



**Health**

Hunter New England  
Local Health District

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

October 2013

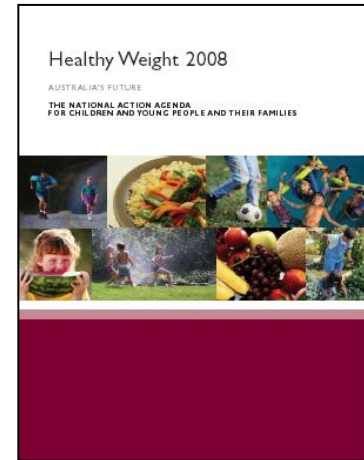
Karen Gillham



# 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



# Good for Kids. Good for Life.



- **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



- All community settings and partners
- *Good for Kids* Team
- NSW Health, Hunter New England Local Health District
- Hunter Medical Research Institute, University of Newcastle, University of Sydney,

