



# Jai Rowell MP

Minister for Mental Health  
Assistant Minister for Health

---

## MEDIA RELEASE

---

Thursday 19 February 2015

### **NSW HEALTHY TOWN CHALLENGE PARTICIPANTS SHARE EXPERTISE AT PEAK NSW FITNESS FORUM**

Representatives from five country communities vying to be named the fittest in the state gathered in Sydney recently to share their expertise as part of a major NSW fitness forum.

As part of the annual FitNSW forum, held in Parliament House, representatives of from each of the communities selected to take part in the inaugural 'NSW Healthy Town Challenge' met to discuss how they were tackling the community weight loss challenge.

Assistant Minister for Health Jai Rowell welcomed those representing Bomaderry, Cooma, Tottenham/Tullamore, Wellington and Yamba to the forum, saying he was pleased to see how each community had progressed in the competition so far.

"Representatives of each community discussed how they were tackling the weight loss challenge and what their plans were for sustaining their town's new healthy, active lifestyle after the challenge finishes in June this year," Mr Rowell said.

"The competition between these towns is fierce, with each community facing off to win a first prize of \$5000 to be put towards further community health initiatives.

"Of course the biggest prize for each of the five towns selected to compete is a healthier, more active population, and I congratulate each community on the commitment they have shown to this goal so far."

Mr Rowell said healthy community initiatives were becoming increasingly important given over half the adult population and more than one in five school age children are overweight or obese in NSW.

"The NSW Government, through the NSW Office of Preventive Health together with Heart Foundation (NSW), is committed to working across communities to help them become healthier," Mr Rowell said.

Each town's collective progress towards healthy weight will be calculated based on the number of people registering for NSW Health's Get Healthy Service – a free six month telephone-based coaching service where healthy lifestyle information and ongoing, personalised support are delivered to help people make lasting lifestyle changes.

"I'm delighted to note the progress each town has made so far in this challenge, and I'm looking forward to seeing which of the five NSW towns will be named the most healthy town in NSW," Mr Rowell said.

