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NSW Ministry of Health

The NSW experience – Premier’s priority to reduce childhood obesity
Obesity is a complex, personal and sensitive issue

- Overweight and obesity is intensely personal

- It is important that our initiatives do not contribute to stigmatisation of children who are above a healthy weight, or their families

- Our response emphasises the positive benefits from healthy eating and active living for all children, families and communities in NSW
Premier’s priority is to reduce childhood overweight and obesity by 5%


More recently PwC reported that a selected set of obesity interventions would be a positive investment with a benefit to cost ratio of 1.7.  

In 2008, the economic impact in NSW of obesity alone was estimated by Access Economics to be $19 billion, this includes $2.7 billion financial costs including productivity losses and $16.3 billion in costs of lost wellbeing.  

**This percentage generated by theoretical projection based on best available evidence.**
The NSW portfolio of actions
NSW Health has a comprehensive program of interventions across four strategic directions

**NSW Healthy Eating and Active Living Strategy**

**Strategic Directions**

1. **State-wide support programs**
   - Active Kids
   - Live Life Well@School
   - Munch & Move
   - Go4Fun

2. **Routine advice and clinical service delivery**
   - Get Healthy in Pregnancy
   - Routine measurement of height and weight
   - Advice and referral in clinical settings
   - Multi-disciplinary paediatric obesity clinics

3. **Education and information campaigns**
   - Make Healthy Normal
   - Social marketing; formative research for children and families underway

4. **Environments to support healthy eating and active living**
   - Healthy School Canteens Strategy
   - Menu labelling initiative in quick serve restaurants
   - Infrastructure to support Active Travel and Play

**Example interventions**
State-wide programs
Focus on early childcare, schools and community settings

- There is strong and consistent evidence for a settings based approach in early childhood services and primary schools
- Early childhood 89% participation
- Primary schools 83% participation
- Family day care, OOSH and supported playgroups
- Junior sport clubs
- Community treatment program
Go4Fun community based treatment program

- Reach: >12,450 children and their families
- Program outcomes:
  - BMI: -0.6 kg/m\(^2\);
  - waist circumference: -1.4 cm

- Program adaptation
  - From twice to once a week
  - Aboriginal G4F
  - G4F online
Delivering at scale is key

Select effective and feasible interventions

• Conduct comprehensive formative research with target groups and implementers

• Understand the mechanisms that contribute to intervention success and failure

Identify sustainable delivery mechanisms and workforce from the start

• Integrate interventions into existing delivery systems where possible

• Provide centralised resources, training and implementation support

• Data is power! Utilise information systems that manage program data to support practice change and system performance
A short history of scaling up

**ACTIVITY**
- Tooty Fruity Vegie: Local RCT
- Good for Kids: Good for Life: scale across 1x region
- Munch & Move: Dissemination trial - Cluster RCT
- Munch & Move: State-wide
- State funding boost
- PHIMS
- Local targets
- Premier's priority
- Recurrent budget

**DRIVER**
- State priority
- National funding boost
- Regional funding boost
- State-wide
- Premier's priority
- Recurrent budget

**FUNDING AUD pa**
- 2010: Nil
- 2011: $3m
- 2012: $2m
- 2013: $6m
- 2014: $8m
- 2015: $2m (build)
- 2016: $14m
- 2017: $17m
- 2018: $19m

**REACH**
- 2010: Nil
- 2011: 5%
- 2012: 35%
- 2013: 45%
- 2014: 85%
- 2015: 89%
- 2016: 89%
Clinical support, education and environments
NSW Health is working in partnership with health professionals, primary care and health clinics

- Building strong partnerships with primary care providers, public dental services and child health nurses
- Supporting health professionals to routinely measure a child’s height and weight status and respond – Key Performance Indicator
- Delivering training and resources to health professionals, including primary care providers
- State wide scale up of Get Healthy in Pregnancy service to support women to achieve healthy gestational weight gain
Delivery of key messages and social marketing

1. What we are doing
   - Strengthening delivery of existing core messages until April 2019
   - Updating website function and personalising social media output
   - Packaging proactive stories
   - Promoting content through partners e.g. health insurers
   - Engaging with LHDs

2. What we are learning
   - Our audience is aware obesity is a health issue, but parents’ recognition of their own child’s weight status is low
   - Our audience wants practical tools to help them make changes and encourage them to continue
   - Our technology needs to change to provide parents with the tools and support needed

3. What we are planning
   - A strategy that clearly segments target audiences
   - A phase 3 campaign
   - A segmented understanding of our target audience
   - More engaging creative with stronger calls to action
Supportive environments can influence healthier choices

Healthy School Canteen Strategy

• Requires all schools in NSW to have a Healthy School Canteen by the end of 2019
• 326 schools in NSW are verified as achieving the Strategy (as at 28 Jan 2019)
• More than 105,948 students have access to a healthy school canteen (approx.)

Menu labelling

• Supporting the national Health Star Rating front-of-pack labelling system [www.healthstarrating.gov.au](http://www.healthstarrating.gov.au)

Healthy Food and Drink in NSW Health Facilities

• NSW Health leading by example and has removed sugar-sweetened drinks from food outlets in health facilities
• Increasing healthy food options to 75 per cent of the menu
• Reducing portion size of unhealthy foods
Supportive environments can influence healthier choices

• Working with interagency partners to:
  • leverage Government infrastructure investment to prioritise active travel and play
  • develop support strategies to increase use of existing and new infrastructure
  • embed active travel and play within enabling design guidelines

• Active Kids program - 671,320 vouchers were generated in 2018.

• Promoting active travel to school for children as part of the Live Life Well @ School program

• The NSW Active Travel Charter for Children identifies strategies to help students, parents and teachers to achieve this
Delivery and performance monitoring
Premier’s Implementation Unit approach drives and sustains progress

**Use of Data**
Anchor approach in data and evidence to focus implementation efforts

**Fieldwork**
Talk to frontline to ensure communication & accountabilities are effectively flowing down delivery chain

**Targeted Actions**
Targeted and high impact interventions

**Routines**
Use routines to ensure a focus on performance
Monitoring program fidelity and impact

Evidence-based with key practices required to achieve program fidelity

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<th>Curriculum</th>
<th>Encouraging healthy eating and physical activity</th>
<th>Professional development and monitoring</th>
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<td>Fruit, vegetables and water breaks</td>
<td>Promoting active travel</td>
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<td>PDHPE includes fundamental movement skills</td>
<td>Physical activity during breaks</td>
<td>Communicating with families</td>
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<td>Supportive environment for healthy eating</td>
<td>Healthy School Canteen Strategy</td>
<td>Professional development of staff</td>
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<td>Promoting active travel</td>
<td>Reports on LLW@S implementation</td>
<td>School plans incorporate LLW@S</td>
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Adoption of Live Life Well @ School by LHD (%)

- LHD total
## Executive Summary
District performance summary (Quarter 1 2018-19)

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<tr>
<th>Local health district</th>
<th>Healthy Children Initiative</th>
<th>Get Healthy Service Referrals Jul 18-Sep 18</th>
<th>Routine Identification</th>
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Research and evidence
Strategically investing in research to build the evidence base

**Data**
- Centre for Health Record Linkage (CHeReL)
- HealthStats NSW
- Secure Analytics for Population Health Research and Intelligence (SAPHaRI)
- NSW Health Statewide Biobank

**Collaborative research**
- Physical Activity, Nutrition and Obesity Research Group (PANORG)
- NHMRC Partnership Centre: The Australian Prevention Partnership Centre
- NHMRC Partnership Projects
- Australian Research Council (ARC) Linkage Grants

**Competitive funding schemes**
- Translational Research Grants Scheme (TRGS)
- Prevention Research Support Program (PRSP)
- Early-Mid Career Fellowships

**Enablers**
- NSW Health Population Health Training Programs
Translational Research Grants Scheme

- Competitive funding scheme to prioritise and generate rigorous evidence from the field
- Accelerating the development of research capability and evidence translation within the NSW public health system
- Focus on partnerships, capacity building and accountability
Current childhood overweight and obesity TRGS projects

**Hunter New England:** Physical Activity 4 Everyone (PA4E1) – physical activity and nutrition program in high schools; and SWAP-It – healthy lunchboxes

**Northern NSW:** Sweet smiles – brief oral health interventions to decrease children’s sugary drink intake

**Central Coast:** Thirsty? Choose water! Behavioural interventions and water stations in secondary schools

**Sydney:** Healthy beginnings – phone and SMS advice to parents of children 0-2 years

**South Western Sydney:** Campbelltown – Changing our future: a whole of system approach to childhood obesity in South Western Sydney

**Sydney Children’s Hospital Network:** Secondary level child weight management services: the appropriateness, impact and effectiveness of new service models

**Murrumbidgee:** Time2BHealthy – on-line healthy eating and active living support program for parents of children 2-6 years
Reflections
Reflections from the NSW experience

- High level commitment and priority
- Comprehensive, cross government approach
- Delivery at scale
- Adaptation, innovation and evaluation
- A focus on delivery and performance monitoring
- A long-standing prevention infrastructure
Thank you