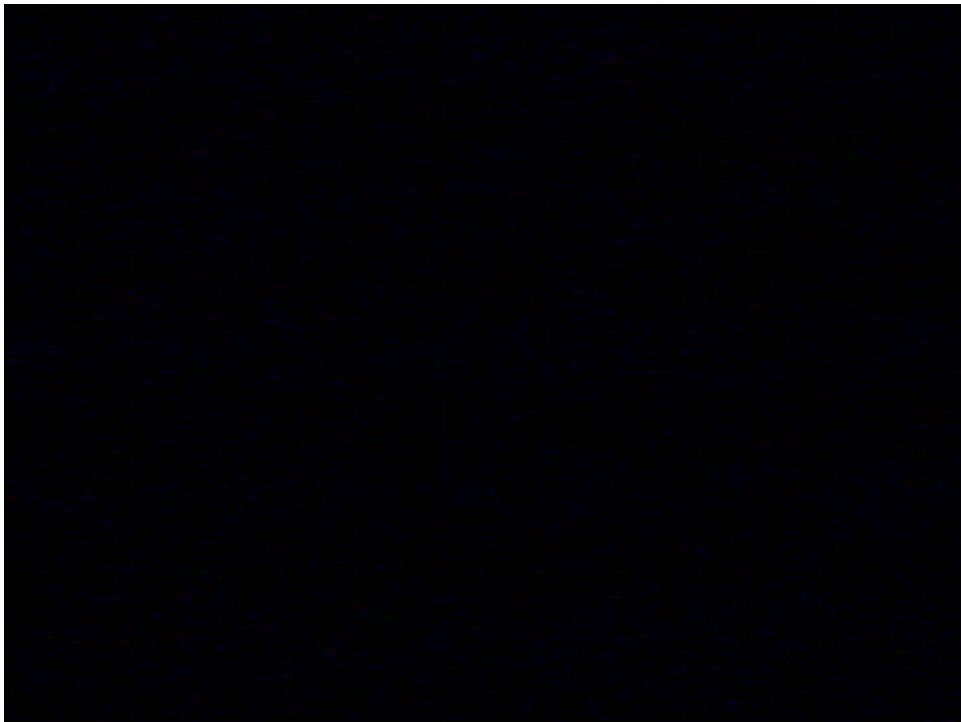




Health Promoting Communities: Being Active and Eating Well

Obesity prevention community demonstration projects: Victorian Policy into practice

Kristina Basile, Acting Manager, Obesity & Diabetes Prevention Section DHS



Setting the scene.....



Experts warn of health 'tsunami'

Politicians on both sides need to heed the old aphorism 'prevention is better than cure' in their health funding plans, writes **Carol Nader**.

WE ARE better at providing a hospital bed when you have had your heart attack than providing the advice and lifestyle supports to prevent it occurring in the first place.

Labour leader Kevin Rudd made this observation in his first speech in health in June. Good health policy, he said, was intertwined with good economic policy. Our health system was too reactive. To the experts, this was hardly news. They have long argued with governments to do the sums. Keep-



account for 80 per cent of the disease burden within a generation. Diabetes and heart disease alone cost the system more than \$6 billion a year. And a study released last week found that up to a third of cancers could be prevented if people adjusted their lifestyles. The Government has invested in

PREVENTABLE CONDITIONS

- OBESITY
- DIABETES
- HEART DISEASE
- SOME CANCERS
- KIDNEY DISEASE
- STROKE



Action in Victoria



'Go for your life' is Victoria's whole of government program to promote healthy eating and physical activity to prevent obesity and chronic disease

Launched in 2003 with ongoing support and growth

- 2003-04 - \$21.9 million over four years
- 2006-07 - \$57.5 million over four years
- 2007-08 - \$132.4 million over four years

Total investment of over \$150 million

Overseen by a Minister's forum which meets quarterly comprised of 5 ministers (Health (lead minister), Education, Aged Care, Sport & Rec, and Planning)

Strategy available at: www.goforyourlife.vic.gov.au/



'Go for your life'
Victoria - leading the way to a healthy and active community
Strategic Plan 2006-2010



Objectives



- ↑ Consumption of fruit & Vegetables
- ↓ Energy dense food and drinks
- ↑ Breast feeding
- ↑ Physical activity
- ↓ Sedentary behaviour
- ↑ Active transport

Structural Changes to support HE & PA

- Food access & supply for all groups
- Develop the built and natural environment
- Address the underlying health Inequalities

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Health Promoting Communities: Being Active and Eating Well Demonstration Initiatives – Phase 2



- Budget \$4.26m (incl. PH funding) over four years
- 5 PCPs and one ACCHO
- DHS/DPCD partnership
- Focus on 'Go for your life' objectives

Addressing the determinants from the following environments:

- Socio/cultural
- Natural/Built
- Economic/ Regulatory

Supported by:

- Statewide Program Plan
- Statewide Social Marketing & Communication Plan
- External Evaluator - Deakin University

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'Making Healthy Choices, Easy Choices' - Linking Health and the Environments



Learning from Colac Be Active Eat well

- ☀ Leadership - Champions
- ☀ Multi - Strategy, multi level interventions
- ☀ Empowering Partnerships
- ☀ Building Community Capacity
- ☀ Social Marketing for getting messages across
- ☀ Planning for Evaluation



Current Victorian Health Promotion Policy and Planning Frameworks



Integrated health promotion resource kit



Planning for effective health promotion evaluation
May 2005



Environments for Health
Promoting Health and Wellbeing through Built, Social, Economic and Natural Environments
Municipal Public Health Framework

Primary Care Partnerships strategic directions 2004-2006
Better health - stronger communities



<http://www.health.vic.gov.au/localgov/mphpfr/index.htm>

http://www.health.vic.gov.au/healthpromotion/downloads/integrated_health_promo.pdf

Selected Sites and Target Population Groups:



- Southern Grampians (Working adults 50+)
- Campaspe (Adolescents 12 - 18)
- Maribyrnong (Adolescents 12- 18 strong CALD focus)
- Cardinia (Children 5-12)
- Kingston & Bayside (Children 0-12)
- North Geelong (Wathaurong Aboriginal community)

These catchments will build on 'Go for your life' funded initiatives in their catchments

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Rural community demonstration projects



Hamilton

- 13 workplaces engaged
- range of initiatives ie workplace policies, providing programs & developing a staff vegetable garden

Campaspe

- Focus on working with 8 secondary schools & neighbourhoods
- Building on 'It's Your Move'
- Interventions targeting school policies, curriculum and student ambassador model

North Geelong - whole of community

- Focus on culturally relevant programs for healthy eating and physical activity
- Supported by VACCHO to develop a statewide model for Aboriginal communities

Workers challenge stereotypes

STAFF from KMIT University Hamilton campus have taken up the challenge to maintain or decrease their body mass index (BMI) and signed up with Go for our Life for a workplace fitness program.

The university is one of 14 local workplaces funded to join the 'Challenging the Stereotypes' program that aims to improve workers' activity levels and eating habits.

Project leader, Fran Patterson, said the university successfully applied for funding for the project and is now involved in activities specifically designed for their workplace.

The 20 staff at KMIT have all been weighed, measured and completed a survey on their physical activity and healthy eating behaviours.

The SMIT program will include:

- Hosting a guest speaker
- Encouraging drinking water rather than energy drink drinks
- Regular visits from a personal fitness adviser to



GAIL, Leigh Toddman and Fiona Upstill are measured by Go for your Life project officer, Fran Patterson, at the start of their fitness challenge.

set individual goals for staff.

Other workplaces currently involved in the project are Southern Grampians Shire, Citterio, Hovor Networks,

Southern Finnes, CTS, WOK, Mahoney Archer, Timbony, Bendigo Bank, Gherty Hopkins

Edgerton, Inka Reverser and Western District Health Service. For further details contact Fran Patterson on 555 8479.

**For more
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