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Acting Deputy Secretary, Population and Public Health Division  
NSW Ministry of Health

## **The NSW experience – Premier's priority to reduce childhood obesity**

National Obesity Summit 15 February 2019

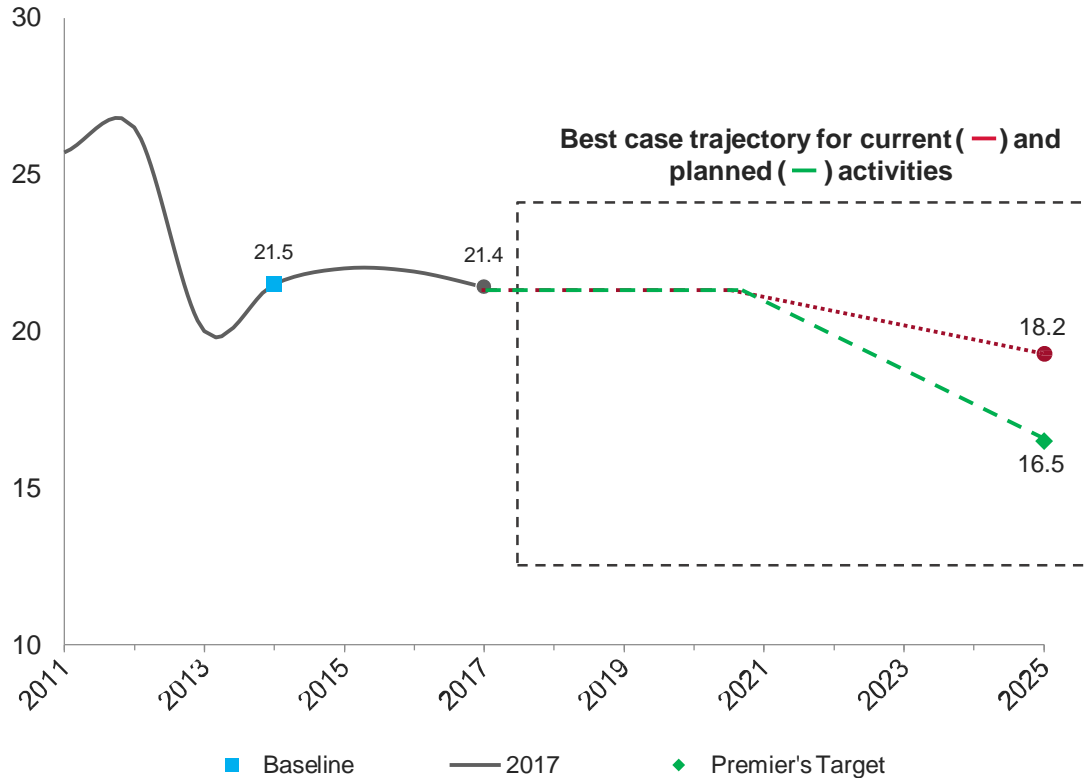
## Obesity is a complex, personal and sensitive issue



- 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%

NSW prevalence of childhood overweight and obesity was 21.4% in 2017



NSW Health is leading work to towards achieving the target

Baseline(2013)	21.5%	Baseline	Approx. number of children impacted ~ 266,000
● Current interventions	~ 3.3%*	Healthy Eating and Active Living Strategy, Healthy Canteens, ActiveKids	~ 40,920
◆ New interventions	~ 1.7%**	Active Travel and Play, Partnerships, Pregnancy	~ 21,080
<b>Premier's target</b>	<b>= 16.5%</b>	Achieve a 5% reduction by 2025	<b>62,000</b>



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.<sup>1</sup> 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.<sup>2</sup>

Source: NSW Population Health Survey (2007-2017). The target is measured using parent-reported survey responses.

<sup>1</sup>Deloitte Access Economics The growing cost of obesity, 2008

<sup>2</sup>PwC Weighing the cost of obesity: A case for action, 2015, According to the PwC report implementing a set of selected obesity interventions would be a positive investment with a benefit cost ratio (BCR) of 1.7 in a conservative, ten year model resulting in a benefit of \$2.1 billion for Australia. This modelling covers the adult population.

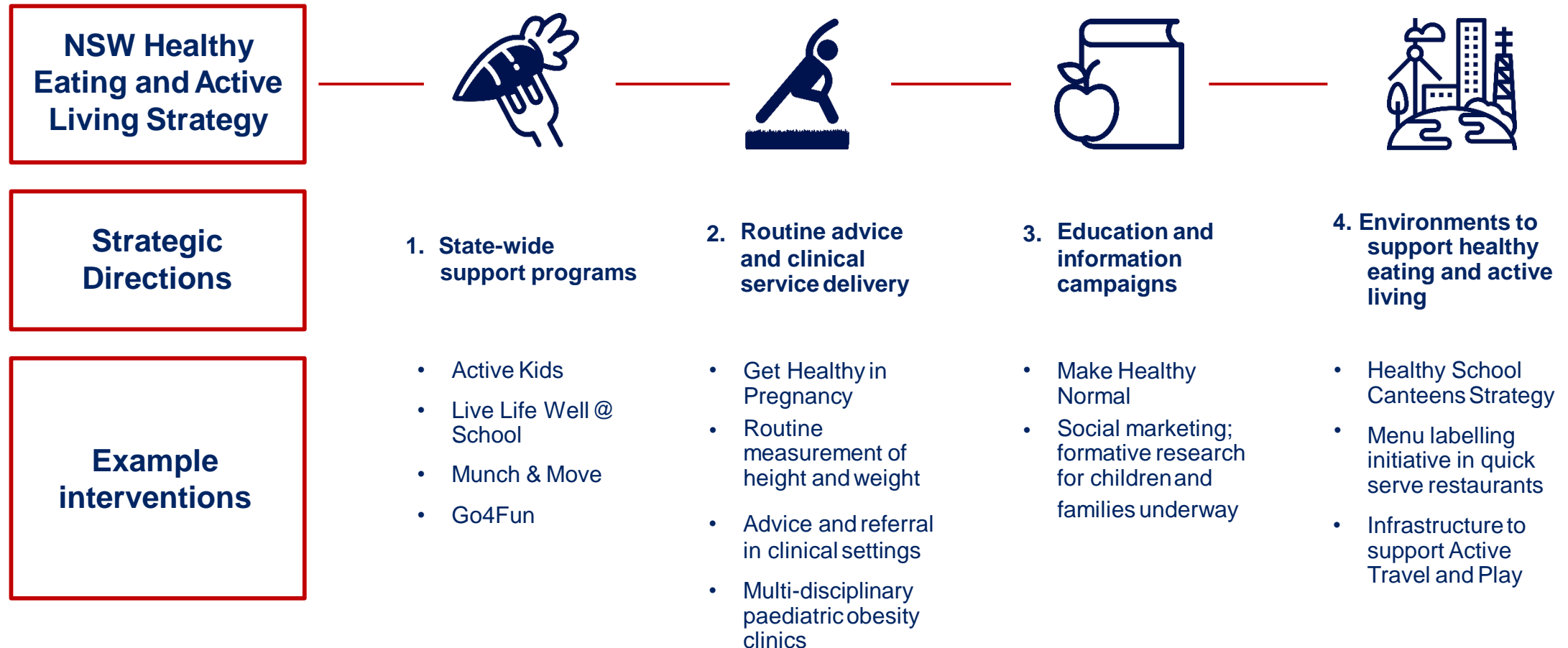
\*The first 3% of impact is evidenced by the evaluation of the Hunter New England 'Good for Kids' program.

\*\*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





## 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<sup>2</sup>;
  - 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

SYSTEMATIC REVIEW

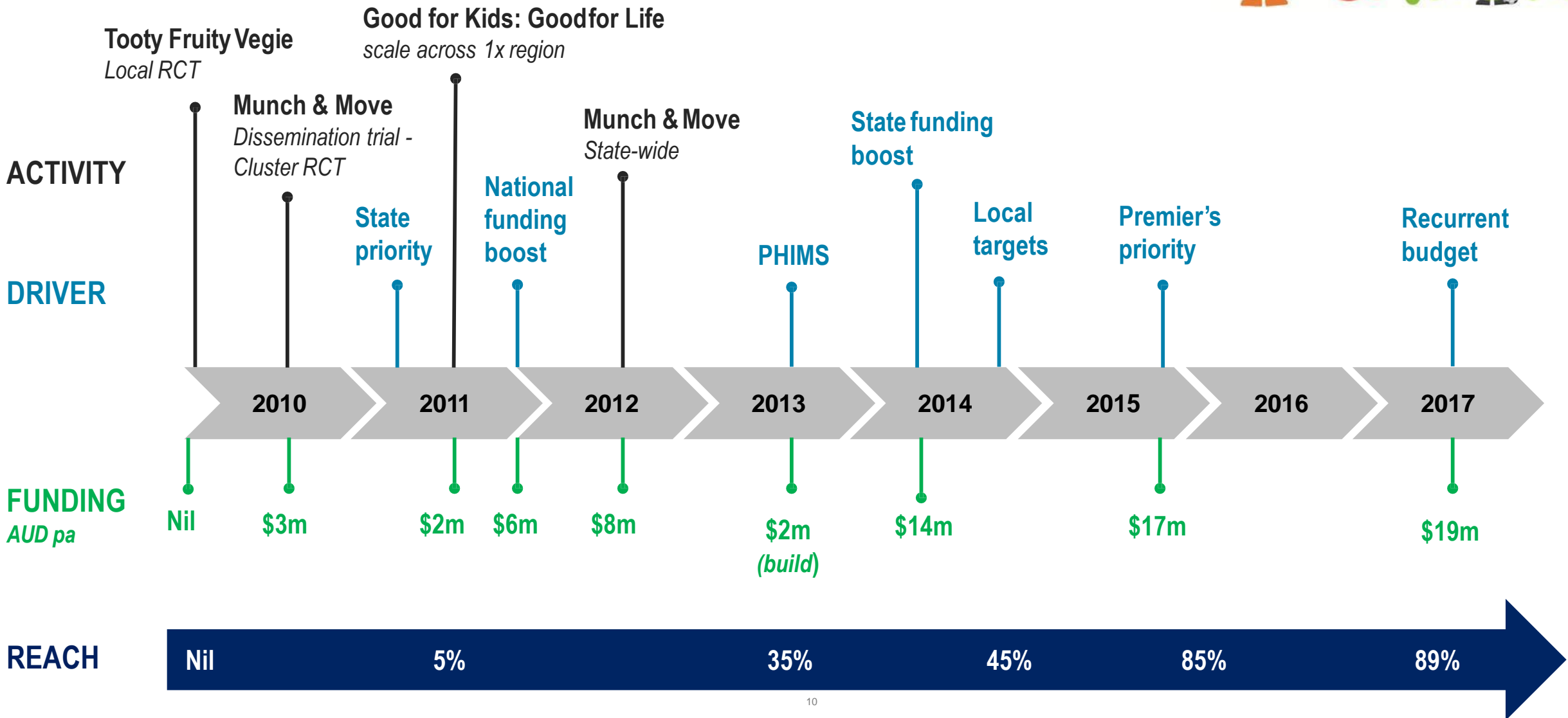
Open Access

Narrative review of models and success factors for scaling up public health interventions



Andrew J. Milat<sup>1,2\*</sup>, Adrian Bauman<sup>1</sup> and Sally Redman<sup>3</sup>

# A short history of scaling up





# Clinical support, education and environments



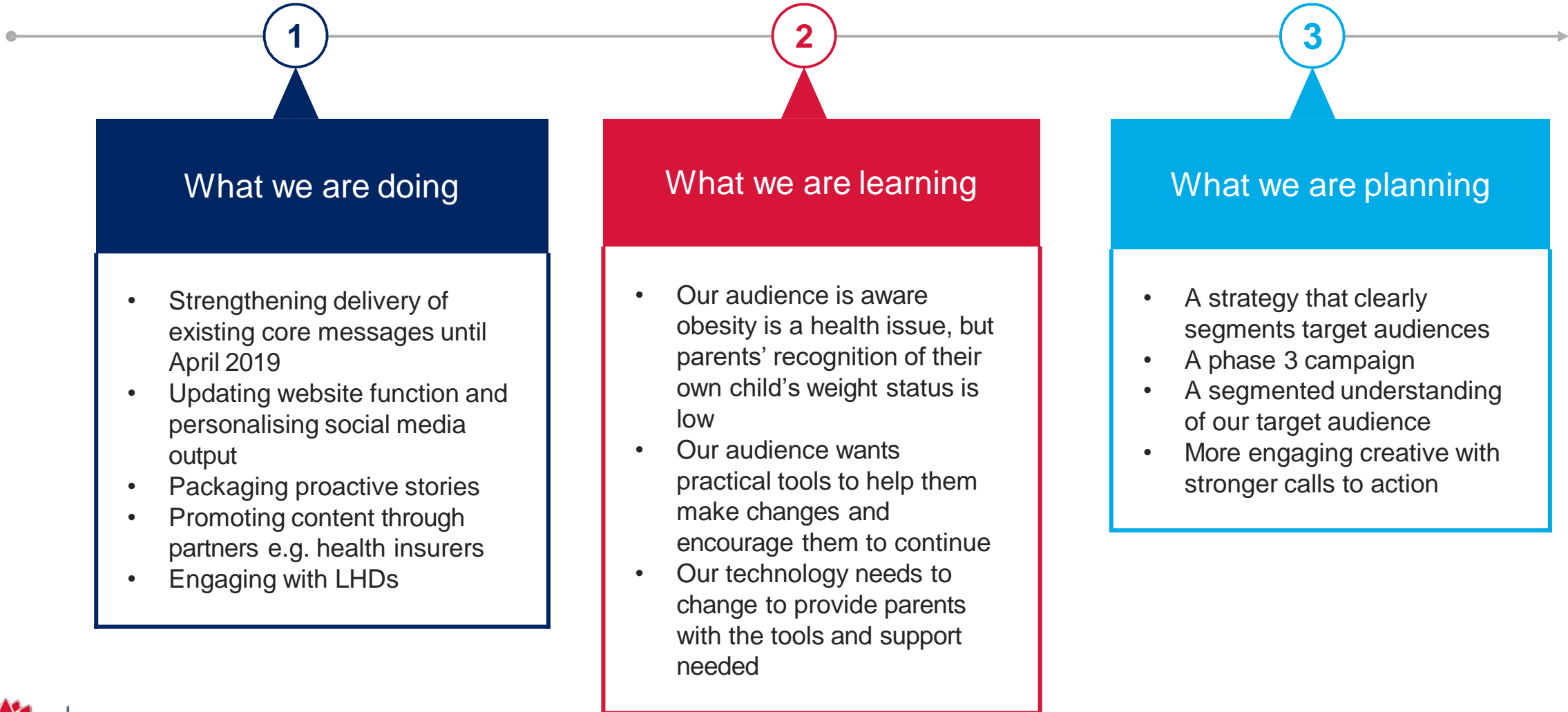
Health

## 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



**8700** FIND YOUR IDEAL FIGURE



## 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

- Kilojoule menu labelling in major cafes and fast food chains [www.8700.com.au](http://www.8700.com.au)
- 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 sustain 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

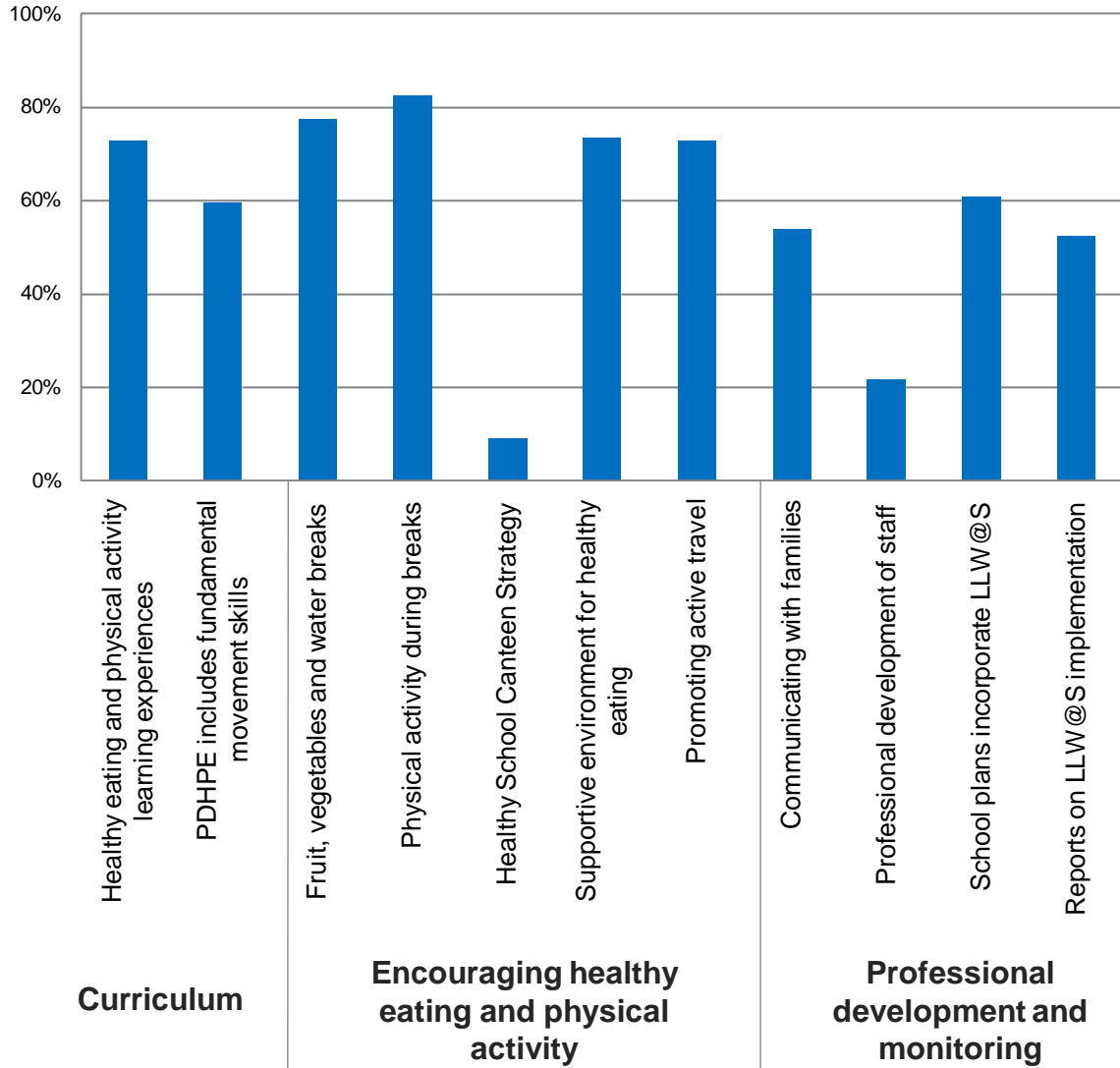
## Routines



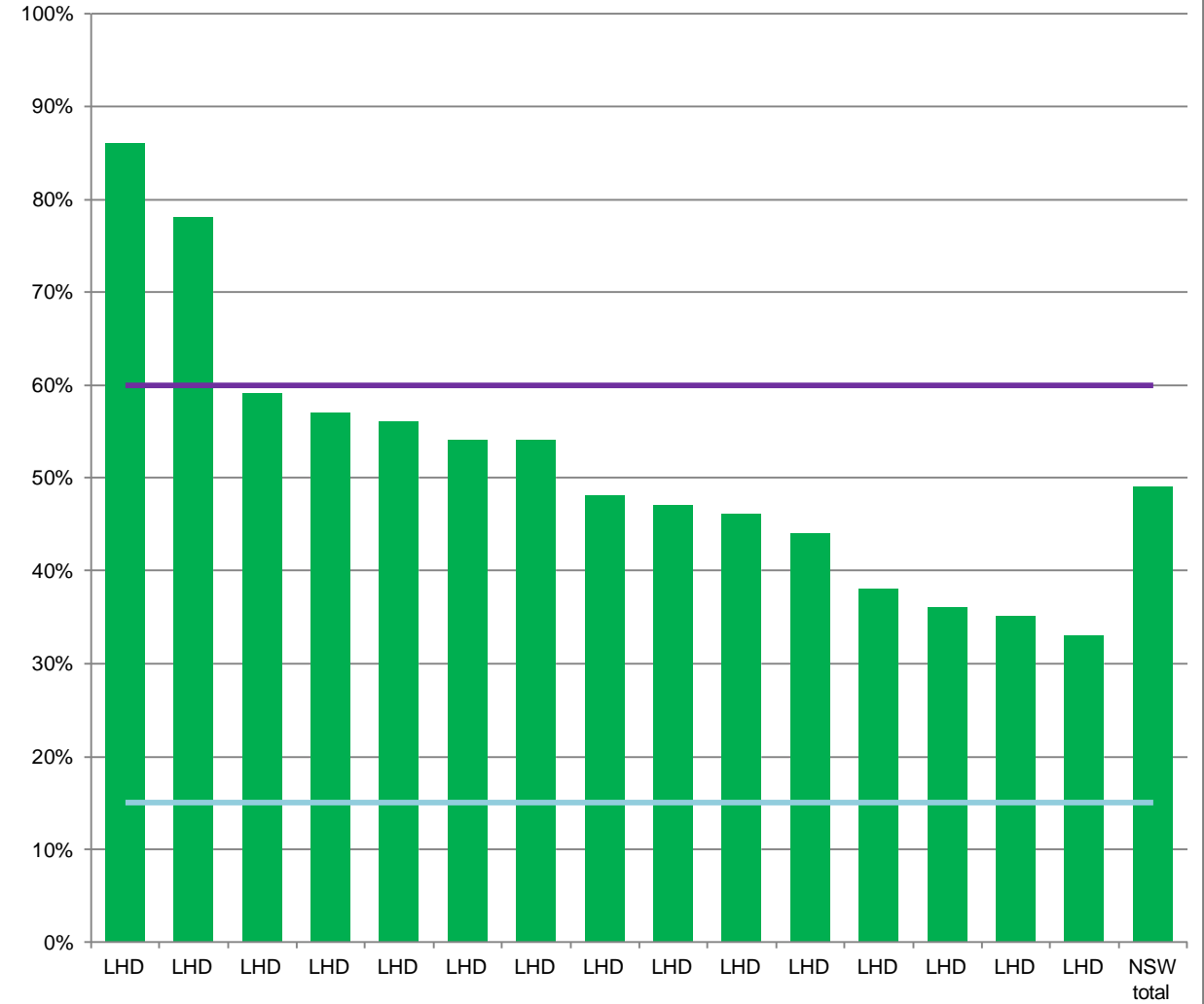
Use routines to ensure a focus on performance

# Monitoring program fidelity and impact

Evidence-based with key practices required to achieve program fidelity



Adoption of Live Life Well @ School by LHD (%)



# Making it count – monitoring performance

## Executive Summary

District performance summary (Quarter 1 2018-19)



Health

Local health district	Healthy Children Initiative				Get Healthy Service Referrals Jul 18-Sep 18			Routine Identification
	M&M	FDC	LLW@S	Go4Fun	<u>GHiP</u> total	GHS total	Progress towards 18-19 GHS target	Apr 18-Jun 18
	●	●	●	●	46	188	●	40%
	●	●	●	●	107	343	●	51%
	●	●	●	●	297	409	●	40%
	●	●	●	●	296	524	●	42%
	●	●	●	●	200	346	●	61%
	●	●	●	●	230	309	●	43%
	●	●	●	●	112	258	●	44%
	●	●	●	●	190	361	●	50%
	●	n/a	●	n/a	4	9	●	43%
	●	●	●	●	128	246	●	n/a
	●	●	●	n/a	29	118	●	44%
	●	●	●	n/a	22	66	●	44%
	●	●	●	●	179	315	●	49%
	●	●	●	●	101	179	●	45%
	●	●	●	n/a	42	80	●	45%
	n/a	<u>n/a</u>	<u>n/a</u>	●	n/a	n/a	n/a	37%
	n/a	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	n/a	n/a	n/a	n/a



# Research and evidence



Health

# 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

NSW GOVERNMENT  
EVALUATION FRAMEWORK  
AUGUST 2013



Population Health Research  
Strategy 2018–2022



# Translational Research Grants Scheme Recipients

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2017

## 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



Health



## 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