



Arresting obesity and chronic health conditions by systematic improvements to healthy eating & increased physical activity in Geelong

7th June 2012, Chad Foulkes



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<http://www.pecha-kucha.org/>



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High body mass index overtakes tobacco as the leading independent risk factor contributing to disease burden in Western Australia

Veronica Hoad

Public Health Registrar, North Metropolitan Area Health Service Public Health Unit, Western Australia

Peter Somerford

Public Health Division, Western Australian Department of Health

Judith Katzenellenbogen

Table 1: The changing impact of high body mass and tobacco as independent risk factors for disease burden in various Australian studies.

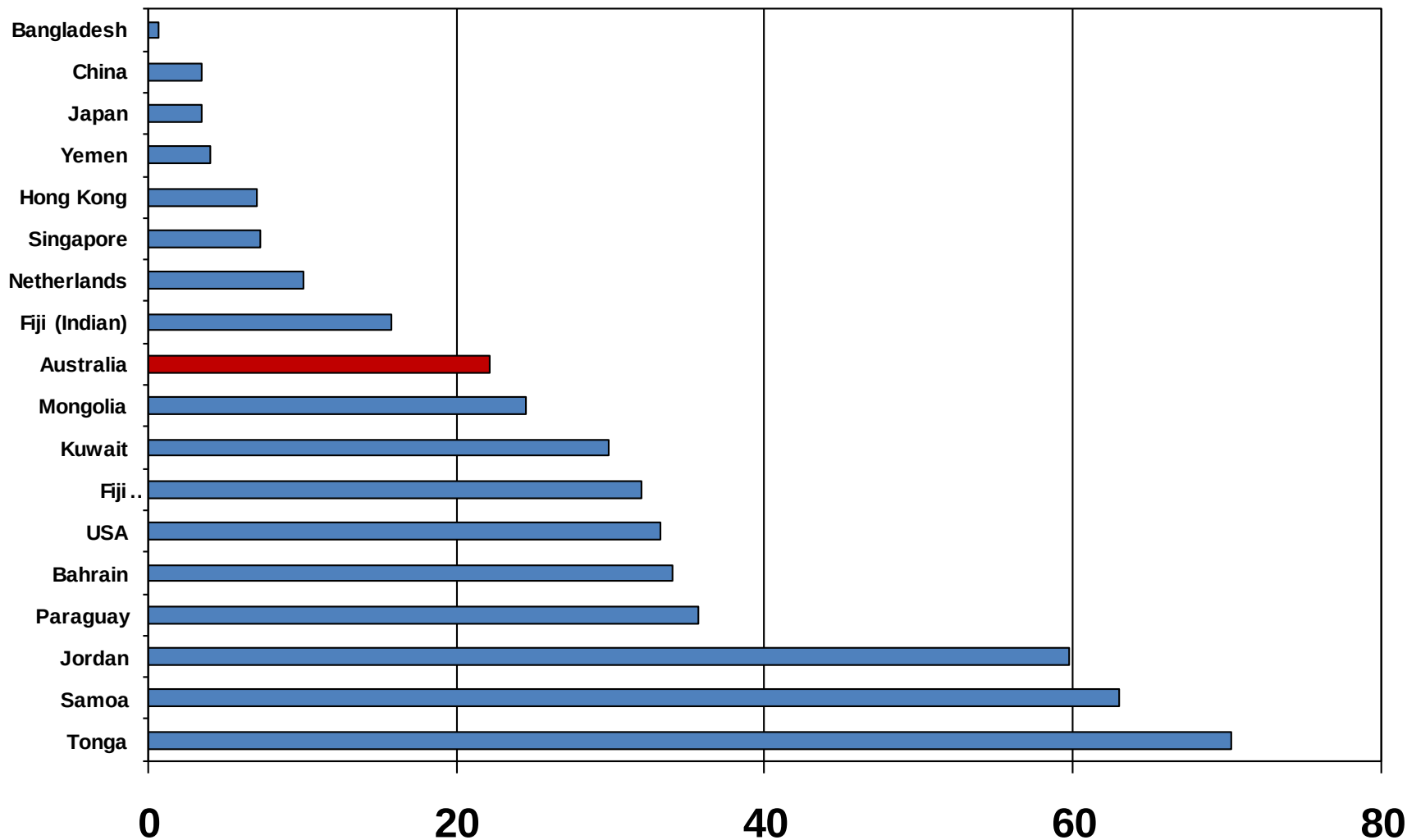
Study	High BMI		Tobacco	
	Rank ^a	% total DALY	Rank ^a	% total DALY
Australia 1996 ²	4	4.30%	1	9.70%
WA 2000 ³	4	3.90%	1	8.60%
Australia 2003 ¹	3	7.50%	1	7.80%
WA 2006	1	8.70%	2	6.50%

Note: a) Rank out of nine major modifiable risk factors assessed independently

In 2006, high BMI was the leading independent risk factor contributing to the burden of disease in WA (8.7% of the total burden), contributing 2.2% more than the next leading risk factor, tobacco (6.5%). The BMI burden impacted at a significantly younger age than the tobacco burden. High BMI and tobacco were followed by physical inactivity (6.1%), high blood pressure (6.0%), high blood cholesterol (5.0%), alcohol harm (3.8%), inadequate fruit and vegetables (2.3%), illicit drugs (1.6%) and unsafe sex (0.53%). Full results will be published in a forthcoming report.

The changing impact of high BMI and tobacco on the WA

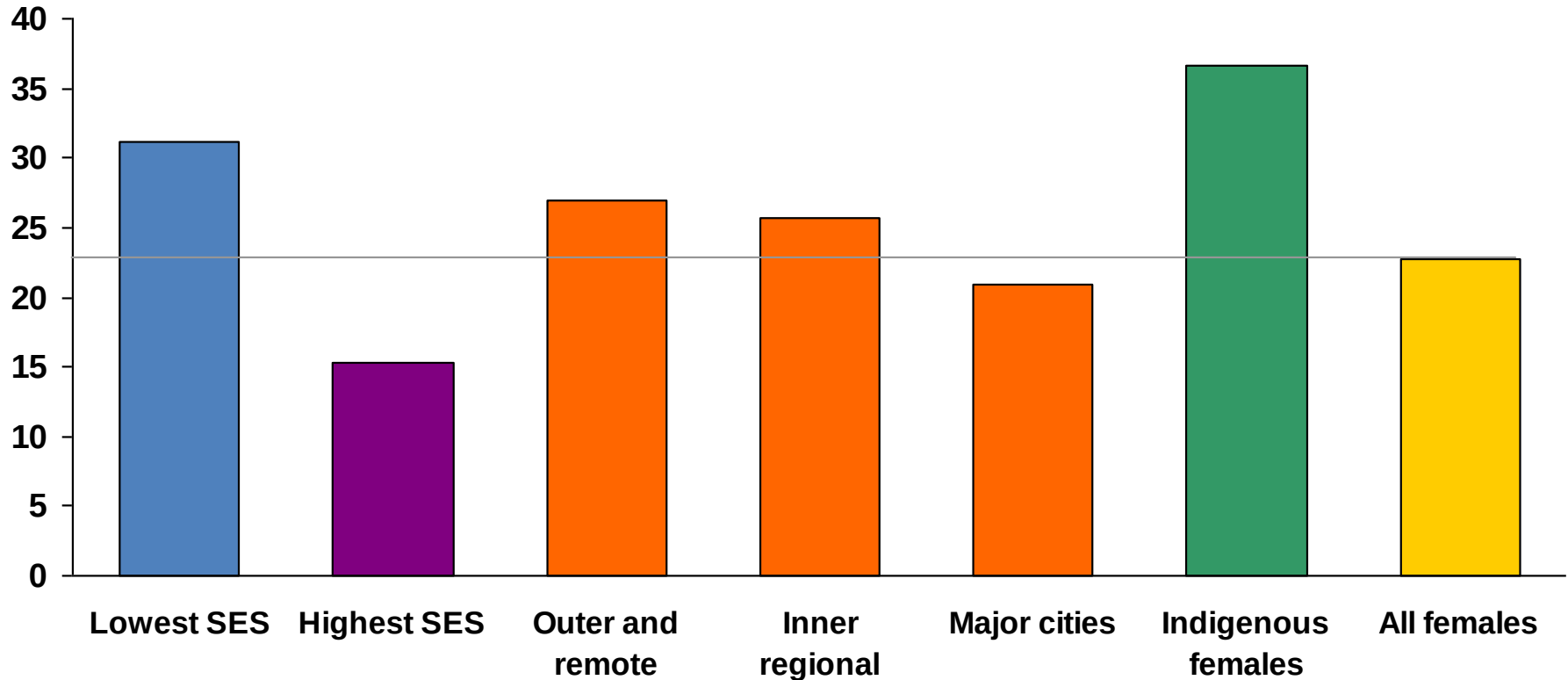
AUSTRALIAN AND NEW ZEALAND JOURNAL OF PUBLIC HEALTH 2010 vol. 34 no. 2



Prevalence of obesity (BMI>30) in adult women

Obesity Prevalence - inequalities

Per cent



Prevention of cardiovascular diseases, diabetes and chronic kidney disease (AHIW 2009, Cat. no. PHE 118)

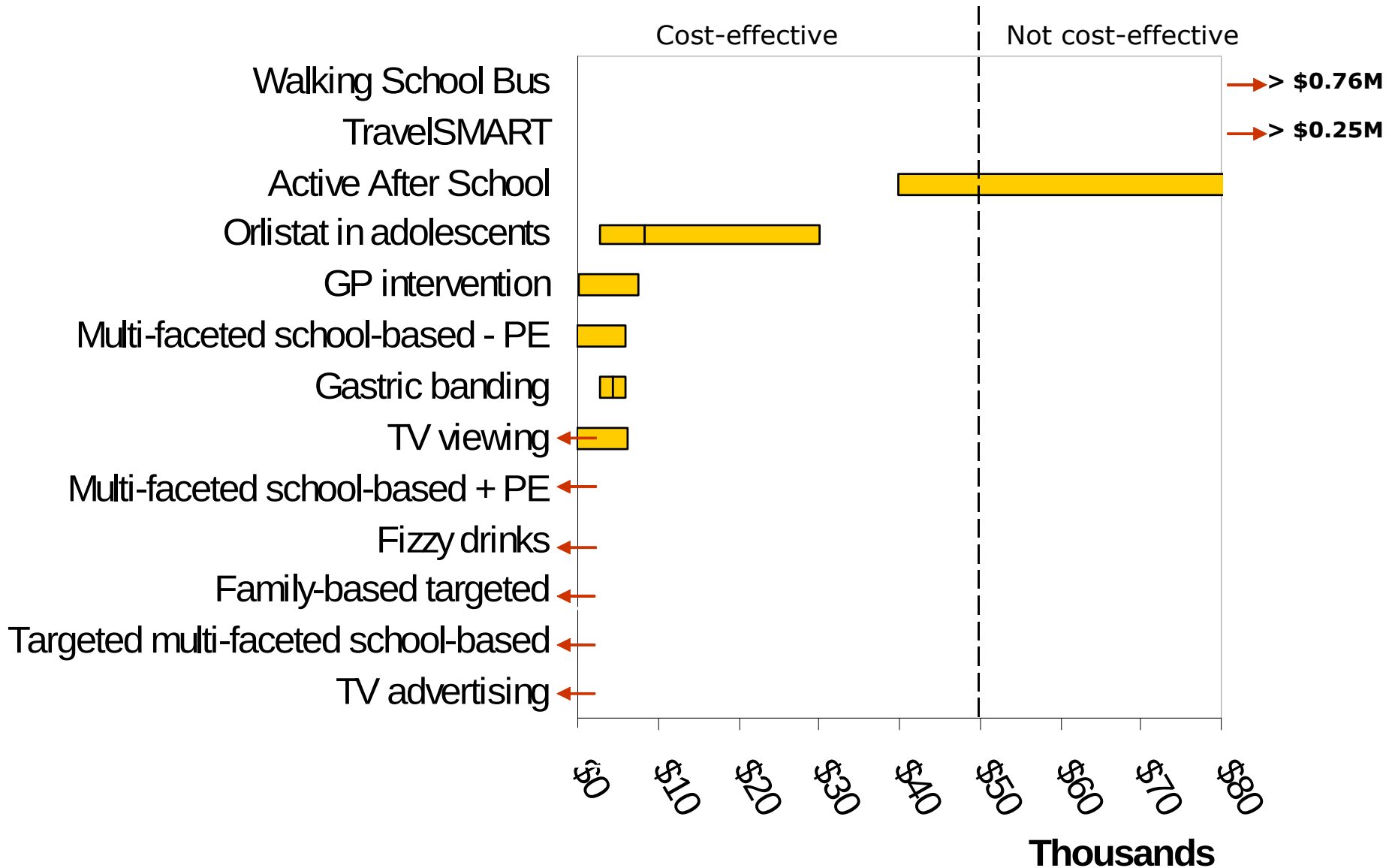
So what do we do about it?.....



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Incremental cost-effectiveness of interventions (net \$ per DALY saved)





20,679* Physicians
say "LUCKIES
are less irritating"

"It's toasted"

Your Throat Protection against irritation against cough

ENTERTAINMENT WEEKLY

11

ENTERTAINMENT WEEKLY

12

Gee, Dad, you always get
the best of everything
...even

Marlboro!



Yes, you need
never feel
over-smoked
... that's the
Miracle
of
Marlboro!



Before you scold me, Mom ...
maybe you'd better light up a

Marlboro



Yes, you need never
feel over-smoked
— that's the Miracle
of Marlboro!



YOUR CHOICE OF
LIGHT TIPS • PLAIN TIPS • BRIGHT TIPS (100'S)

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“Community-based interventions offer potential as one of a mix of approaches to preventing obesity”

“changes at the organisational level and to the environment have widespread impact proportional to the effort put in and are more likely to be sustainable”

“evidence from the literature shows that effective CBIs [community-based interventions] require significant penetration or exposure within the community—that is, the proportion of community members who take part in the CBI must be sufficient”

Haby et al. BMC Research Notes 2012, 5:20 <http://www.biomedcentral.com/1756-0500/5/20>



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National Partnership Agreement on Preventive Health

1. [Healthy Communities](#)
2. [Healthy Children](#)
3. [Healthy Workers](#)
4. [Industry Partnership](#)
5. [Social Marketing – MeasureUp](#)
6. [Social Marketing – Tobacco](#)
7. [Enabling Infrastructure](#)
8. [Workforce Audit and Strategy](#)
9. [Australian National Preventive Health Agency and Research Fund](#)
10. [Eating Disorders Collaboration](#)

<http://www.health.gov.au/internet/main/publishing.nsf/Content/phd-prevention-np>

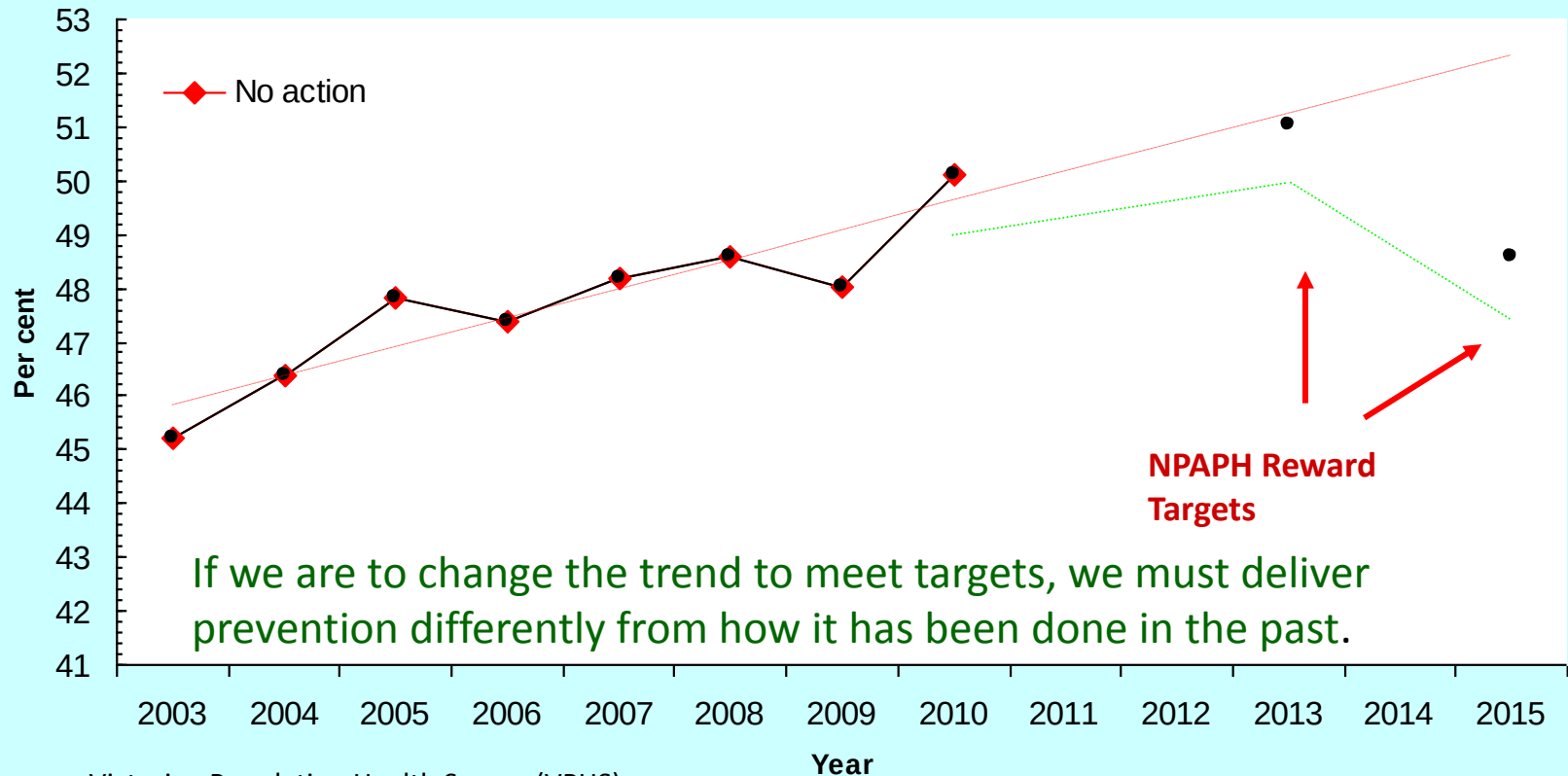


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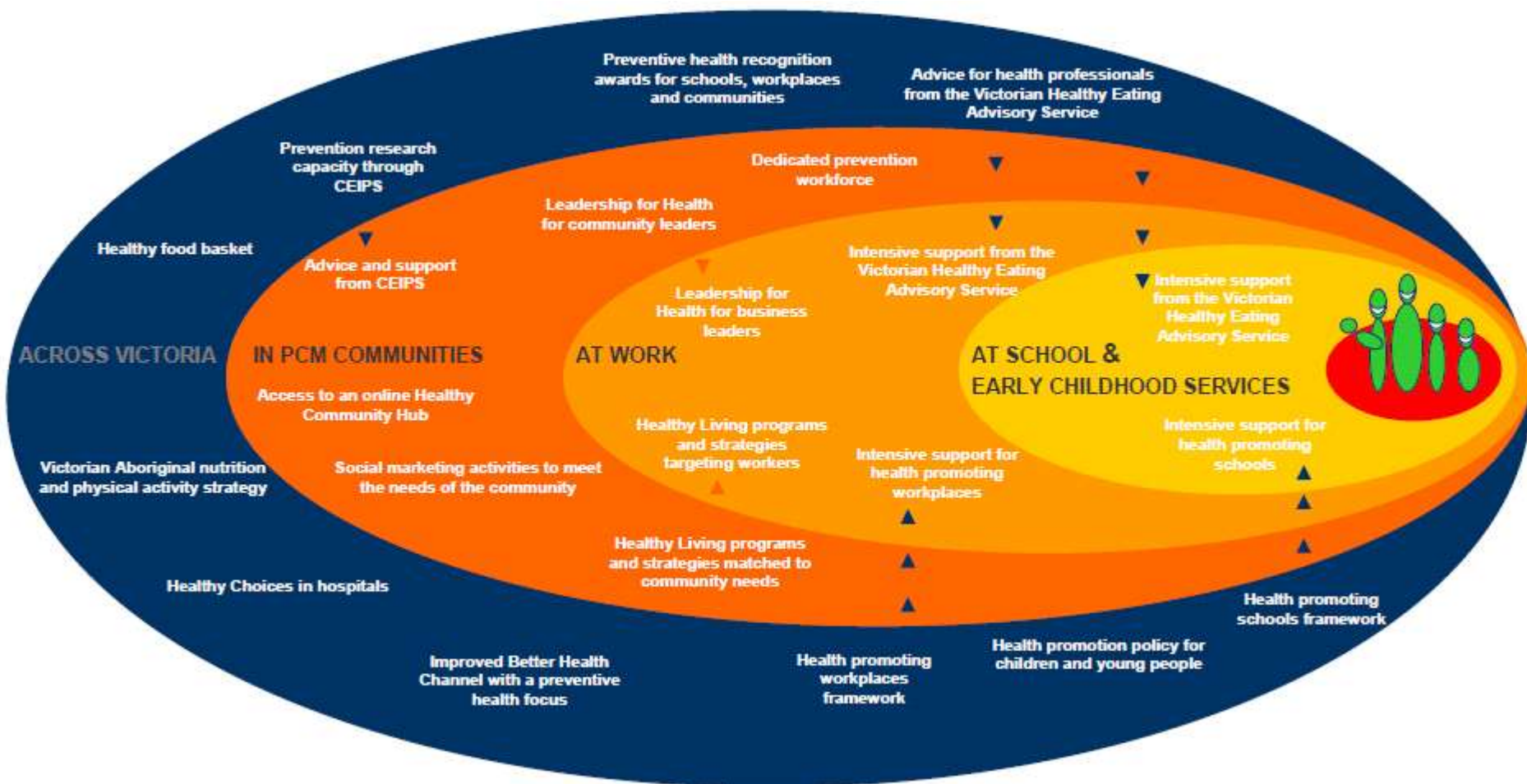
NPAPH Performance Benchmarks and Indicators

Proportion of Victorians who are overweight or obese



Source: Victorian Population Health Survey (VPHS)

Initiatives will vary to meet the needs of communities



Prevention Community Model considers the underlying causes of illhealth, such as...



transport
options



exercise



parental
modelling



self esteem



education



social
acceptability



genetics



access to
health care



workplace
activity



food choices



cooking
skills



stress



walkabilty of
environment



access to
parks



convenience

and
many
more!

Victorian Prevention System



Our Commitment

The Victorian Department of Health, the Australian Government and the Local Government Authorities participating in the implementation of the Prevention Community Model have jointly developed this statement and support the objectives of this initiative.

Parties are committed to monitoring, reviewing and evaluating the statement and its contribution to the initiative and will also assess its potential to be sustained beyond the life of the initiative.



The Hon David Davis MP
Minister for Health
Victorian Government



The Hon Tanya Plibersek MP
Minister for Health
Australian Government



Cr Colin McKinnon
Mayor
Ararat Rural City Council



Cr Ed Gresham
Mayor
Cardinia Shire Council



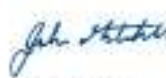
Cr Paula Nixon
Mayor Elect
Central Goldfields Shire Council



Cr Alex Sandhu
Mayor
City of Greater Bendigo



Cr Youham Chai
Mayor
City of Greater Dandenong



Cr John Mitchell
Mayor
City of Greater Geelong



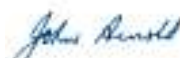
Cr Ross Spence
Mayor
Hume City Council



Cr Adam Gill
Mayor
Knox City Council



Cr Ed Vermoulen
Mayor
Lalor City Council



Cr John Arnold
Mayor
Midland Rural City Council



Cr John Quinn
Mayor
Pyrenees Shire Council



Cr Steven Kozmowski
Mayor
City of Whitehorse



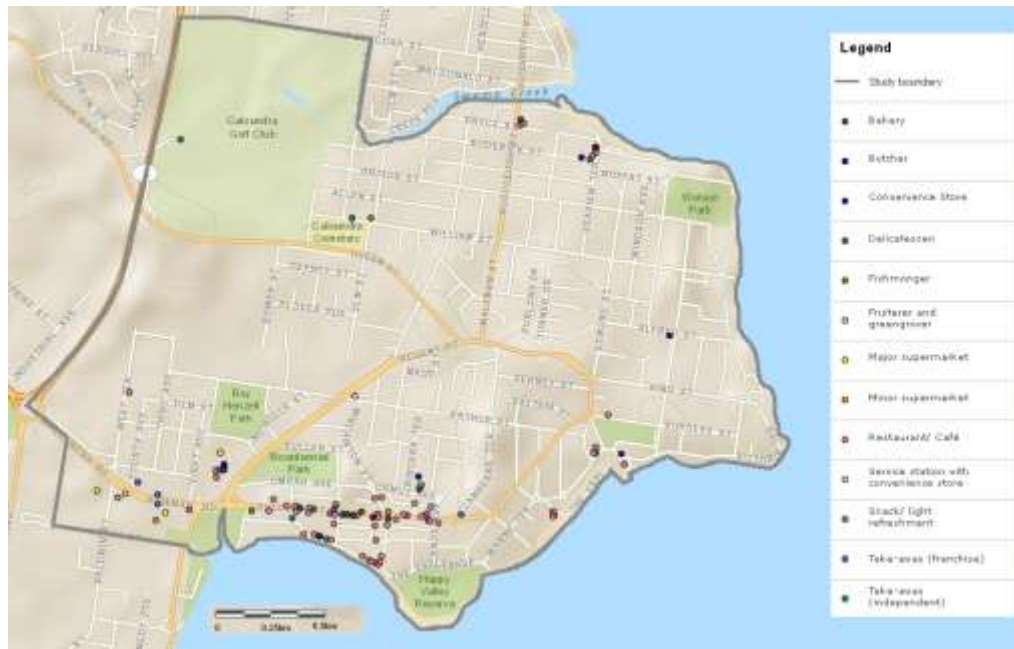
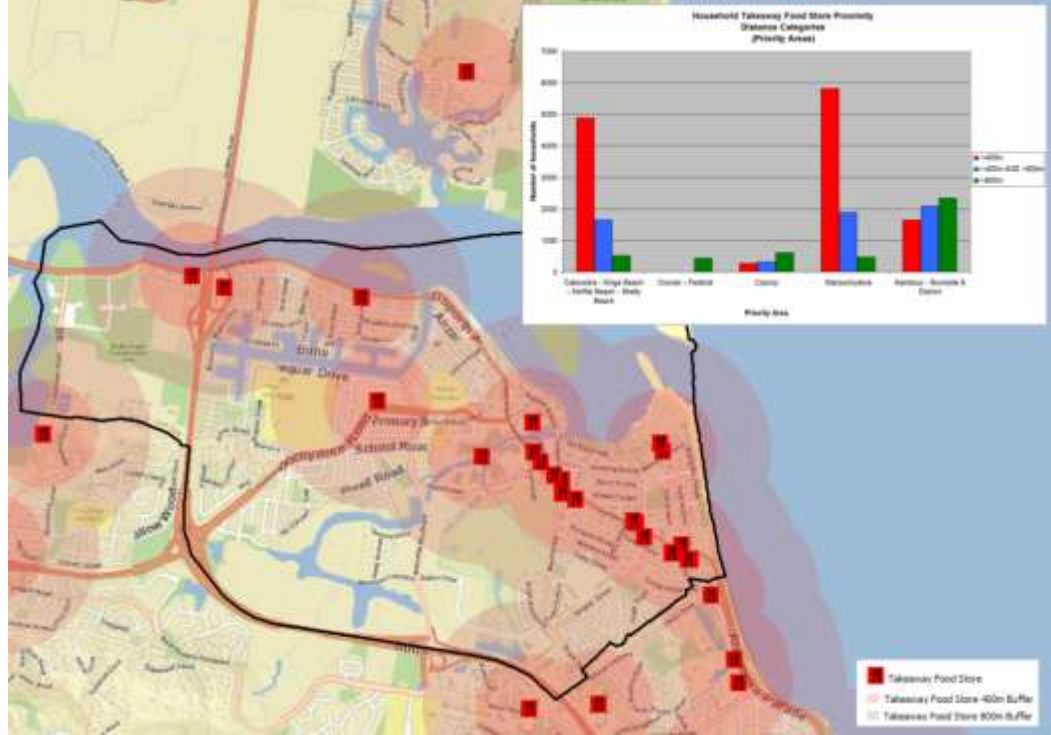
Cr Mark Byatt
Mayor
City of Wodonga

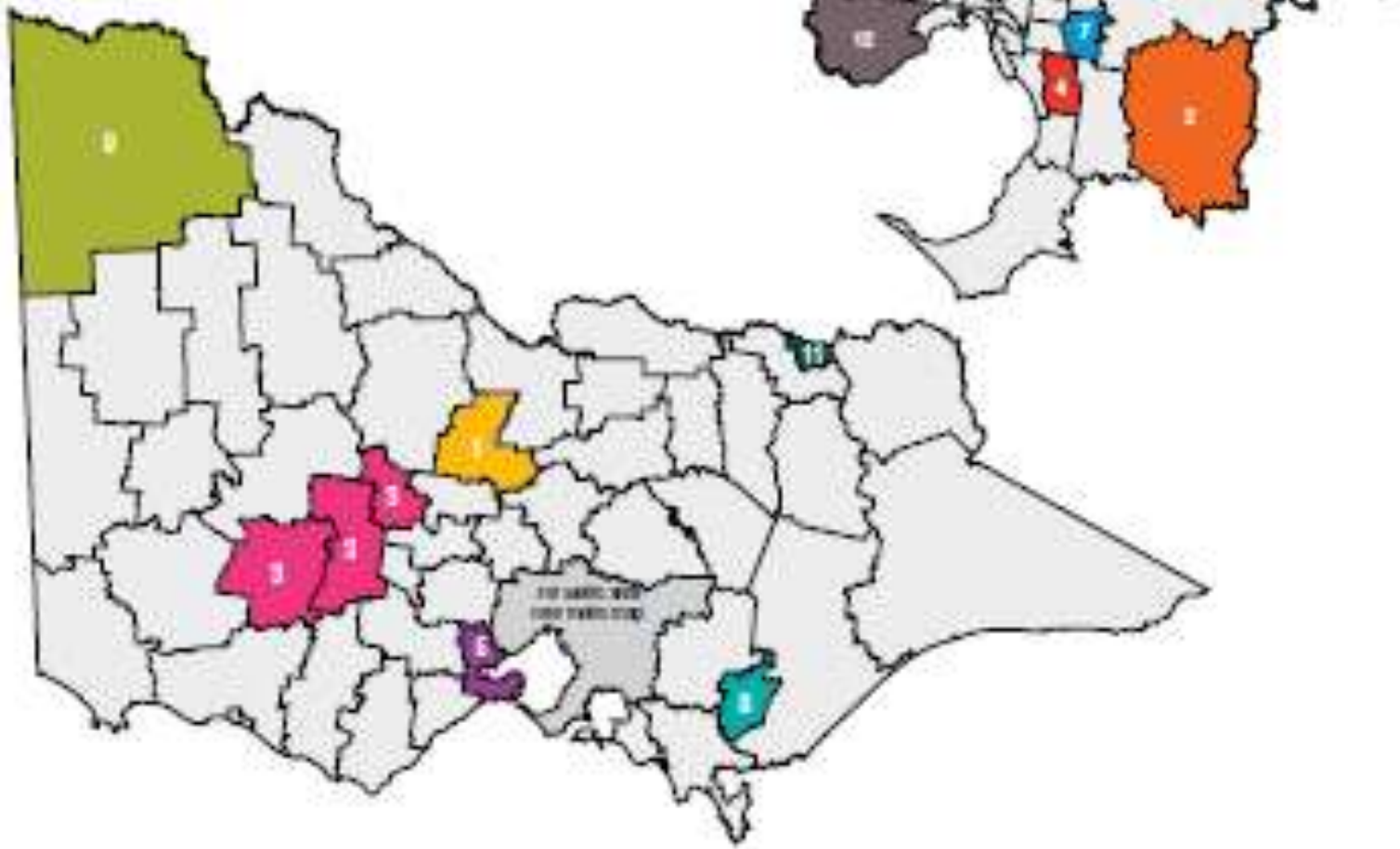


Cr Kim McAulsey
Mayor
Wyndham City Council

Leadership

information





financing

partnerships



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**...a responsive, linked and coordinated
workforce with leverage across the
determinants of health, as well as skills
and capacity development...**

Workforce

Victorian Department of Health Prevention Standards & Guidelines v4.3



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Geelong & where we are at...

Decrease % of population at unhealthy weight

95% of primary schools and day care centres

75% of businesses with 50 or more staff

Increase fruit & vegetable consumption

Reduce % of people smoking

Increase physical activity





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