

Super-sizing childhood obesity prevention efforts: Challenges and Strategies

**Colin Bell on behalf of the Good for Kids
team**

A growing problem

- **Between 1985- 1997 the proportion of**
Overweight children doubled
Obese children tripled
- **Rates are currently increasing about 1.5%
per year**
- **2004 SPANS data shows that 1 in 4 children
are overweight or obese**
- **Global problem**

A local problem

- **Approx 50,000 children already o/weight or obese and 2,600 will become o/weight or obese each year**

- **Results of local studies have found that;**

Hunter Region Childhood Obesity Prevalence Study
2004: 25-31% of 5-12yr aged children overweight or obese

New England Region 2004: 20-24% of 6-8 year olds overweight or obese

Lower Mid North Coast 2004: 36-37% of pre-school overweight or obese

What evidence do we have?

- **Evidence suggests that prevention is possible, at least in intervention studies**

Doak et al, Obesity Reviews 2006

- **Growing evidence that multi-strategy, multi-setting strategies work at a community-level**

Be Active Eat Well – Colac, Victoria

EPODE – France

- **How do you translate this evidence into effective action on a large scale?**

The HNE Region

- Approx 177, 678 children 0-15 years in the region
- Urban, rural and remote localities
- Diverse socioeconomic backgrounds
- High concentration of Indigenous residents (22% of all Aboriginal children in NSW)



Schools and Preschools

- **Schools ~ 530**
 - ~ 84 Catholic
 - ~ 80 Independent
 - ~ 350 DET (primary and secondary)

- **Preschools ~ 320**

LGA's and Facilities

- **25 Local governments**

- Armidale Dumaresq (2 50m pools)
- Cessnock City (2 pools, 1 aquatic, 1 basketball stadium, 1 netball court)
- Dungog Shire (3 sports grounds, 1 sports complex)
- Glen Innes Severn (2 swim centres)
- Gloucester Shire (1 50m pool)
- Greater Taree City (1 aquatic centre)
- Great Lakes (11 Sporting complexes)
- Gunnedah Shire (2 pools, 5 stadiums)
- Inverell Shire (1 pool)

LGA's and Facilities

- **25 Local governments**

- Lake Macquarie City (4 swim centres, 1 sports centre)
- Liverpool Plains Shire (1 stadium)
- Maitland City (2 pools)
- Moree Plains Shire
- Muswellbrook Shire (1 pool, 2 sports centres)
- Narrabri Shire (3 pools)
- Newcastle City (5 pools)
- Port Stephens (2 aquatic centres, leisure centres)
- Singleton Shire (1 aquatic centre)

Sports Clubs

- ~ 1000 sports clubs

Archery	Go Karting	Rodeo
Athletics	Golf	Rugby League
Australian Football	Gridiron	Rugby Union
Badminton	Gymnastics	Sailing / Yachting
Baseball	Handball	Shooting
Basketball	Hang Gliding	Skiing
Billiards and Snooker	Hockey	Snowboarding
BMX	Horse Racing	Softball
Bobsleigh	Ice Hockey	Squash
Bocce	Ice Racing	Surf Life Saving
Bowls	Ice Skating	Surfing / Bodyboarding
Boxing	Indoor Cricket	Swimming
Calisthenics	Judo	Synchronised swimming
Canoe / Kayaking	Ju-jitsu	Table Tennis
Cricket	Karate	Taekwondo
Croquet	Lacrosse	Tennis
Cycling	Modern Pentathlon	Ten Pin Bowling
Dance Sport	Motor Sport	Touch Football
Darts	Motor cycling	Triathlon
Diving	Netball	Underwater Sports
Dragon Boat	Orienteering	Volleyball
Equestrian / Pony club	Parachuting	Water Polo
Fencing	Petanque	Water Skiing
Fishing / Angling	Polocrosse	Wave Ski
Flying Disk / Frisbee	Powerlifting	Weightlifting
Football (Soccer)	Rogaining	Wrestling
Gaelic Football	Rowing	
Gliding	Roller sports	

Media

- **Television**

- NBN (9)
- Prime (7)
- Southern Cross (10)
- ABC and SBS

- **Radio**

- Newcastle - NXFM/KOFM
- Tamworth - 2TM/92.9FM
- Armidale - 2AD/FM1003.3

Press

- **Press**
 - Newcastle Herald
 - Newcastle POST
 - Hunter Valley News
 - Maitland Mercury
 - Cessnock Advertiser
 - Muswellbrook Chronicle
 - Singleton Argus
 - Scone Advocate
 - New England
 - Northern Daily Leader
 - Armidale Express

How do you super-size prevention?



HUNTER NEW ENGLAND
NSW HEALTH

Ground it in International ...

- **Global Strategy on Diet, Physical Activity and Health**
- An **integrated approach** to the causes of unhealthy diet and decreasing levels of physical activity would contribute to reducing the future burden of non-communicable disease;
- Of particular concern are unhealthy diets, inadequate physical activity and energy imbalances in **children and adolescents**;
- **Governments have a primary steering and stewardship role in initiating and developing the Strategy**, to create an environment that empowers and encourages behaviour changes by individuals, families and communities, to make positive, life-enhancing decisions on healthy eating and patterns of physical activity;
- Priority should be given to activities that have a **positive impact on the poorest population groups and communities**;
- **Applied research, especially in community-based demonstration projects and in evaluating different policies and interventions, should be promoted.**

... National and State Plans

- **Healthy Weight 2008**
- **the State Plan (*The State Plan, A New Direction for NSW*) has a target of stopping the growth in childhood obesity with NSW Health as the lead agency.**

Make a Regional investment

- **Funding \$7.5 million over 5 years**
 - \$5 million NSW Health
 - \$2.5 million HNE Health
- **Goals**
 - Prevent overweight and obesity in children 0-15 years in HNE
 - Build evidence for policy and best practice in NSW

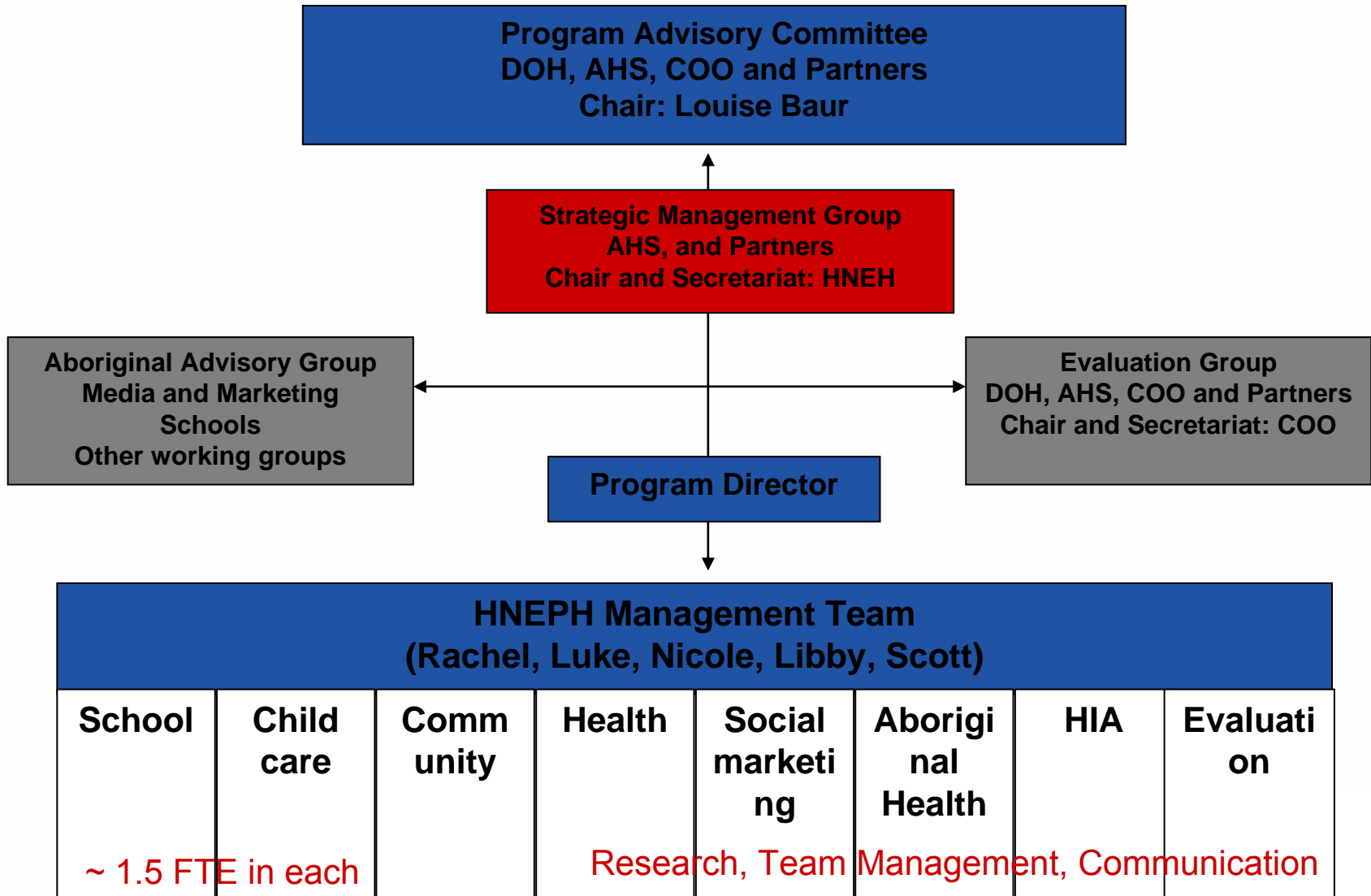
Develop a good plan (120 pg plan) ...

- 1. Consultation with school systems and other stakeholders**
- 2. Program Advisory Committee formed**
- 3. Regional strategic management group formed**
- 4. Program plan developed in consultation with state and regional stakeholders**
- 5. Linking it with international (WHO global strategy on diet, physical activity and health), national (Healthy Weight 2008) and state initiatives**
- 6. Implementation working groups established**

... on strong principles

- 1. Primary prevention strategies**
- 2. Whole of population approach (delivery system)**
- 3. Strategy selection based on:**
 - Best evidence
 - Protecting children
 - Addressing disadvantage of Aboriginal Communities
 - Innovation
- 4. Sustainability**
- 5. A partnership / integrated approach**
- 6. Fun**

Put a support structure in place

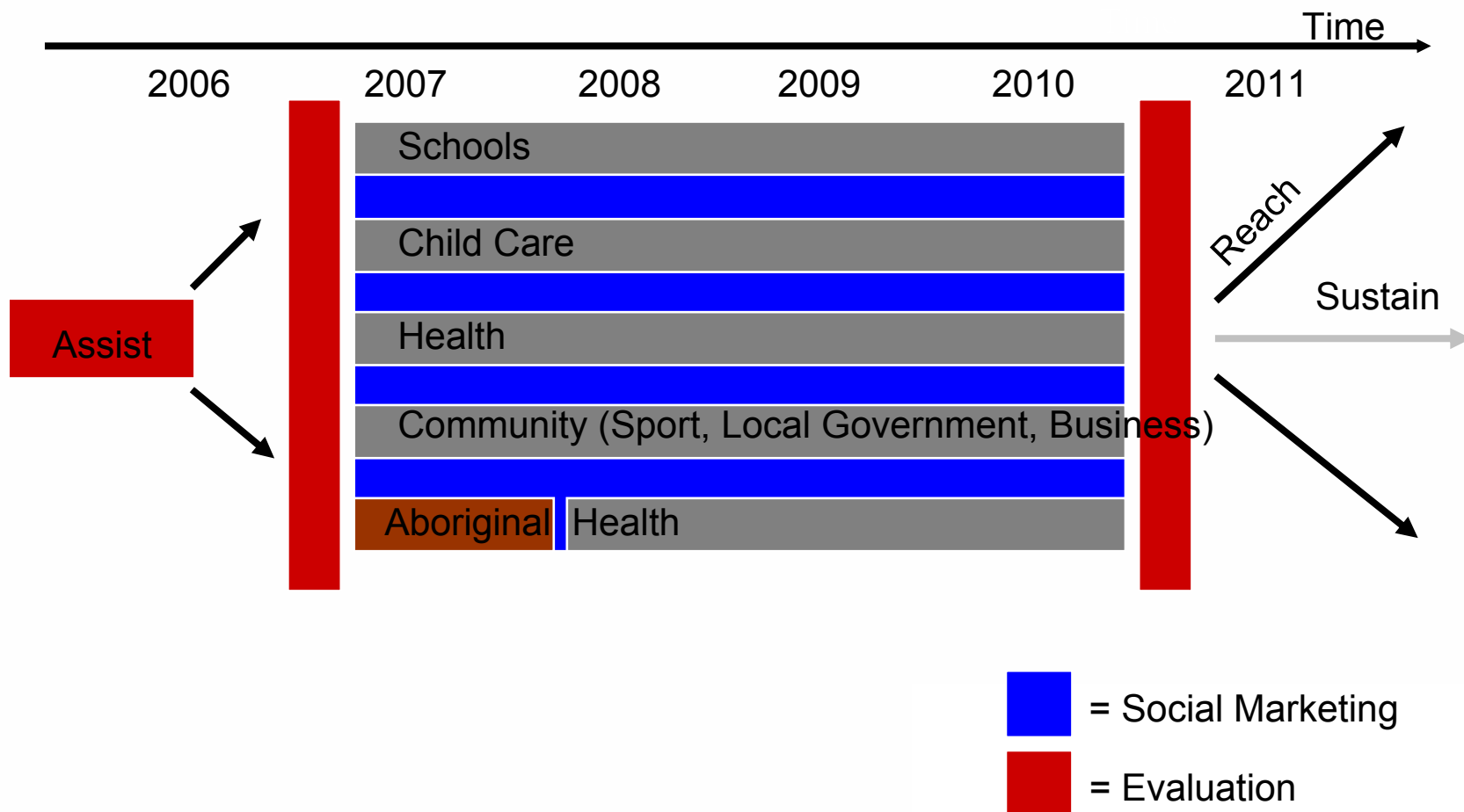


Have an evidence based aim

Aim

- To **mainstream** healthy eating and physical activity for children (up to 15 yrs) and their families in the Hunter New England region
 - ↓ sweetened drink consumption ↑ non-sweetened drinks
 - ↓ energy dense foods ↑ fruit and vegetables
 - ↑ physical activity (sport, play, leisure)
 - ↓ time spent in small screen recreation (TV, video games)

Multi-strategy, multi-setting design



Responsive, relevant evaluation

- Repeat cross-section design with State wide comparison (SPANS04 and 10)

- Impact and Outcome measures

Children (n ~4000) from 70 schools and 30 child care centres

- Height, weight, BMI, waist
- Eating and activity behaviours

Parents

- Eating and activity behaviours
- Family and neighbourhood environments (TV rules, parks)

Organisations (eg all schools (n=500), all child care centres)

- Physical, policy, economic, socio-cultural

- Process Evaluation

Random household survey

- Inform intervention activities and stakeholders

Research Briefs, Web-based benchmarking

Limiting Exposure: A new look health service

Approach	Activity	Example
Policy	Healthier Choices HNE	Healthy food in cafeteria's, vending machines (NHF tick)
Leadership	Training	'White coat' modelling Make it easy for GPs to identify and refer Family-based education groups
Enablers	Competition Lifestyle scripts	AHS leap-frogging Brief advice for children
Accountability	Monitoring	Health Service Audits Linking with Oral Health SAP

Limiting Exposure: A new look school

Approach	Activity	Example
Policy	Guiding principles	Build on Fresh Tastes Allow Sports clubs to use facilities
Leadership	Education	Support for healthy changes Curriculum change Contracts for lunches to local growers
Enablers	Incentives for buying fresh F&V & being active	Points system, Energy exchange Rent from Clubs
Accountability	Monitoring	Web-base benchmarking system

Work with Regional Media

Viewing Window

NORTHERN NEW SOUTH WALES (AM-B)
2006 TELEVISION COVERAGE MAP

Stations: Prime (7), NBN (9), Southern Cross (10).



Potential 1,907,000				
Total People	AM-B	Northern Rivers	Newcastle	Tamworth / Taree
Households	1,907,000	857,000	719,000	331,000
	768,000	358,000	278,000	132,000

Source: AGB Nielsen Media Research 2006

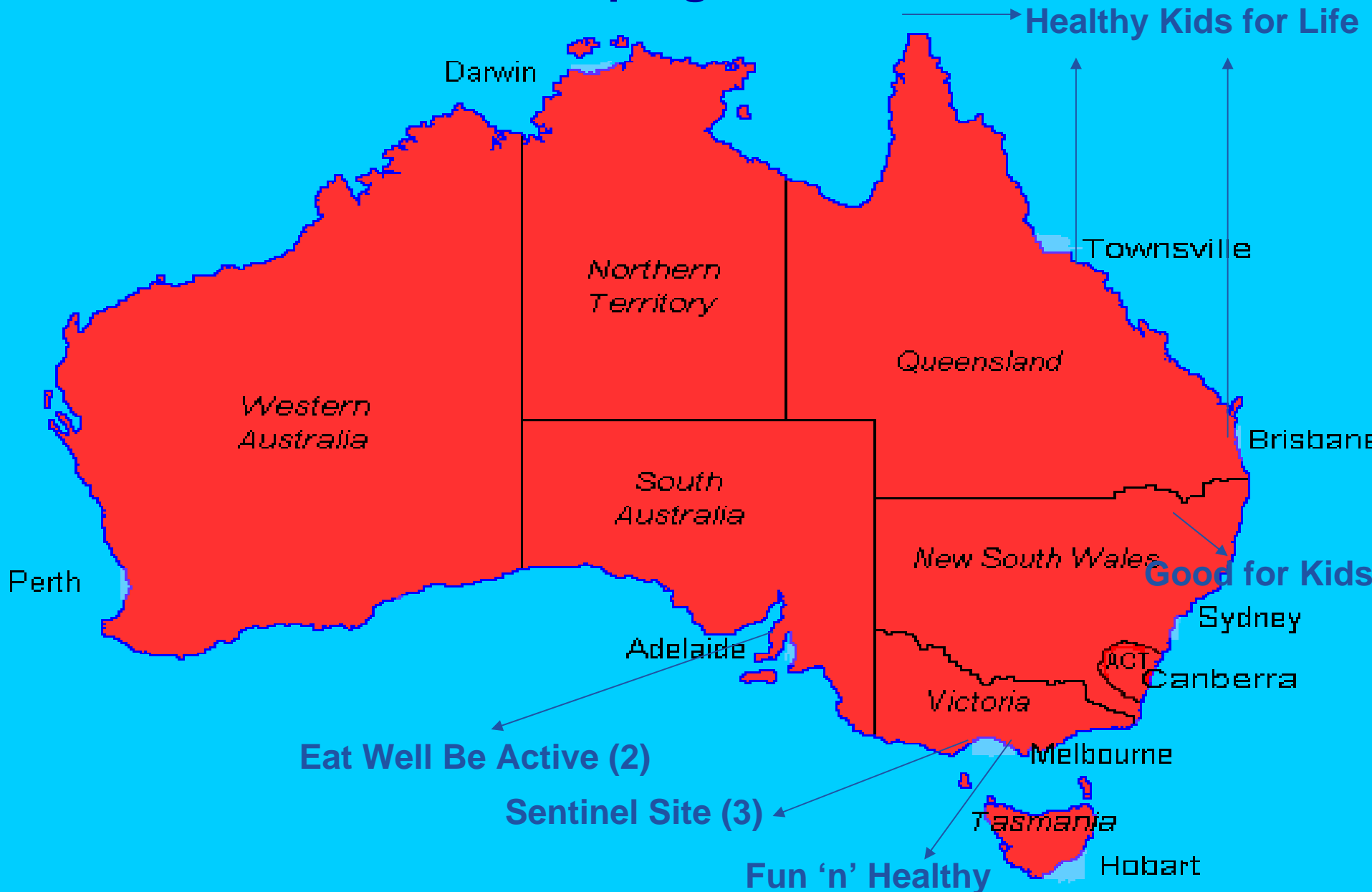
Endorse Local Programs

- **Many communities already have a number of excellent programs in place**
- **By endorsing these programs we get the benefit of their efforts and they get marketing and awareness raising. Also allows us to boost quality of the programs (eg require evaluation component).**

Don't reinvent the wheel

- **Piggyback on other media campaigns**
Go for 2 and 5
- **Use existing programs**
Crunch and Sip
Active After School Program
- **Hunter Canteen Expo**
- **Parents Jury**
- **Bring in other resources**

Link with other programs in Australia



What is Good for Kids?

Time	Activity	Stream
AM	Milk for breakfast	Social Marketing
School	Walk to school	Community
	Fruit and water break	Schools
Lunch	Selection that earns 'fresh taste' points	Schools
	Guiding Principles & support	Schools
PM	Healthy Food/ Participation	Good Sports
	Coach Ambassadors, Active After School Program	Community (S&R)
Dinner	Healthy Kids menu choice at local restaurant	Community
Hospital	Healthy snack from Vend Mac	Health

Thank you

- **For further information**

Colin Bell

Hunter New England Population Health

Ph (02) 49246228

colin.bell@hnehealth.nsw.gov.au