

Kids – 'Go for your life'

Healthy communities

Health Promotion Planning Tool

A resource for Primary Care Partnerships and health promotion funded agencies in Victoria for the planning of effective strategies to address healthy eating, physical activity/active play, and overweight and obesity among children.

Contents

Introduction2

Testimonials3

Physical Activity.....4

 Problem Definition.....4

 Solution Generation6

Healthy Eating.....9

 Problem Definition.....9

 Solution Generation.....11

Implementation Plan.....14

 Objective 115

 Objective 217

 Objective 3.....21

References23

Introduction

With Primary Care Partnerships and health promotion agencies across Victoria currently developing their plans for 2009-2012, the Kids – 'Go for your life' Health Promotion Planning Tool has been compiled to provide some support.

The Planning Tool provides information that will assist Primary Care Partnerships and agencies to identify physical activity and/or healthy eating as a health promotion priority, and gives guidance in selecting appropriate strategies. The Planning Tool has three components:

1. Problem Definition

Current evidence is presented to provide a rationale for why physical activity and healthy eating should be prioritised in health promotion planning, particularly for children.

2. Solution Generation

Detail of what is known as best practice for achieving improvements in children's healthy eating and physical activity, which then directs to the use of the Kids – 'Go for your life' program. Kids – 'Go for your life' is a free, evidence based health promotion program funded by the Victorian Government. It aims to reduce the prevalence of overweight and obesity among children in Victoria through using a health promoting school model applied to early childhood services and primary schools.

3. Implementation Plan

A template based on the Department of Human Services' guidelines is provided to guide the identification of objectives, strategies, impacts and partners for implementing the Kids – 'Go for your life' program.

The Kids – 'Go for your life' Health Promotion Planning Tool should be used in conjunction with guidelines provided by the Department of Human Services for the development of health promotion plans.

For more information about the Kids – 'Go for your life' program visit www.goforyourlife.vic.gov.au/kids or contact the Kids – 'Go for your life' Healthy Communities State Coordinator on 9635 5537.

Testimonials

"Kids – 'Go for your life' is a major component of the Victorian government's 'Go for your life' strategy. The Kids - 'Go for your life' program provides early childhood services and primary schools with a comprehensive guide to creating healthier environments that promote healthy eating and physical activity and acknowledges the achievements of services and schools in supporting children to develop healthy habits for life."

Liza Culleney, Senior Project Manager, Public Health Branch, Department of Human Services

"The Gippsland region has set a new strategic direction for health promotion by developing intervention portfolios for its priority areas. Each portfolio includes evidence based interventions and evaluation guidance and tools which assists the planning, implementation and evaluation of health promotion action. Kids – 'Go for your life' guidance and resources have been a core addition to the intervention support material available to stakeholders to support the growth of healthy eating and physical activity action in our early childhood and primary school settings."

Debbie Mitchell, Regional Health Promotion Adviser, Department of Human Services - Gippsland

"Kids – 'Go for your life' has been a really effective way to build strong partnerships with our school communities and to make use of the wonderful enthusiasm the program has generated within schools".

Jo Cockwill, Manager, Wellington Primary Care Partnership

"Using Kids – 'Go for your life' has proven to be a powerful and effective tool for engaging with our local kindergartens. It has enabled us to work effectively in partnership with kindergarten teachers to achieve a common goal, being to promote healthy eating and physical activity among young children and their families. The kindergarten teachers have commented to me that being part of a State Government initiative, like Kids - 'Go for your life', that is supported locally by the Community Health Service and Council, has given them a stronger mandate to promote healthy messages – they are not looked just to be enforcing their own ideals. They have also found the local network of teachers we formed to be helpful in implementing the program because of the opportunity to share ideas, and the meetings always recharged their motivation!"

Anne Netherway, Project Manager, "Healthy Start Bright Futures", Manningham Community Health Service

"The Kids – 'Go For Your Life' framework has been an integral part of ISIS Primary Care's support for primary schools in Brimbank. Schools are often difficult to engage, due to their full curriculum and busy teachers - this framework made it easy to get them on side. The well-structured and practical approach fits well with how schools operate and reduces the overwhelming feeling often associated with promoting physical activity and healthy eating in the school environment."

Kate Hills, Health Promotion Officer, ISIS Primary Care (Brimbank),
on behalf of ISIS Primary Care Whole of School Team

"When I researched Kids - 'Go for your life' it was difficult to comprehend that I would not need to do the elaborate planning, development, implementation and evaluation that was required as it was already done. Every time an issue or need arose I could talk to anyone on the State Team, which is support that I was not familiar with. The evidence-based resources were already developed pre-empting program needs. Professional development ran alongside a 'healthy messages' campaign that provided promotional opportunities and optimising the reach of my program and my time. The path through Kids – 'Go for your life' has been a painless one."

Carol Emanuel, Child Health Promotion Officer, Ranges Community Health Service

"The Kids – 'Go for Your Life' Award program has been helpful in promoting physical activity, especially the 'Turn off Switch to Play' criteria which has been an important key message to our community reminding parents and carers to switch it off! We use the Kids – 'Go for Your Life' posters on our parent information boards as they are easy to read and are attractive. The Kids – 'Go for your life' State Team have provided us with significant support including delivering a local workshop to our early childhood services.

Barbara Clifford, Best Start Co-ordinator, Mildura Rural City Council

Physical Activity

Problem Definition (Identification of priority)

The following may be of use to inform your definition of the problem of physical activity among children.

According to VicHealth 'Physical activity is ranked second only to tobacco control in being the most important factor in health promotion and disease prevention in Australia'¹.

Physical inactivity is the second leading risk factor to which the Australian burden of disease can be attributed.² Not only is physical inactivity associated with risk factors for ill health (i.e. obesity and high blood pressure) it is also a risk factor in its own right. Physical inactivity accounts for approximately 6% of the total burden of disease in males, and 8% in females. Based on mid-1990s costings, physical inactivity is associated with direct health care costs of around \$400 million per year.³

While the effects of physical inactivity are most prevalent among older age groups, the habit of physical activity is established while young. According to Trost⁴, from a health perspective it is 'intuitively sensible and biologically plausible that preventive health measures such as fostering a physically active lifestyle should begin early rather than later in life'.

Australia's recommendations for physical activity in children aged 5-12 years are⁵:

- Children need at least 60 minutes (and up to several hours) of moderate to vigorous physical activity every day
- Children should not spend more than two hours each day using electronic media for entertainment (e.g. computer games, television, internet), particularly during daylight hours

Australian physical activity guidelines for children under the age of five years are currently being developed. Indications are these guidelines will advise for a minimum of three hours per day of active play for children aged 1 – 5 years, and a maximum of one hour screen time for children aged 2 – 5 years (no screen time for children under 2 years).⁶

According to the 2007 Australian National Children's Nutrition and Physical Activity Survey, any given child aged 9 – 16 years has a 2 in 3 chance of exceeding the recommended 120 minutes of screen time per day.⁷

Children's physical inactivity and engagement in sedentary behaviours such as **screen time** is associated with a number of negative health and lifestyle consequences including:

- Unhealthy food intake and prompts to eat beyond satiety⁸
- Inactivity taking priority over times to be active^{9, 10}
- Insufficient energy expenditure⁹
- Displaced time for creative play^{10,11}
- Social isolation¹²
- Compromised time in outdoor activity¹³
- Decreased opportunities for development of emotional intelligence (e.g. empathy, flexibility, decision making, self-awareness and self-regulation)¹⁰
- Compromised musculoskeletal posture¹⁴

Active play is strongly encouraged as the primary form of physical activity during childhood for overall health and development. Active play is an approach to physical activity that involves actively moving with regular bursts of a moderate to vigorous pace. Being physically active in this manner is specifically associated with the following health outcomes for children:

- Maintaining a healthy weight and being protected against diseases later in life¹⁵
- Improved cardiovascular and musculoskeletal health^{16,17}
- Developing lifelong language and movement skills essential for everyday living^{10,18}
- Developing social competencies such as sharing, negotiating, working in groups, leading and resolving conflicts
- Improved concentration, memory and classroom behavior¹⁹
- Increased opportunities for development of emotional intelligence (e.g. empathy, flexibility, decision making, self-awareness and self-confidence)²⁰

Active play can also initiate for the child the development of skills, knowledge and attitudes that lead to active and healthy lifestyles.²¹

Active transport is a physically active means of transport that includes walking, cycling and using other non-motorised vehicles to and from destinations.²² Active transport can substantially increase daily physical activity for all, including children.

Recent evidence of Australian children shows poor engagement in active transport:

- 72% of children in grades 3 to 6 are driven to school²³
- Between 1985 and 2001 the frequency of walking and cycling to or from school declined from 4.4 to 3.6 trips per week for children aged 9 years, and from 1.2 to 0.4 for those aged 13 years²⁴
- From 1971 to 2003 the percentage of 5 to 9 year olds walking to school dropped from 58% to 25%, while the percentage of 5 to 9 year olds being driven to school increased from 23% to 54%²⁵
- 84% of parents/carers identify driving as their usual model of travel to childcare²⁶

In addition to the health benefits of being physically active, the planned or incidental use of active transport can help children to be:

- More motivated and independent to get out and find their own way around²⁷
- Better accustomed to navigating and being comfortable in public places
- More experienced in personal road safety, and therefore at less risk of severe accidents
- Engaged in developing the lifelong skill of independent mobility and social responsibility²⁸
- More active and replace unnecessary sedentary time²⁹
- Engaged in more social time with family and friends, and experience a sense of community in their neighborhood³⁰
- Regularly active in a safe, convenient and practical way³¹
- More competent with fundamental movement skills such as walking, cycling and balance
- More likely to establish lifelong active transport habits³²

Additional information can be sourced from the Getting Australia Active Summary Document available at www.nphp.gov.au/publications/sigpah/gaa_summary.pdf.

The availability of local data for children's physical activity is limited and varied. The 2007 Local Level Child Health and Wellbeing Survey does provide data on children's physical activity at a local government level for Best Start sites. Those local government areas that are Best Start sites can obtain this information from their local Council. To find out whether your local government area is a Best Start site visit <http://www.beststart.vic.gov.au>

Solution Generation (Identification of strategies)

The following Solution Generation will help to inform your rationale for identifying Kids – ‘Go for your life’ as an appropriate intervention to address the priority of physical activity among children.

Evidence advises that population focused interventions that use a multi-level, multi-strategy approach are the most effective way of achieving sustainable improvements in health behaviours. To increase physical activity among children, interventions should specifically include a focus on the environment and policy development.³³

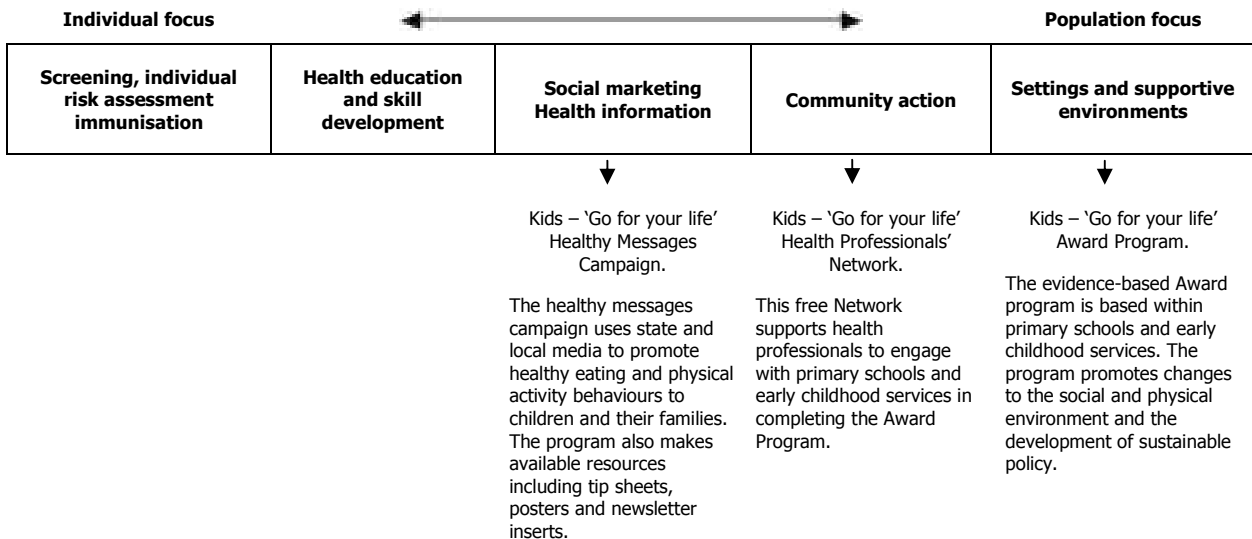
The World Health Organisation (WHO) identifies the health promoting schools framework as an effective model to address children’s physical activity, healthy eating and overweight and obesity.³⁴ The framework, based on the Ottawa Charter for Health Promotion, uses a whole of school approach, which incorporates curriculum, environmental and policy-based strategies.³⁵ The WHO is supported in their advocacy for a health promoting schools framework by the International Union for Health Promotion and Education³⁶, and locally by the National Health and Medical Research Council (NHMRC).³⁷

Primary schools and early childhood services provide significant reach to children in Victoria irrespective of gender, socio-economic status or ethnicity. Attendance at primary school is compulsory in Victoria for children aged between 6 and 15 years³⁸, and approximately two thirds of children aged 3 to 4 years attend preschool or long day care.³⁹ Because of this reach, and the demonstrated ability of school based health promotion to simultaneously improve education and health⁴⁰, papers such as Be Active Australia: A Framework for Health Sector Action for Physical Activity 2005–2010⁴¹, identify these settings as important to the delivery of physical activity interventions for children. The application of the health promoting schools framework within these settings allows significant opportunity to establish and reinforce sustainable changes to health behaviour including physical activity.


Kids – ‘Go for your life’ is a free health promotion program funded by the Victorian Government available to all Victorian communities. Kids – ‘Go for your life’ is underpinned by the above evidence to provide a comprehensive framework for addressing physical activity and healthy eating among children in Victoria. Kids – ‘Go for your life’ utilises a multi-strategy, population focused approach with three main components (see Figure 1):


1. Kids – ‘Go for your life’ Award Program: the Award Program can be applied to all early childhood services and primary schools in Victoria. It is based on the WHO health promoting schools framework and requires the completion of 7 or 9 criteria including the development of policy, and changes to the environment and practice to promote and facilitate positive healthy eating and physical activity behaviours.
2. Kids – ‘Go for your life’ Health Professionals’ Network: the Network is freely available to health promotion officers, dietitians, and others to enhance their capacity to prioritise healthy eating and physical activity for children in their work and support primary schools and early childhood services in the implementation of the Award Program. Network Members receive Kids – ‘Go for your life’ resources, opportunities to attend free professional development and networking events, and support from the Kids – ‘Go for your life’ State Team.
3. Kids – ‘Go for your life’ Healthy Messages Campaign: the Campaign includes state and local media as well as promotion materials (i.e. posters, newsletter inserts, tip sheets, collateral items) to support the healthy eating and physical activity messages delivered to children and their families through the Award Program and through the work of the Health Professional’s Network Members.


Figure 1.1: Health Promotion Interventions Framework⁴²



There are three components of the Kids – ‘Go for your life’ Award Program and Healthy Messages Campaign that address physical activity. They are:

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Turn off, Switch to Play aims to reduce the amount of screen time children participate in, including television, DVD, videos, computers and electronic games. The Award Program requires primary schools to provide play equipment during lunchtimes and other breaks that encourages physical activity. Early childhood services are encouraged to exclude or limit screen time. Where screen time is used staff need to ensure it is planned, limited to a minimal part of the child’s day, is age appropriate, and monitored with staff sitting with the children to discuss what is being viewed.
- 

Stride and Ride encourages the use of active transport rather than ‘passive’ transport as a means of moving from one destination to another. The Award Program requires primary schools to promote walking or riding through a whole-of-school activity at least one day per term (i.e. walking schools bus, ride to school days). Early childhood services need to provide age appropriate traffic safety education to children and their parents/carers.
- 

Move, Play and Go encourages children to engage in active play with a focus on outdoor activities. The Award Program requires that the timetabling of physical activity, physical education and sport in primary schools is consistent with appropriate education sector requirements and guidelines. Early childhood services must provide daily structured and free active play as a significant component of the program plan.

For primary schools and early childhood services to achieve the Kids – ‘Go for your life’ Award the above key messages, along with three key messages around healthy eating, must be reflected in the settings’ policies and planning documents. These policy documents and information on physical activity must be made available to families through the school or service. Primary schools must also provide a whole school curriculum reflective of the Victorian Essential Learning Standards that encourages physical activity outside school hours.

Kids – ‘Go for your life’ has demonstrated its suitability and relevance to settings, with more than one-third of primary schools and early childhood services in Victoria currently engaged with the program. Kids – ‘Go for your life’ is currently being utilised within 76 of the 79 Victorian local government areas. The Program has demonstrated transferability between areas of disadvantage with a relatively even number of communities successfully engaging in the program across the SEIFA ranking. Phone and email support from the Kids – ‘Go for your life’ State Team ensure communities are well supported in their work to plan, implement and evaluate the program locally.

Those communities that have demonstrated the most success in implementing the Kids – ‘Go for your life’ program are those that have identified the program as a strategy to addressing children’s physical activity and/or healthy eating in their planning (i.e. Primary Care Partnership Community Health Plans, Agency Integrated Health Promotion Plans, Municipal Public Health Plans and Municipal Early Years Plans). Prioritising Kids – ‘Go for your life’ as a strategy in this way provides greater capacity to support the program such as through selecting a project officer or lead facilitator, establishing supportive partnerships and working groups, and reorienting work hours i.e. dietitians and other allied health allocating time to supporting schools and early childhood services complete their Award criteria.

If you would like data on the number of primary schools, early childhood services, or health professionals in your area that are members of Kids – ‘Go for your life’ contact the Kids – ‘Go for your life’ Healthy Communities State Coordinator on 9635 5537.

The following resources may provide you with more information on the effectiveness of the health promoting schools framework:

- World Health Organisation (2008) *School Policy Framework: implementation of the WHO Global Strategy on Diet, Physical Activity and Health*, World Health Organisation 2008
- Carlsson, D, Rowe, F, Stewart D. (2001) *Health and Wellbeing in the School Community Environment: Evidence for the Effectiveness of a Health Promoting Schools Approach*, Environmental Health, vol. 1, no. 3 pp. 40 - 50.
- St Ledger, L. (1999) *The opportunities and effectiveness of the health promoting primary school in improving child health: A review of the claims and evidence*, Health Education Research, vol. 14, no. 1, pp. 51-69

Healthy Eating

Problem Definition (Identification of priority)

The following may be of use to inform your definition of the problem of healthy eating among children.

Healthy eating is important across the lifespan to enhance quality of life, contribute to health and to a general sense of wellbeing.⁴³

The costs of poor nutrition in Australia are significant. Poor nutrition accounts for up to 10% of the burden of disease when considering collectively the burden of obesity (4.7%), inadequate consumption of vegetables and fruit (2.8%) and high blood cholesterol (2.1%).⁴⁴ Poor nutrition is estimated to account for more than \$1.5 billion in direct costs to the health care system.⁴⁵

Eat Well Australia: An Agenda for Action for Public Health Nutrition 2000–2010 identifies healthy eating to be of particular significance to the health of children, being a key factor in optimal physical and cognitive growth and development.⁴³ Childhood is a period of ongoing education about eating and good nutrition. Dietary practices or habits formed in childhood are likely to remain in adulthood⁴⁶, influencing the development of chronic disease later in life.⁴⁷

The 'Go for your life' Strategic Plan' 2006-2010 prioritises healthy eating as a strategy to prevent chronic disease in Victoria, particularly among children.⁴⁸ Two objectives within the plan to improving healthy eating are:

- Increase children's consumption of fruit and vegetables; and
- Decrease children's consumption of energy-dense food and drinks.

Diets high in fruits, vegetables and legumes provide fibre, vitamins and minerals and are associated with a decreased risk of obesity, diabetes, cardiovascular diseases and some cancers.⁴⁹ They are also associated with a decreased consumption of foods high in saturated fats, salt and sugar⁵⁰ and can play a role in weight management by reducing energy intake.⁵¹ The Dietary Guidelines for Children and Adolescents advise that children in Australia aged 4 – 7 years should consume between 2 and 4 serves of vegetables or legumes per day, and between 1 and 2 serves of fruit.⁵² Older children aged 8 – 11 years should consume 3 to 5 serves of vegetables or legumes, and 1 to 2 serves of fruit. According to the 2007 Australian National Children's Nutrition and Physical Activity Survey, only one-quarter of younger children and less than 10% of older children meet the guidelines for vegetable intake.⁷ This includes the consumption of potato, which was largely consumed in a fried form. Regarding fruit, only 1-2% of older children consumed the recommended 3 serves with a large proportion of younger children also failing to meet the recommendation. Fruit juice was excluded from this analysis.⁷

The Australian Guide to Healthy Eating encourages children to limit their consumption of foods that do not fit into the five food groups.⁵³ These foods, also known as 'sometimes' foods⁵⁴ do not provide essential nutrients and may contain excessive fat, salt and sugar, which are recommended for limited consumption in the Dietary Guidelines for Children and Adolescents.⁵² Within a school setting the Victorian public school 'Go for your life' Healthy Canteen Kit School Canteens and other Food Services Policy identifies foods and drinks high in fat, salt and sugar as 'occasionally' foods and drinks, and aims to restrict their availability.⁵⁵ Specifically, this Policy dictates that from 2007 high sugar content drinks should not be supplied through public school food services and from 2009, no confectionary should be supplied.

The consumption of foods high in fat, salt and sugar has been associated with the development of a majority of chronic diseases and related conditions including high blood pressure, hypertension, overweight and obesity, dental caries, some cancers, type 2 diabetes, renal diseases, cardiovascular disease and stroke.⁴⁹ According to the 2007 Australian National Children's Nutrition and Physical Activity Survey, children's consumption of fat, salt and sugar was high indicating the over consumption of sometimes or occasionally foods.⁷ The consumption of sodium was found to exceed recommendations for all age groups, and the majority of children failed to meet their guidelines to limit saturated fat intake and to have a moderate intake of sugar.

The Dietary Guidelines advise that children should choose water as the main source of fluid. Water is an essential nutrient for life⁵⁶ aiding in digestion, absorption, transportation, body waste elimination, thermoregulation and prevention of dehydration.⁵² Water is the best drink for children when balancing fluid intake with daily bodily output. Tap water when fluoridated is the preferred option over bottled water as fluoride can protect both developing and erupted teeth against dental caries.⁵⁷ All drinks aside from water and unflavoured reduced fat milk (for children aged 2 years and over) are considered to be 'sometimes' drinks due to the high sugar and fat content of these beverages. Sweet drinks such as fruit juices, cordials, soft drinks, energy drinks and sports drinks are not required in a child's diet and may cause health problems if consumed in large amounts, such as excess weight gain⁵⁸, tooth decay, small appetite, fussy eating, diarrhoea, malabsorption and failure to thrive.^{59, 60, 61, 62}

Thirty-seven percent of a child's daily energy intake is consumed at school, and the majority of children bring their lunch to school from home.⁶³ Twenty percent of Victorian students have high fat, salt or sugar packaged snack one or more times per day, with 65% having them once per week. Therefore children's lunchboxes provide significant nutritional influence and should be considered as an essential means to improve children's overall diet.

The availability of local data for children's nutrition is limited and varied. The 2007 Local Level Child Health and Wellbeing Survey does provide data on children's nutrition at a local government level for Best Start sites. Those local government areas that are Best Start sites can obtain this information from their local Council. To find out whether your local government area is a Best Start site visit <http://www.beststart.vic.gov.au>

Solution Generation (Identification of strategies)

The following Solution Generation will help to inform your rationale for identifying Kids – ‘Go for your life’ as an appropriate intervention to address the priority of healthy eating among children.

Evidence advises that population focused interventions that use a multi-level, multi-strategy approach are the most effective way of achieving sustainable improvements in health behaviours. To increase healthy eating among children interventions should specifically include a focus on the environment and policy development.³³

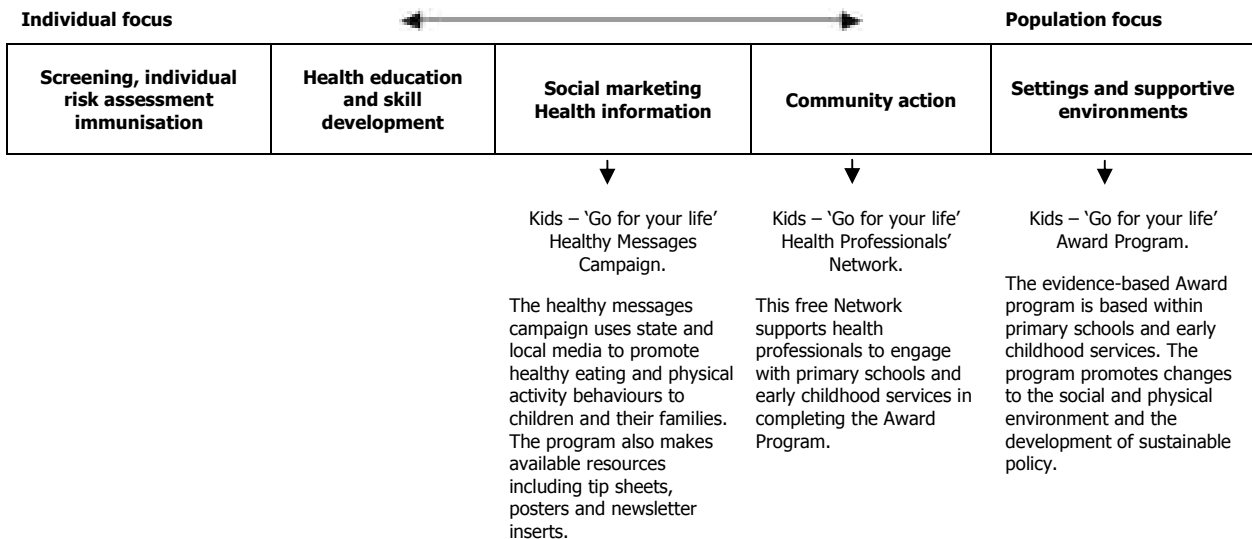
The World Health Organisation (WHO) identifies the health promoting schools framework as an effective model to address children’s physical activity, healthy eating and overweight and obesity.³⁴ The framework, based on the Ottawa Charter for Health Promotion, uses a whole of school approach, which incorporates curriculum, environmental and policy-based strategies.³⁵ The WHO is supported in their advocacy for a health promoting schools framework by the International Union for Health Promotion and Education³⁶, and locally by the National Health and Medical Research Council (NHMRC).³⁷

Primary schools and early childhood services provide significant reach to children in Victoria irrespective of gender, socio-economic status or ethnicity. Attendance at primary school is compulsory in Victoria for children aged between 6 and 15 years³⁸, and approximately two thirds of children aged 3 to 4 years attend preschool or long day care.³⁹ Because of this reach, and the demonstrated ability of school based health promotion to simultaneously improve education and health⁴⁰, papers such as Eat Well Australia: A Strategic Framework for Public Health Nutrition 2000-2010⁶⁴, identify these settings as important to the delivery of healthy eating interventions for children. The application of the health promoting schools framework within these settings allows significant opportunity to establish and reinforce sustainable changes to health behaviour including healthy eating. Evidence demonstrates that promoting increased availability of fruit and vegetables within schools has been found to have a positive effect on children’s food choices⁶⁵ and potentially increase overall fruit and vegetable intake.⁶⁶

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1. Kids – ‘Go for your life’ Award Program: the Award Program can be applied to all early childhood services and primary schools in Victoria. It is based on the WHO health promoting schools framework and requires the completion of 7 or 9 criteria including the development of policy, and changes to the environment and practice to promote and facilitate positive healthy eating and physical activity behaviours.
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3. Kids – ‘Go for your life’ Healthy Messages Campaign: the Campaign includes state and local media as well as promotion materials (i.e. posters, newsletter inserts, tip sheets, collateral items) to support the healthy eating and physical activity messages delivered to children and their families through the Award Program and through the work of the Health Professional’s Network Members.

Figure 1.1: Health Promotion Interventions Framework⁴²



There are three components of the Kids – ‘Go for your life’ Award Program and Healthy Messages Campaign that address healthy eating. They are:



Tap Into Water Everyday promotes water as the beverage of choice for all children aged over 1 year. The Award Program requires primary schools to have a strategy in place to encourage all students to drink water throughout the school day, especially during physical activity, and that only water is permitted for drinking in class times. Early childhood services must ensure accessible drinking water is available indoors and outdoors at all times.



Plant Fruit and Veg in your Lunchbox aims to increase children’s consumption of fruit and vegetables. The Award Program requires that primary schools have a strategy to encourage fruit and vegetable consumption at school (i.e. fruit breaks). Early childhood services must ensure meals and snacks being provided by the service or from home are nutritious and contribute to meeting the child’s daily dietary and developmental requirements. This requires that fruit and vegetables are provided every day in the menu planning and encouraged in lunchboxes. As part of this criteria early childhood services must also ensure that the meal environment is positive and planned to be relaxed, social and enjoyable learning experiences. This can be achieved by allowing the children to participate in serving and self-feeding, encouraging the children to try new foods and providing opportunities for the staff and carers to sit with the children when they are eating for role modelling, safety, learning and socialisation.



Limit Sometimes Foods encourages parents and carers to limit children’s access to and consumption of ‘sometimes’ food and drink. It also encourages schools to limit the provision of ‘occasionally’ foods in line with the ‘Go for your life’ Canteens Advisory Service and the Victorian Government Policy for School Canteens and Other School Food Services. The Award Program requires primary schools to exclude confection and high sugar drinks from the canteen and other school food services including vending machines. Crisps and fried foods should be supplied no more than twice per term. School community members are discouraged from bringing any of these items to school. Teachers are also encouraged not to use sweets as rewards. Early childhood services should not include specified drinks and food items in menu planning and discourage them from inclusion in lunchboxes. Food should also not be used by early childhood services as a reward, incentive, or for comfort.

For primary schools and early childhood services to achieve the Kids – ‘Go for your life’ Award the above three key messages along with three key messages around physical activity, must be reflected in the settings’ policies and planning documents. These policy documents and information on healthy eating must be made available to families through the school or service. Primary schools must also

provide a whole school curriculum reflective of the Victorian Essential Learning Standards that encourages healthy eating outside school hours.

Kids – ‘Go for your life’ has demonstrated its suitability and relevance to settings, with more than one-third of primary schools and early childhood services in Victoria currently engaged with the program. Kids – ‘Go for your life’ is currently being utilised within 76 of the 79 Victorian local government areas. The Program has demonstrated transferability between areas of disadvantage with a relatively even number of communities successfully engaging in the program across the SEIFA ranking. Phone and email support from the Kids – ‘Go for your life’ State Team ensure communities are well supported in their work to plan, implement and evaluate the program locally.

Those communities that have demonstrated the most success in implementing the Kids – ‘Go for your life’ program are those that have identified the program as a strategy to addressing children’s physical activity and/or healthy eating in their planning (i.e. Primary Care Partnership Community Health Plans, Agency Integrated Health Promotion Plans, Municipal Public Health Plans and Municipal Early Years Plans). Prioritising Kids – ‘Go for your life’ as a strategy in this way provides greater capacity to support the program such as through selecting a project officer or lead facilitator, establishing supportive partnerships and working groups, and reorienting work hours i.e. dietitians and other allied health allocated time to supporting schools complete their Award criteria.

Where other child nutrition programs or services are being funded or utilised in the community, such as Start Right Eat Right, Smiles 4 Miles, Home Economics Victoria’s Fruit + Veg program and Nutrition Australia’s ‘Go for your life’ Canteen Advisory Service, the implementation of Kids – ‘Go for your life’ will encourage better coordination of efforts. Kids – ‘Go for your life’ can value add to work already being done to implement these programs by providing additional resources and support to achieve outcomes. Conversely, these programs can value add to achieving the outcomes of the Kids – ‘Go for your life’ program. Nutrition Australia’s ‘Go for your life’ Canteen Advisory Service and Home Economics Victoria’s Fruit + Veg program can both be used to assist schools to achieve the Award criteria to ‘Limit Sometimes Foods’ and also to ‘Plant Fruit and Veg in your Lunchbox’. Childcare services that have completed the Start Right Eat Right program have already met five of the nine Kids – ‘Go for your life’ Award criteria, as have kindergartens that have completed Smiles 4 Miles.

If you would like data on the number of primary schools, early childhood services, or health professionals in your area that are members of Kids – ‘Go for your life’ contact the Kids – ‘Go for your life’ Healthy Communities State Coordinator on 9635 5537.

The following resources may provide you with more information on the effectiveness of the health promoting schools framework:

- World Health Organisation (2008) *School Policy Framework: implementation of the WHO Global Strategy on Diet, Physical Activity and Health*, World Health Organisation 2008
- Carlsson, D, Rowe, F, Stewart D. (2001) *Health and Wellbeing in the School Community Environment: Evidence for the Effectiveness of a Health Promoting Schools Approach*, Environmental Health, vol. 1, no. 3 pp. 40 - 50.
- St Ledger, L. (1999) *The opportunities and effectiveness of the health promoting primary school in improving child health: A review of the claims and evidence*, Health Education Research, vol. 14, no. 1, pp. 51- 69.

Healthy Eating and Physical Activity

Implementation Plan

The following template can be used by member agencies of the Primary Care Partnership Integrated Health Promotion Committee as a collective, or individually. Used collectively, it can identify for the Committee what strategies they will include in their Community Health Plan to create change in physical activity, healthy eating or healthy weight among children across the catchment. Used by agencies individually, it can inform what strategies they should identify in their agency Integrated Health Promotion Plans.

The template has been based on evidence presented in the Solution Generation documents, and observed effectiveness from current Victorian communities implementing the Kids – 'Go for your life' program. Details in the template can be modified to suit your catchment, particularly reach and key implementation partners.

The template should be used where the following goals (or similar) have been selected:

- To increase the physical activity participation of children aged 0 – 12 years.
- To increase the consumption healthy foods among children aged 0 – 12 years.
- To reduce the risk of overweight and obesity among children aged 0 - 12 years.

Objective 1	To increase the capacity of member agencies* to implement Kids – ‘Go for your life’ within the catchment.				
Estimated Impacts	<ul style="list-style-type: none"> ▪ 4 or more member agencies include Kids – ‘Go for your life’ in their work plans, strategic documents and/or action plans. ▪ A minimum of 22.5 hours per week is allocated in the catchment to support the implementation of Kids – ‘Go for your life’. ▪ There are 10 members of the Kids – ‘Go for your life’ Health Professionals’ Network within the catchment. ▪ A Kids – ‘Go for your life’ Steering Committee or working group has been established. 				
Strategies	Key implementation partners	Population target group/s	Estimated reach	Estimated impact	Kids – ‘Go for your life’ Resource
To identify Kids – ‘Go for your life’ as a strategy in new work plans and organisational strategic documents being developed	Primary Care Partnership Executive, Community Health Service, Local Government, Sports Assembly, School Nurses, Women’s Health Service, Division of General Practice, Aboriginal Health Service, Best Start Facilitator, Smiles4Miles Project Officer and dietitians	Member agencies and stakeholders	4 member agencies	Kids – ‘Go for your life’ is identified in the plans or documents of at least 4 member agencies	<i>Refer to Kids – ‘Go for your life’ Health Promotion Planning Tool</i>
To review health promotion and community health hours and funding across the catchment to identify existing roles that can be reoriented, or new roles that can be created, which are dedicated to the implementation of Kids – ‘Go for your life’	Primary Care Partnership Executive, Community Health Service, Local Government, Sports Assembly, School Nurses, Women’s Health Service, Division of General Practice, Aboriginal Health Service, Best Start Facilitator, Smiles4Miles Project Officer and dietitians	Member agencies and stakeholders (upper management)	1 or more member agencies or stakeholders	A minimum of 22.5 hours is dedicated in the catchment to support the implementation of Kids – ‘Go for your life’	<i>Refer to Kids – ‘Go for your life’ Communities Case Study booklet for examples of agencies that have reoriented roles to support the implementation of Kids – ‘Go for your life’ (available August 2009)</i>

* ‘Member agencies’ refers to those agencies and organisations that are members of the Primary Care Partnership Integrated Health Promotion Committee.

<p>A Steering Committee is established of member agencies and stakeholders to oversee the implementation of Kids – 'Go for your life' in the catchment</p>	<p>Primary Care Partnership Executive, Community Health Service, Local Government (Department of Sports and Recreation, Department of Children and Family Services), Sports Assembly, School Nurses, Women's Health Service, Division of General Practice, Aboriginal Health Service, Best Start Facilitator, Smiles4Miles Project Officer, dietitians, Department of Human Services Regional Health Promotion Officer, and Department of Education and Early Childhood Development Regional Representative</p>	<p>Member agencies and stakeholders</p>	<p>6 or more member agencies and stakeholders.</p>	<p>The Steering Committee Terms of Reference is developed The Steering Committee action plan is developed 3 Steering Committee meetings have been held which have met quorum</p>	<p><i>Refer to Kids –'Go for your life' Communities Case Study booklet for examples of communities that have established working groups and networks to lead the implementation of Kids –'Go for your life' (available August 2009)</i></p>
<p>Health professionals (and other professionals) in the catchment who work to improve children's health eating or physical activity are registered as members of the Kids –'Go for your life' Health Professionals' Network</p>	<p>Primary Care Partnership Executive, Community Health Service, Local Government, Sports Assembly, School Nurses, Women's Health Service, Division of General Practice, Aboriginal Health Service, Best Start Facilitator, Smiles4Miles Project Officer and dietitians</p>	<p>Health professionals</p>	<p>10 health professionals</p>	<p>There are 10 members of the Kids – 'Go for your life' Health Professionals' Network in the catchment</p>	<p><i>Refer to Kids – 'Go for your life' Health Professional Application Form available at www.goforyourlife.vic.gov.au/kids</i></p>

Objective 2	To increase the number of early childhood services* and primary schools that are participating in the Kids – ‘Go for your life’ Award Program.				
Estimated Impacts	<ul style="list-style-type: none"> ▪ 70% of early childhood services in the catchment are Kids – ‘Go for your life’ members. ▪ 30% of early childhood services in the catchment complete the Kids – ‘Go for your life’ Award Program. ▪ 70% of primary schools in the catchment are Kids – ‘Go for your life’ members. ▪ 30% of primary schools in the catchment complete the Kids – ‘Go for your life’ Award Program. 				
Strategies	Key implementation partners	Population target group/s	Estimated reach	Estimated impact	Kids – ‘Go for your life’ Resource
To identify roles and responsibilities of local Health Professionals’ Network members and Steering Committee members in the recruitment of non-member settings, as well as the provision of support to member settings in completing the Award program	Kids – ‘Go for your life’ local Steering Committee Members of Health Professionals’ Network	Member agencies and stakeholders	100% Steering Committee members 100% local Health Professionals’ Network members	100% of members of the Steering Committee can identify their role and responsibility in the implementation of the Kids – ‘Go for your life’ program 100% of local Health Professionals’ Network members can identify their role and responsibility in the implementation of the Kids – ‘Go for your life’ program	<i>Refer to Kids – ‘Go for your life’ Communities Case Study booklet for examples of roles health professionals play in the implementation of Kids – ‘Go for your life’ (available August 2009)</i> <i>Refer to Kids – ‘Go for your life’ Health Professionals’ CD for an overview of the role of health professionals in the implementation of Kids – ‘Go for your life’, and guidance for engaging with primary schools and early childhood services (available August 2009)</i>
To promote the Kids – ‘Go for your life’ Award program to non-member schools and services	Kids – ‘Go for your life’ local Steering Committee Members of Health Professionals’ Network	Non-member primary schools, non-member early childhood services	70% early childhood services 70% of primary schools	70% of early childhood services in the catchment register to be members of Kids – ‘Go for your life’ 70% of primary schools in the catchment register to be members of Kids – ‘Go for your life’	<i>Refer to Kids – ‘Go for your life’ Health Professionals’ CD for guidance on engaging with primary schools and early childhood services (available August 2009)</i> <i>Refer to Kids – ‘Go for your life’ Primary School Member Form and Kids - ‘Go for your life’ Early Childhood Member Form (available from www.goforyourlife.vic.gov.au/kids)</i> <i>Contact Kids – ‘Go for your life’ Early Childhood State Coordinator for guidance in engaging early childhood services to become members (Ph: 9635 5153)</i> <i>Contact Kids – ‘Go for your life’ Primary School State Coordinator for guidance in engaging primary schools to become members (Ph: 9635 5621)</i>

* ‘Early childhood services’ refers to kindergartens, childcare and family day care. Preschools and occasional care are not able to participate in the Kids – ‘Go for your life’ Award Program.

<p>To provide support to member primary schools and early childhood services to complete the Award criteria</p>	<p>Kids – ‘Go for your life’ local Steering Committee</p> <p>Members of Health Professionals’ Network</p> <p>Kids – ‘Go for your life’ State Team</p>	<p>Kids – ‘Go for your life’ member primary schools and early childhood services</p>	<p>30% early childhood services</p> <p>30% primary schools</p>	<p>30% of early childhood services in the catchment complete the Kids – ‘Go for your life’ Award Program</p> <p>30% of primary schools in the catchment complete the Kids – ‘Go for your life’ Award Program</p>	<p><i>Refer to Kids – ‘Go for your life’ Member CD for information about the Award program and resources for supporting schools and services (available to members of the Kids – ‘Go for your life’ Health Professionals’ Network)</i></p> <p><i>Refer to Kids – ‘Go for your life Primary School and Early Childhood Award Case Study booklet for examples of what primary schools and early childhood services have done to complete the Award program criteria (available August 2009)</i></p> <p><i>Refer to Kids – ‘Go for your life’ Health Professionals’ CD for template policies, tips in supporting members to complete the Award criteria, and information about partner programs (available August 2009)</i></p> <p><i>Refer to Kids – ‘Go for your life’ Award Incentive flier (sent to members of Kids – ‘Go for your life’ Health Professionals’ Network)</i></p> <p><i>Refer to Kids – ‘Go for your life’ Policy Workshop and Policy Templates (available by contacting the Kids – ‘Go for your life’ State Team on 9635 5537)</i></p> <p><i>Refer to Kids – ‘Go for your life’ Primary School Award Application Form and Kids- ‘Go for your life’ Early Childhood Award Application Form (available from www.goforyourlife.vic.gov.au/kids)</i></p> <p><i>Contact Kids – ‘Go for your life’ Early Childhood State Coordinator for guidance in supporting early childhood services to complete Award criteria members (Ph: 9635 5153)</i></p> <p><i>Contact Kids – ‘Go for your life’ Primary School State Coordinator for guidance in supporting primary schools to complete Award criteria (Ph: 9635 5621)</i></p>
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To attend network meetings of primary schools and early childhood services	Kids – ‘Go for your life’ local Steering Committee	Local Networks relating to primary schools and early childhood services (i.e. Principals Network, Teachers Network, Early Years Clusters, Local Government Early Childhood Network, Regional Early Childhood Teacher’s Network)	100% primary school and early childhood Networks in catchment	100% of local primary school and early childhood Network members are aware of the Kids – ‘Go for your life’ Award program	<p><i>Refer to Kids – ‘Go for your life’ General Program PowerPoint presentation (available to Kids – ‘Go for your life’ Health Professionals’ Network on Kids – ‘Go for your life’ Member CD)</i></p> <p><i>Refer to Kids – ‘Go for your life’ General Brochure available to order by phoning 1300 739 899</i></p>
To deliver a regional Kids – ‘Go for your life’ forum where member and non-member schools and services can network and learn more about the Award program	<p>Kids – ‘Go for your life’ local Steering Committee</p> <p>Kids – ‘Go for your life’ State Team</p> <p>Members of Health Professionals’ Network</p>	Kids – ‘Go for your life’ member schools and services, and non-member schools and services	<p>25% early childhood services</p> <p>25% primary schools</p>	<p>1 regional forum held</p> <p>25% of primary schools in the catchment attend the Forum</p> <p>25% of early childhood services in the catchment attend the Forum</p> <p>100% of those in attendance can identify whom to contact locally, and at the state level, for support in completing the Award program</p>	<p><i>Contact Kids – ‘Go for your life’ Healthy Communities State Coordinator for support in establishing a local Kids –‘Go for your life’ Forum (Ph: 9635 5537)</i></p>

<p>To provide support to member primary schools in completing the Award program by referring them to Nutrition Australia's 'Go for your life' Canteens Advisory Service, and Home Economics Victoria's Fruit + Veg program.</p>	<p>Kids – 'Go for your life' Steering Committee, Nutrition Australia, Home Economics Victoria</p>	<p>Kids – 'Go for your life' member primary schools</p>	<p>100% Kids – 'Go for your life' member government primary schools</p>	<p>100% of Kids – 'Go for your life' member government primary schools are aware of Nutrition Australia's 'Go for your life' Canteens Advisory Service</p> <p>100% of Kids – 'Go for your life' member primary schools are aware of Home Economics Victoria's Fruit + Veg program</p>	<p><i>Refer to Kids – 'Go for your life' Health Professionals' CD for an overview of Nutrition Australia's 'Go for your life' Canteens Advisory Service and Home Economics Victoria's Fruit + Veg program (available August 2009)</i></p> <p><i>Visit www.goforyourlife.vic.gov.au for more information about Nutrition Australia's 'Go for your life' Canteens Advisory Service</i></p> <p><i>Visit www.goforyourlife.vic.gov.au/kids for more information about Home Economics Victoria's Fruit + Veg program</i></p>
<p>To provide support to member early childhood services in completing the Award program by linking them to local dietitians for a menu assessment,* and referring them to Dental Health Services Victoria's Smiles4Miles program, Gowrie Victoria's Start Right Eat Right program</p>	<p>Kids – 'Go for your life' Steering Committee, Dental Health Services Victoria, Gowrie Victoria</p>	<p>Kids – 'Go for your life' member early childhood services</p>	<p>100% Kids – 'Go for your life' member early childhood services</p>	<p>100% of Kids – 'Go for your life' early childhood services are familiar with a local dietitian</p> <p>100% of Kids – 'Go for your life' member kindergartens are aware of Dental Health Services Victoria's Smiles4Miles program</p> <p>100% of Kids – 'Go for your life' member child care centres are aware of Gowrie Victoria's Start Right Eat Right program</p>	<p><i>Refer to Kids – 'Go for your life' Health Professionals' CD for an overview of Dental Health Services Victoria's Smiles4Miles program and Gowrie Victoria's Start Right Eat Right program (available August 2009)</i></p> <p><i>Visit www.dhsv.org.au for more information about Dental Health Services Victoria's Smiles4Miles program</i></p> <p><i>Visit www.goforyourlife.vic.gov.au or www.gowrievictoria.org.au for more information about Gowrie Victoria's Start Right Eat Right program</i></p>

* Using local dietitians may be a more cost effective way for early childhood services to receive a menu assessment as Nutrition Australia's 'Go for your life' Canteens Advisory Service provides a free service for primary schools only.

Objective 3	For local governments to have policies and procedures that support the healthy eating and physical activity of children 0 – 12 years.				
Estimated Impacts	<ul style="list-style-type: none"> ▪ Kids – ‘Go for your life’ is referenced in the Municipal Public Health Plan ▪ Kids – ‘Go for your life’ is referenced in the Municipal Early Years Plan ▪ 100% of local governments in the catchment have two or more policies that support healthy eating and/or physical activity among children. 				
Strategies	Key implementation partners	Population target group/s	Estimated reach	Estimated impact	Kids – ‘Go for your life’ Resource
To engage a representative from each local government in the catchment to advocate internally for the Kids – ‘Go for your life’ program	Kids – ‘Go for your life’ local Steering Committee Members of the Health Professionals’ Network	Local government departments including Health and Social Planning, Child and Family Services, Recreation and Sport, Environmental Health and Community Services	n* local government representatives	1 representative from each Council in the catchment is on the Kids – ‘Go for your life’ Steering Committee This representative (as above) advocates for Kids – ‘Go for your life’ to be referenced in the Municipal Early Years Plan upon its review This representative (as above) advocates for Kids – ‘Go for your life’ to be referenced in the Municipal Public Health Plan upon its review	
To deliver an information session to local governments in the catchment on the role of policy in increasing children’s healthy eating and physical activity	Kids – ‘Go for your life’ local Steering Committee Members of the Health Professionals’ Network Heart Foundation	Local government departments including Health and Social Planning, Child and Family Services, Recreation and Sport, Environmental Health and Community Services	2 or more representatives from n local governments	Delivery of 1 information session to local governments At least 2 representatives from each local government attend the information session 100% of attendees can identify why local government policy is required for children’s healthy eating and physical activity to be increased	<i>Refer to Kids – ‘Go for your life’ Local Government Policy Resource for guidance in developing local government policies that address children’s healthy eating and physical activity/active play (available September 2009)</i>

* Insert as n the number of local governments in your catchment.

<p>To inform local governments in the catchment of resources they can use that help in the development of healthy eating or physical activity policies</p>	<p>Kids – ‘Go for your life’ local Steering Committee Members of the Health Professionals’ Network Heart Foundation</p>	<p>Local government departments including Health and Social Planning, Child and Family Services, Recreation and Sport, Environmental Health and Community Services</p>	<p>n local government Health and Social Planning Departments n local government Sport and Recreation Departments n local governments</p>	<p>100% of local governments in the catchment are aware of the resources available for developing healthy eating or physical activity policies.</p>	<p><i>Refer to Kids – ‘Go for your life’ Local Government Policy Resource for guidance in developing local government policies that address children’s healthy eating and physical activity/active play. Resource includes examples of policies that have been developed by local governments in Victoria such as canteen policies for council operated centres, restrictions on billboards and community advertisements, and making safe routes to school (available September 2009)</i></p> <p><i>Visit www.heartfoundation.org.au for the Heart Foundations’ Healthy By Design resource and A Healthier Serve: the Heart Foundation’s Guide to Healthier Catering.</i></p>
<p>To encourage local governments in the catchment to pursue funding opportunities that can support children’s healthy eating and/or physical activity such as community grants and council discretionary funding</p>	<p>Kids – ‘Go for your life’ local Steering Committee Members of the Health Professionals’ Network</p>	<p>Local government departments including Health and Social Planning, Child and Family Services, Recreation and Sport, Environmental Health and Community Services</p>	<p>1 local government</p>	<p>1 or more local governments in the catchment have submitted an application for funding that would be used to support children’s healthy eating and/or physical activity</p>	<p><i>Visit the following websites for grant opportunities:</i> <i>www.vichealth.vic.gov.au</i> <i>www.dvc.vic.gov.au</i> <i>www.ourcommunity.com.au</i></p>
<p>To develop policies with local governments that all Council operated early childhood services are mandated to be members of Kids – ‘Go for your life’ and to have healthy eating and active play policies consistent with the Award program</p>	<p>Kids – ‘Go for your life’ local Steering Committee Kids – ‘Go for your life’ Early Childhood State Coordinator</p>	<p>Local government Child and Family Services department</p>	<p>n local governments</p>	<p>100% of local governments in the catchment have a policy requiring all Council operated early childhood services to be registered as members of Kids – ‘Go for your life’</p> <p>50% of local governments in the catchment have a healthy eating and/or active play policy for Council operated early childhood services that meets the Kids – ‘Go for your life’ criteria</p>	<p><i>Contact Kids – ‘Go for your life’ Early Childhood State Coordinator for guidance in establishing a policy for Council operated early childhood services to be members of Kids – ‘Go for your life’ (Ph: 9635 5153)</i></p>

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