



**Jillian Skinner**  
Minister for Health

## MEDIA RELEASE

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### **NSW GOVERNMENT ACTS TO *MAKE HEALTHY NORMAL***

The NSW Government will roll out a \$4.5 million campaign to help people make simple food and activity changes to tackle NSW's overweight and obesity problem.

Health Minister Jillian Skinner said the *Make Healthy Normal* campaign will commence tomorrow night with television advertisements on all major networks - the first phase of a long-term campaign which will include radio and social media.

"With more than half of NSW adults overweight or obese and almost a quarter of children, the need to change lifestyle choices is becoming urgent," Mrs Skinner said.

"We want to help people find the new 'normal' - just making some small changes can make an enormous difference to overall health."

Combined high body mass index, physical inactivity and low fruit and vegetable consumption are the largest contributors to the burden of disease on society.

Overweight and obesity costs the NSW economy around \$19 billion annually, while chronic disease is estimated to be responsible for 80 per cent of the total burden of disease in Australia.

In contrast, healthy eating and physical activity are key factors in maintaining quality of life and preventing diabetes, heart disease, arthritis, stroke and some cancers across all life stages.

"Evidence shows that, for overweight people, every kilogram of excess weight lost brings long-term health benefits. Take diabetes - a five per cent weight loss leads to 40-60 per cent less chance of developing diabetes over three years.

"To address the growing epidemic of these lifestyle and preventable diseases, largely caused by overweight and obesity, we must act now," Mrs Skinner said.

From June 25, a *Make Healthy Normal* roadshow will visit major shopping centres in Parramatta, Sydney CBD, Newcastle, Bathurst, Wagga Wagga and Wollongong.

To learn more, go to [www.makehealthynormal.nsw.gov.au](http://www.makehealthynormal.nsw.gov.au)

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