
Our current approach

- How other agencies are already contributing
 - **Education:** PDHPE curriculum; Premier's Sporting Challenge; partner in school programs, canteens
 - **Transport:** public transport infrastructure; Sydney's Cycling/Walking Future
 - **Planning:** health objective in metro and regional plans
 - **Office of Sport:** physical activity infrastructure grants, participation strategies
 - **Food Authority:** kJ labelling legislation

Our current impact



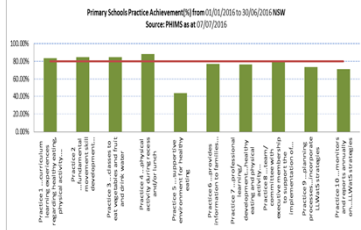
- Program for early childcare services
- Reach: 91% of NSW services
- Impact: 84% have adopted 70% of the program practices (June 2016)



Our current impact



- Primary school program
- Reach: 84% of all NSW primary schools
- Impact: 80% have adopted 70% practices (June 2016)



Our current impact



- A community-based obesity treatment program for children aged 7-13 years and their families
- Program reach: more 7800 children and their families



Program outcomes:

- Body Mass Index (BMI): -0.5 kg/m²
- Waist circumference: -1.3 cm
- Physical activity: +3.6 hours per week
- Sedentary behaviours: -3.0 hours per week
- Self esteem: statistically significant improvements
- Fruit and vegetable intake: statistically significant improvement

The challenge

- The causes of overweight and obesity are complex and addressing obesity requires a multi-sectoral approach

