

NSW Government Plan for Preventing Overweight and Obesity in Children, Young People & their Families 2009 - 2011



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SHPN (CHA) 080150
ISBN 978-1-74187-267-5

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June 2009

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Foreword from the Premier

The health of the people of NSW continues to improve in many areas: life expectancy has increased, smoking rates have decreased and breast cancer deaths have decreased. At the same time, we have seen a dramatic increase in the number of people in the community who are overweight or obese. NSW is not alone in experiencing these conflicting health scenarios. Communities all over the world are facing a similar dilemma.

In NSW, almost a quarter of school students are overweight or obese, which is roughly double what it was twenty years ago. This substantially increases their risk of developing health problems and chronic disease, like diabetes and heart disease. It also presents a great burden to the community as a whole. Taking into account both direct and indirect factors, the total cost of obesity in 2008 in NSW was estimated to be approximately \$19 billion.

Unlike many health issues that we have previously tackled, this problem cannot be solved by the health system alone: it will require a concerted effort across government and across society. It's for this reason that the NSW Government has developed this Action Plan, which addresses the health impacts of lifestyle-related disease and enlists a range of government services to tackle this problem, including health, education, planning, transport, children's services, and sport and recreation.

In November 2008, the States and Commonwealth agreed to a National Partnership on Preventative Health, with funding of \$448 million over four years, and \$872 million over six years, starting from 2009-2010. This is an exciting development, which will help to increase the proportion of adults and children with healthy body weight and prevent new cases of diabetes, as well as increasing the rates of physical activity and healthy eating within the community.

The NSW Government believes that if we are to arrest and

then reduce the levels of obesity in our community, we must apply a coordinated effort across a number of agencies. This Action Plan begins the process of drawing together resources and targeting them to help young people attain, or maintain, healthy weight.

Identified in this Action Plan is a range of strategies to increase community understanding of the causes and risks associated with obesity, as well as initiatives that can help prevent it. It also includes new services that the NSW Government will be establishing to support those who are already overweight or obese.

The Action Plan represents only a snapshot of the activity that will be undertaken from 2009 to 2011 to address overweight and obesity in NSW. Over the next two years, the initiatives in this Action Plan will be extended in innovative ways as the funding from the Commonwealth/State prevention initiative creates new opportunities to address overweight and obesity in children, young people and their families.

I look forward to Government, key industry stakeholders and the community continuing to work together to address this important health issue.



The Hon Nathan Rees MP
Premier

Introduction

Background

The 2006 *NSW State Plan, A New Direction for NSW* identifies the prevention of childhood obesity as a priority.

Rates of overweight and obesity have been increasing over recent decades. Halting, then reversing, this increase can only occur through a significant social and cultural change process.

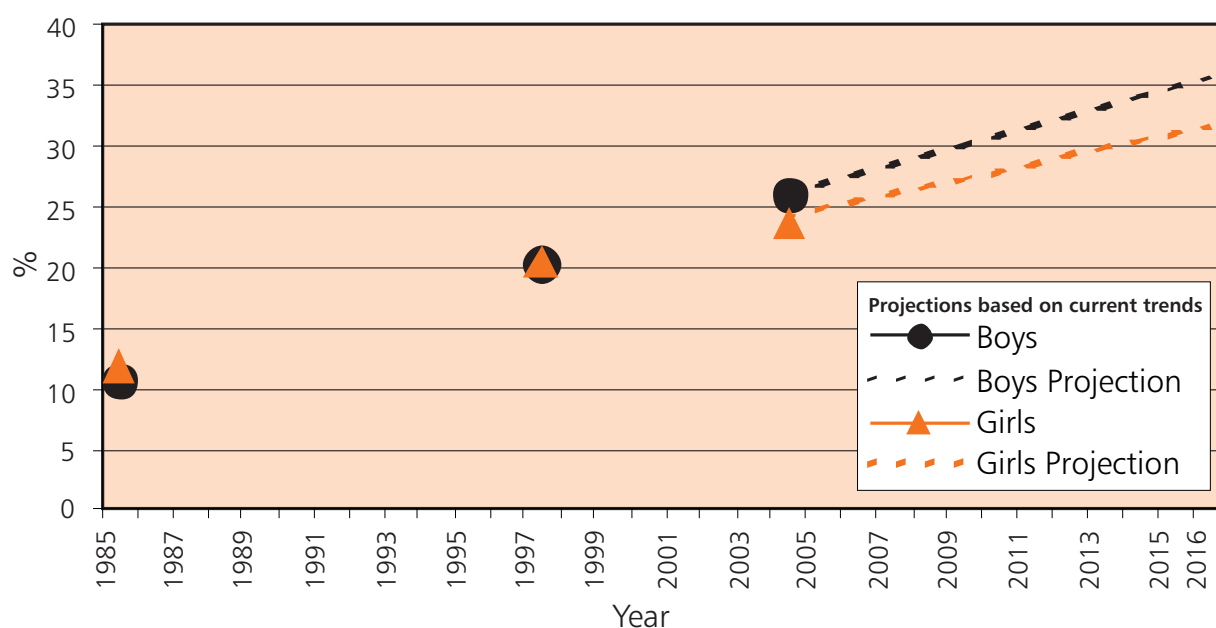
This Action Plan describes a range of initiatives that will be implemented across the NSW Government. Behaviour change will require a concerted focus on changing the practices and policies, environments and settings that currently contribute to overweight and obesity. This Action Plan aligns the activities of a range of agencies, which all have a role to play in maximising the impact of obesity prevention efforts.

Childhood obesity in NSW – the need for action

Between 1985 and 1995 the levels of obesity in Australian children tripled. In 2004, 25% of boys and

23.3% of girls in NSW were either overweight or obese. This represents a significant increase over the last decade. Being overweight or obese substantially increases the risk of both acute health problems and the chronic diseases that account for a high proportion of illness, disability and premature death. Young people who are overweight or obese have a 50% chance of going on to be overweight adults.

Based on historical trends, it is projected that by 2016, we could see 35.6% of boys and 31.7% of girls in NSW being overweight or obese unless action is taken to halt increasing levels of overweight and obesity.



Trends of NSW School Students Overweight & Obesity Prevalence and Projection (1985 – 2016)

Acknowledging the potential impacts of these trends is crucial. Obesity is a risk factor for a range of diseases including some cancers, cardiovascular disease and Type 2 Diabetes, that can have a significant impact on the health of individuals. The risk of negative health impacts is increased in people with a higher Body Mass Index (BMI).

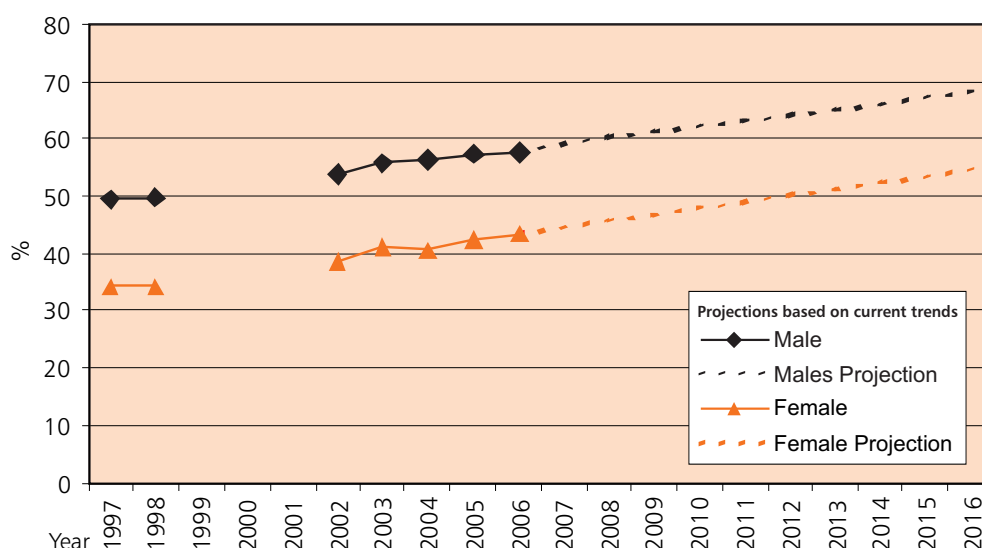
Levels of overweight and obesity are also increasing in NSW adults, with about half the adult population now overweight or obese. Decisions regarding where to invest time and resources in seeking to address overweight and obesity can be challenging. However, as children have limited direct control over the environment in which they live and decisions concerning food availability and opportunities for activity are mostly controlled by parents and caregivers, a family or settings-based (eg - childcare, school) focus for interventions is considered an appropriate avenue for influencing behaviour and improving outcomes for children.

It is projected that overweight and obesity in NSW adults will increase from 59% of men and over 44% of women in 2007 to nearly 68% of men and over 54% of women in 2016, unless action is taken to reverse these trends.

Overweight and obesity are caused by numerous social and environmental factors that influence people's energy intake and physical activity. Once an individual is overweight or obese, reversing the energy balance to restore a healthy weight is a significant challenge, particularly for children and young people who can have little direct control over food and activity choices. An excess energy balance (more energy in than out) is now 'normal' and reflects our economic prosperity and the impacts of urbanisation and modernisation, which have normalised over-eating and sedentary lifestyles.

Taking into account the financial costs alone, Access Economics estimates that the cost of obesity in 2008 was \$8.3 billion. The net cost of lost wellbeing adds an additional \$49.9 billion, bringing the total cost of obesity in Australia in 2008 to \$58.2 billion.

There is no silver bullet for preventing childhood overweight and obesity – no single strategy that stands out against all others as the key to turning back the epidemic. Reducing rates of childhood overweight and obesity will require a long-term commitment to social change, through multiple strategies, by all tiers of Government, a broad range of Government agencies, the private and not-for-profit sectors and the NSW community.



Trends of NSW Adults Overweight & Obesity Prevalence and Projection (1997 – 2016)

The Aim

The *NSW State Plan* seeks to stop the growth in childhood obesity.

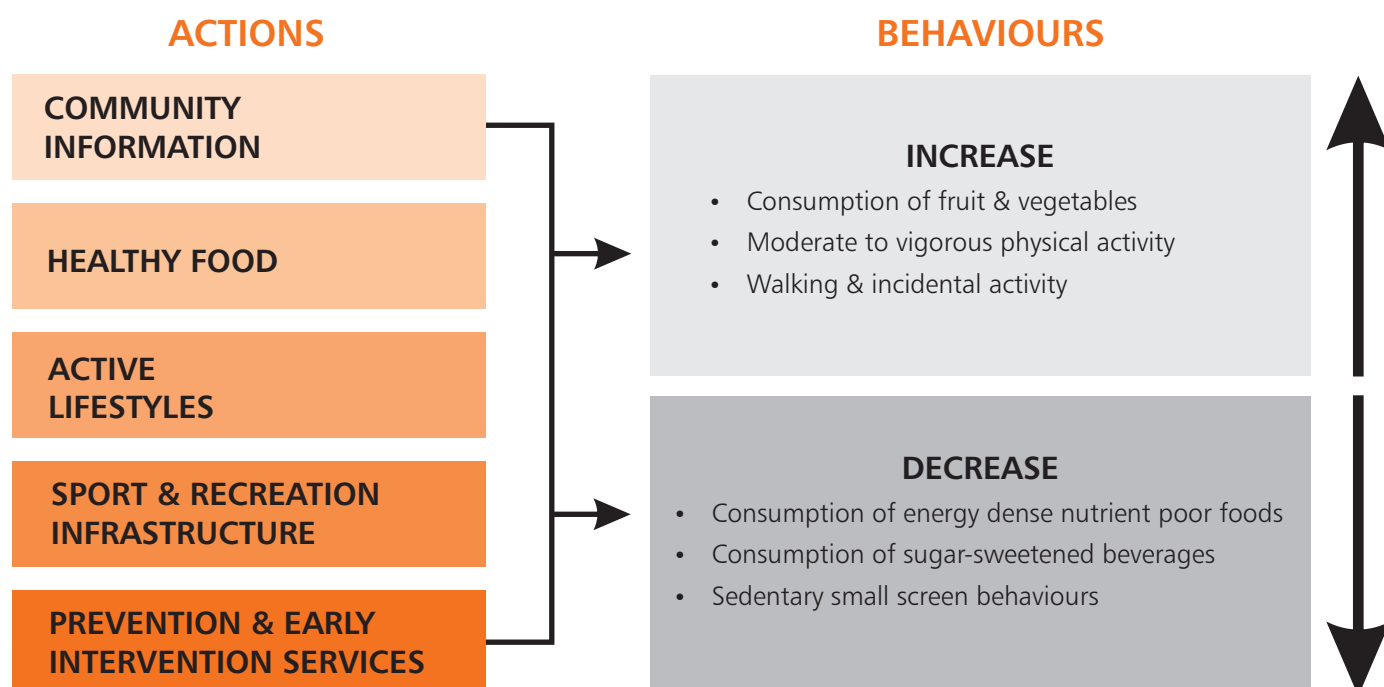
To achieve this, the Action Plan includes a portfolio of initiatives to support children and young people, with the aims of:

- Restoring the energy balance for the NSW population, with a specific focus on children, young people and their families;
- Reducing the factors that give rise to an “obesogenic” environment;
- Increasing community understanding and action around managing obesity risks; and
- Providing a platform for action through which Government can drive the change process in partnership with industry, the not-for-profit sector and communities.

This Action Plan only describes the activities of NSW Government agencies. These activities will no doubt be

supported and built upon by a range of committed, supportive stakeholders.

To support these aims, the Action Plan identifies five priorities for action, and the six key behaviours that will be targeted through these actions.



The Approach

The causes of overweight and obesity are complex, inter-related and pervasive. This Action Plan helps align diverse agencies and strategies and assist them to work together to maximise the impact of overweight and obesity prevention efforts.

The evidence is clear that reducing rates of overweight and obesity requires engagement and commitment across government. While NSW Health has the technical expertise to support overweight and obesity prevention, many of the causes of obesity and strategies to affect change lie outside of health settings.

A focus on prevention through behaviour change

Supporting 'healthy weight' through a focus on overweight and obesity prevention strategies provides the best approach to stopping the growth in rates of childhood obesity. Reversing weight gain is significantly more challenging than maintaining a healthy weight. A focus on prevention at the population level is of particular importance for childhood obesity because of children's reliance on parents and the broader community to provide environments that will support health and wellbeing.

Five priorities for action

Experience with population level public health campaigns has demonstrated that changing individual behaviours is hard and requires multiple strategies to support the change process. In the context of an environment and social norms that actively encourage obesity, changing individual behaviour is harder still.

Five priority areas have been identified that offer the most promise in achieving community and individual changes in behaviour and preferences for 'healthy choices'. These include:

- Community Information – Raising awareness through social marketing and obesity prevention resources;

- Healthy Food – Removing the environmental challenges and making it easier to choose 'healthy' food options;
- Active Lifestyles - Fostering incidental exercise and active lifestyles through physical and built environments;
- Sport and Recreation Infrastructure - Providing a range of organised and recreational physical activity programs and facilities to support moderate to vigorous exercise; and
- Prevention and Early Intervention Services - Supporting individual behaviour change through prevention and early intervention programs and services.

The priority areas build on the fundamental principle that all strategies should in some way impact on the energy consumed versus the energy expended. The priorities align with the behavioural changes that will be required to reverse the obesity epidemic and target the environments and settings that currently promote overweight and obesity. Note that the sequencing of priorities does not indicate any particular hierarchy and that action must occur around all priority areas to achieve obesity prevention outcomes.

Each activity with a priority area has an identified lead agency and several partnering agencies. The lead agency will coordinate overall activity in relation to the initiative; however partner agencies that are responsible for specific supportive activities will also be independently accountable.

Six key behaviours

Overweight and obesity are the outcomes of energy imbalance. As individuals we are putting more energy into our bodies through the intake of food and drink than we are expending through structured exercise,

incidental physical activity and our bodies metabolic processes. As a community our behaviours and environments result in a collective 'positive' energy imbalance, over time this imbalance will see current rates of obesity and overweight continue to grow.

Reversing this trend will require behavioural change by communities and individuals. The research clearly indicates that our environments must positively enable, rather than obstruct, behaviour change. Research suggests that changing the following behaviours through strategies that target individuals and communities, as well as strategies that facilitate environmental change, show the most promise in restoring or reversing the energy balance.

Improving maternal health during pregnancy is the earliest opportunity to influence overweight and obesity in children and young people. Growing evidence suggests that the infants of mothers who maintain a healthy weight gain and diet during pregnancy, cease smoking prior to pregnancy and who have a body mass index within normal limits prior to falling pregnant will have a significantly reduced risk for overweight and obesity.

Studies indicate that the prevalence of obesity is lower in children that have been breastfed. Breastfeeding is also associated with improved general health, physical growth and mental development of infants. It also provides protection against a number of acute and chronic diseases during childhood and adult life. For this reason, support for increasing breastfeeding rates is included in a number of actions.

Reduced intake of energy dense and nutrient poor foods

There is convincing evidence to support reduced consumption of energy dense, nutrient poor foods as a key focus of overweight and obesity prevention efforts. This will require both individual behaviour change and broader community-wide strategies.

Increased intake of vegetables and fruit

Linked to the previous behaviour, increasing intake of fruit and vegetables is identified as a 'protective' factor, particularly if this becomes a part of a child's diet from an early age (birth to five years) ideally at the transition to solid food from six months of age.

Reduced intake of sugar-sweetened beverages

The increased consumption of sugar-sweetened beverages (soft drinks, cordials and flavoured milks and fruit juices) as an alternative to water has a clear link with high daily energy intake. Strategies are already in place to include a restriction on sugar-sweetened beverages in government school settings, with non-government school settings also supportive of this. Further strategies are required to achieve this behaviour change.

Reduced time in sedentary, particularly small screen related behaviours

The 2004 NSW Schools Physical Activity and Nutrition Survey (SPANS) highlights just how much time children spend in front of the TV, computer or using other small screen devices. One strategy to promote an energy balance among children is to monitor the time spent in sedentary behaviours and encourage greater involvement in organised or other incidental physical activity.

Increase moderate to vigorous physical activity

Engaging in moderate to vigorous physical activity provides a range of benefits which include increased levels of fitness, mental wellbeing and opportunities to participate in the community. Engaging in regular moderate to vigorous physical activity provides a key opportunity to increase daily energy expenditure and can help 'balance' the increase in energy intake and sedentary activity that has become typical of many lifestyles.

Increase walking and incidental exercise

Changes in the way we work, as well as increased reliance on the car as the key mode of transport, cumulatively have a negative impact on our energy expenditure. While most effective in helping to restore the energy balance, rather than reverse it (for weight loss), increasing the amount we walk and engage in incidental activity is essential if population weight gain is to be managed in the future.

Monitoring progress and building the evidence base

Reliable evidence is fundamental to the success of overweight and obesity prevention efforts. It is critical that all stakeholders are kept up to date on trends, what works and what does not in influencing behaviours related to overweight and obesity. Monitoring progress and building the evidence base is a key activity in itself, and is a supportive priority for action that will underpin all other actions outlined in this plan.

NSW Health routinely monitors adult population rates of overweight and obesity, and related health behaviours, through the Health Survey Program. This will continue. Monitoring children's rates of overweight and obesity, and related health behaviours, is however more challenging, as young children can not self-report accurately; with the most recent statewide survey being in 2004. NSW Health will invest in similar surveys in coming years to keep abreast of the trends in childhood overweight and obesity and related health behaviours. NSW Health will also be investigating other innovative ways to gather population level overweight and obesity rates in children; potentially through parental reporting via the Health Survey Program.

However, monitoring of overweight and obesity trends is not in itself enough. Evidence also needs to be

collected about the effectiveness of a range of interventions. Historically, NSW Health has funded a number of research centres, charged with gathering such evidence and disseminating it to the field. NSW Health will continue to fund the Physical Activity Nutrition and Obesity Research Group (PANORG) at The University of Sydney - a nationally recognised 'centre of excellence' to support the NSW Government to advance the promotion of physical activity, nutrition and obesity prevention consistent with the NSW State Plan. The research group will be required to build the capacity of NSW to address obesity prevention by providing information, contributing to strategy development, generating evidence and assisting in workforce development.

The *Good for Kids, Good for Life* program is a large-scale five-year obesity prevention trial being run in the Hunter New England Area Health Service. The program seeks to prevent overweight and obesity in children in the region and to build evidence for policy and practice related to the prevention of childhood overweight and obesity in NSW.

The *Good for Kids, Good for Life* program interventions focus on the six key areas of schools, childcare services, community organisations, health, media and Aboriginal communities. The NSW Government will continue to support the *Good for Kids, Good for Life* program as a key initiative to prevent overweight and obesity in children, young people and their families.

This continued investment in building the evidence base will improve access for decision-makers to the best quality information about the physical activity, nutrition and weight status situation in NSW, relevant to statewide and local priorities. It will also identify priorities for further research and contribute to applied research (including implementation trials and evaluation projects) that build the evidence base to inform better practice in physical activity, nutrition and obesity prevention.

Indicators to monitor progress

The State Plan target of stopping the growth in childhood obesity is the key indicator of progress. However, it is recognised that changing overweight and obesity in the population will not happen quickly, and therefore other indicators are required to measure progress. Other relevant indicators that will be measured by NSW Health include adult overweight and obesity rates, key dietary behaviours (such as fruit and vegetable consumption and soft drink consumption), and physical activity participation rates.

The State Plan also provides targets in other areas that will be supportive of efforts to reduce overweight and obesity. These include:

- Increase participation in volunteering, sports, cultural and artistic activity especially for people from low income, non-English speaking and Aboriginal communities;
- Increase public transport share of trips made to and from the Sydney CBD to 75%;
- Increase the journeys to work in the Sydney metropolitan region by public transport to 25% by 2016;
- Increase visits to NSW Government parks and reserves by 20% by 2016; and
- Increase participation in sporting activities by 10% by 2016.

Working in partnership

The NSW Government alone can not achieve reductions in population level overweight and obesity. Partnerships at all levels, between government and non-government organisations, and within the broader community will be required. While this Action Plan states the intentions of the NSW Government, it is recognised that the Government will be working with key stakeholders to implement activities. Furthermore, there will be agency activity, outside what is captured in this Action Plan. The Action Plan will be added to and refined over time.

Service provision for those who need specialist assistance

While the focus of this Action Plan is on the prevention of overweight and obesity, particularly in children, the public health system in NSW will also be increasing the services provided to those who need support to manage and treat their existing obesity. Over a three year period NSW Health will expand the medical and surgical services available to obese adults. These will be phased in, so that eventually all eight Area Health Services will offer these medical services.

Agreed selection criteria will be introduced to determine those eligible for surgical services.

NSW Health will also have a greater focus on assessing patient height and weight to determine Body Mass Index (BMI). This will facilitate discussion of overweight and obesity between health professionals and patients and allow for appropriate interventions to take place.

The Plan

Community Information

Enabling communities to make healthy choices by ensuring they are well informed and have the information they need is a fundamental strategy that supports all other obesity prevention initiatives in this framework.

Action CI 1:	<p>The NSW Government will extend social marketing activities focusing on the five key consumer messages;</p> <ol style="list-style-type: none">1. Be active one hour each day;2. Drink water;3. Turn off the TV;4. Eat more fruit and vegetables; and5. Eat fewer snacks. <p>This will provide contextual information about obesity causes and prevention strategies, and be targeted to key segments of the population.</p>
Behaviours:	All
Lead Agency:	NSW Department of Health
Partner Agencies:	NSW Department of Education and Training, NSW Sport and Recreation, Cancer Institute NSW, Housing NSW, Commission for Children and Young People, NSW Department of Local Government

Action CI 2: The NSW Government will develop and implement a Lifestyle Information and Advisory Service. The service will provide tailored, evidence-based information, advice and behaviour change counselling in relation to physical activity, healthy eating and weight management.

Behaviours: All

Lead Agency: NSW Department of Health

Action CI 3: The NSW Government will continue to develop and promote the *Healthy Kids* Website (www.healthykids.nsw.gov.au), in conjunction with the National Heart Foundation (NSW Division), to provide information resources and ideas on physical activity and healthy eating for children.

Behaviours: All

Partner Agencies: NSW Department of Health, NSW Sport and Recreation, NSW Department of Education and Training

Action CI 4: The NSW Government will continue to support the *Good for Kids, Good for Life* program in the Hunter New England area as a key initiative to prevent obesity in children, young people and their families.

Behaviours: All

Lead Agency: NSW Department of Health

Healthy Food

Making healthy food choices is critical in reducing overweight and obesity rates. Current environments encourage over-consumption of energy dense nutrient poor foods through promotion and advertising, potentially confusing food labelling, super-sizing and sometimes failure of the market to provide healthy options. Making it easier for individuals to make healthy food choices is a key strategy for obesity prevention.

Action HF 1: The NSW Government will continue to implement and evaluate the *Fresh Tastes @ School – NSW Healthy School Canteen Strategy* in NSW schools.

Behaviours: Reduced consumption of energy dense and nutrient poor foods; Reduced consumption of sugar-sweetened beverages; Increased intake of vegetables and fruit.

Lead Agency: NSW Department of Health, NSW Department of Education and Training

Action HF 2: The NSW Government will continue to fund the Healthy Kids School Canteen Association to support and educate school communities and the food industry about the importance of providing nutritionally healthy foods through school canteens across the state.

Behaviours: Reduced consumption of energy dense and nutrient poor foods; Reduced consumption of sugar-sweetened beverages; Increased intake of vegetables and fruit.

Lead Agency: NSW Department of Health, NSW Department of Education and Training

Action HF 3: The NSW Government will work with the Healthy Kids School Canteen Association to implement the *Fresh Tastes Booster Program*, which provides intensive professional assistance for high schools to implement the *Fresh Tastes @ School – NSW Healthy School Canteen Strategy*. The program, which is part of the *Australian Better Health Initiative*, will seek to build the capacity of the whole school community to sustain a healthy school canteen food service.

Behaviours: Reduced consumption of energy dense and nutrient poor foods; Reduced consumption of sugar-sweetened beverages; Increased intake of vegetables and fruit.

Lead Agency: NSW Department of Health

Partner Agencies: NSW Department of Education and Training

Action HF 4: The NSW Government will work with the Healthy Kids School Canteen Association to implement the *Crunch & Sip* initiative to promote the consumption of fruit and vegetables and water in NSW primary schools. This program will be implemented as part of the *Australian Better Health Initiative*.

Behaviours: Increased consumption of fruit and vegetables; Decreased consumption of sugar-sweetened beverages.

Lead Agency: NSW Department of Health

Partner Agencies: NSW Department of Education and Training

Action HF 5: The NSW Government will implement the *Munch and Move* program to support healthy eating, physical activity and reduced sedentary small screen time. The program will be available to licensed centre-based children's services across NSW, with an initial focus on preschools and subsequently long day care centres.

Behaviours: All

Lead Agency: NSW Department of Health

Partner Agencies: NSW Department of Community Services, NSW Department of Education and Training, NSW Department of Local Government

Action HF 6: The NSW Department of Health policy directive *Healthier Food and Drink Choices for Staff and Visitors in NSW Health Facilities* will be implemented to improve the nutritional quality of food and drinks supplied to staff and visitors in NSW Health facilities.

Behaviours: Increased consumption of fruit and vegetables; Decreased consumption of energy dense nutrient poor foods; Decreased consumption of sugar-sweetened beverages.

Lead Agency: NSW Department of Health

Action HF 7: The NSW Government will support healthy food and fresh produce initiatives as part of community regeneration in social housing areas.

Behaviours: Reduced consumption of energy dense and nutrient poor foods; Reduced consumption of sugar-sweetened beverages; Increased intake of vegetables and fruit.

Lead Agency: Housing NSW

Partner Agencies: NSW Department of Local Government, NSW Department of Health

Action HF 8: The NSW Government, working with Local Government, will have objectives and measures included in land use planning strategies and policies to support access to fresh foods in local communities. This will involve provisions in planning instruments to protect and maintain significant local food production and agricultural activity.

Behaviours: Reduced consumption of energy dense and nutrient poor foods; Increased consumption of vegetables and fruit.

Lead Agency: NSW Department of Planning

Partner Agencies: Local Government, Department of Primary Industries

Action HF 9: The NSW Government will contribute to national efforts to improve food labelling requirements to assist consumers in making healthier food choices.

Behaviours: Increased consumption of fruit and vegetables; Decreased consumption of energy dense nutrient poor foods; Decreased consumption of sugar-sweetened beverages.

Lead Agency: NSW Department of Health, NSW Food Authority

Action HF 10: The NSW Government will implement the *Fresh Tastes @ School – NSW Healthy School Canteen Strategy* in sport and recreation centres across the State; promote the principles of the Strategy to sporting clubs; and provide education support to volunteer coaches to assist in the promotion of healthy food choices and water consumption to young people involved in sport.

Behaviours: Increased consumption of fruit and vegetables; Decreased consumption of energy dense nutrient poor foods; Decreased consumption of sugar-sweetened beverages.

Lead Agency: NSW Sport and Recreation

Partner Agencies: NSW Department of Health

Action HF 11: The NSW Government will consider ways of reducing children and young people's exposure to the marketing and advertising of energy dense and nutrient poor foods.

Behaviours: Increased consumption of fruit and vegetables; Decreased consumption of energy dense nutrient poor foods; Decreased consumption of sugar-sweetened beverages.

Lead Agency: NSW Department of Health

Active Lifestyles

Active lifestyles through walking and incidental activity can be supported when our homes and communities are well connected by footpaths, cycle-ways and recreational open space. Public transport options also need to be available with facilities that support active transport for part of the journey and make us feel safe with adequate lighting and shelter.

Workplaces can also promote active lifestyles through the provision of showers, bike racks, options to use the stairs rather than lifts and information about public transport for employees.

Schools can make their playing fields available for physical activities.

Together these strategies influence how active we are everyday. Ensuring physical infrastructure supports active lifestyles is a key strategy for obesity prevention.

- Action AL 1:** Encouraging Active Transport through:
- Integrated urban development/renewal with public transport;
 - Influencing urban development to ensure connectivity;
 - Increasing travel choice by expanding public transport networks, improving public transport services, and expanding cycle and pedestrian facilities;
 - Implementation of parking policies; and
 - Encouraging the preparation of Transport Access Guides (TAGs) by major employers.

Existing initiatives such as TravelSmart programs, the 131 500 transport info line and 'On Your Bike' will continue to be promoted in addition to promoting cycling by encouraging supporting infrastructure (bike lockers, showers) at the Local Government level.

Behaviours: Increased incidental physical activity; Increased moderate to vigorous physical activity.

Lead Agencies: NSW Ministry of Transport, NSW Department of Planning, NSW Roads and Traffic Authority

Potential Partners: Local Government

- Action AL 2:** Providing more open space and encouraging its use through:
- Including strategies and actions to increase access to open space in regional and subregional strategies and local planning;
 - Providing physical activity guidance to local councils;
 - Consulting with NSW Sport and Recreation during development processes to ensure recreation spaces meet the requirements for a range of sports;
 - Making more school playing fields available for use out of school hours for local communities;
 - Maximising opportunities for physical activity through NSW Government funding for playground infrastructure; and
 - Better coordination and provision of sporting facility infrastructure to meet participation growth demands.

Behaviours: Increased incidental activity; Increased vigorous physical activity.

Lead Agencies: NSW Department of Planning, NSW Department of Local Government, NSW Sport and Recreation

Partner Agencies: NSW Department of Education and Training, NSW Department of Lands

Potential Partners: Local Government

Action AL 3: The NSW Government will continue to support the work of the *Premiers Council for Active Living (PCAL)* to encourage more people, to be more active, more often by building and strengthening the physical and social environments in which communities engage in active living. A key strategy has been training planners in how to 'design' healthy urban environments.

Behaviours: Increased incidental activity; Increased vigorous physical activity; Decreased sedentary small screen behaviours.

Lead Agencies: Agencies represented on PCAL

Action AL 4: The NSW Government will promote the health and wellbeing of the public sector workforce by supporting agencies to develop comprehensive healthy workforce programs. Program options may include the promotion of increased physical activity, healthy eating, disease prevention and stress management.

Behaviours: All

Lead Agency: NSW Department of Premier and Cabinet

Action AL 5: The NSW Government will implement the *Live Life Well @ School* program to promote physical activity, healthy eating and reduced sedentary behaviour in NSW government primary schools. The program adopts a whole-of-school approach, including professional development for teachers and information resources for parents/carers.

Behaviours: Increased incidental activity; Increased vigorous physical activity; Decreased sedentary small screen behaviours.

Lead Agency: NSW Department of Health

Partner Agencies: NSW Department of Education and Training

Action AL 6: The NSW Government will continue to support the implementation of the *Australian Government's Active After School Communities* initiative to encourage physical activity in the out of school hours care setting.

Behaviours: All

Partner Agencies: NSW Department of Health, NSW Department of Education and Training, NSW Sport and Recreation

Action AL 7: The NSW Government will support the *Premiers Council for Active Living (PCAL)* to develop and implement guidelines for physical activity providers offering services to schools and out of school hours care facilities. These guidelines will be developed as part of the *Australian Better Health Initiative*.

Behaviours: All

Partner Agencies: Relevant Agencies represented on PCAL

Sport and Recreation Infrastructure

Children's participation in organised sports appears to be slowly increasing and this is good news for obesity prevention. Participation in organised and recreational activities benefits general wellbeing, as well as increasing energy expenditure. Regular moderate and vigorous physical activity through sports participation is an important part of a healthy lifestyle and preventing overweight and obesity. Making physical activity a priority and encouraging good habits in children from an early age is important and can help children to develop the skills they need to continue being active throughout their lives.

Action SR 1:	To facilitate and promote opportunities for physical activity, the NSW Government will: <ul style="list-style-type: none">• Support the sport and recreation sector to meet the demand for organised sports participation;• Provide physical activity program opportunities to at-risk groups or those not able to access appropriate facilities; and• Work with the fitness industry to better cater for their non-traditional markets.
Behaviours:	Increased physical and incidental activity; Increased moderate to vigorous activity; Reduced sedentary small screen behaviours.
Lead Agency:	NSW Sport and Recreation

Action SR 2:	The NSW Government will support both primary and secondary school students' participation in physical activity and reduced sedentary behaviour through the implementation of the <i>Premier's Sporting Challenge</i> . The Sporting Challenge will involve improved access to physical activity programs and sporting facilities in NSW Government schools.
Behaviours:	Increased incidental activity; Increased vigorous physical activity; Decreased sedentary small screen behaviours.
Lead Agency:	NSW Department of Education and Training

Prevention and Early Intervention Services

Health, education and children's services are well placed to support obesity prevention and deliver early intervention strategies. Health settings, schools and early childhood health services can support increased awareness and understanding of obesity prevention and mobilise behavioural change. These settings can provide environments that encourage physical activity and good nutrition, role modelling of healthy behaviours to children and families and support to individuals when it is needed.

Action PEI 1: The NSW Government will continue to promote and support healthy pregnancy for women through the provision of access to early antenatal care, early booking in, expansion of antenatal clinics in rural and remote communities to complement metropolitan services, and the provision of the "Having a Baby" resource to all women birthing in Public Hospitals.

Behaviours: All

Lead Agency: NSW Department of Health

Action PEI 2: The NSW Government will promote the uptake and duration of breastfeeding through the continued implementation of the NSW Department of Health policy *Breastfeeding in NSW: Promotion, Protection and Support*.

Behaviours: Reduced consumption of energy dense and nutrient poor foods; Increased consumption of vegetables and fruit; Reduced consumption of sugar-sweetened beverages; Improved breastfeeding maintenance rates.

Lead Agency: NSW Department of Health

Action PEI 3: The NSW Government will continue to provide support for women to breastfeed in partnership with the NSW Branch of the Australian Breastfeeding Association.

Behaviours: Reduced consumption of energy dense and nutrient poor foods; Increased consumption of vegetables and fruit; Reduced consumption of sugar-sweetened beverages; Improved breastfeeding maintenance rates.

Lead Agency: NSW Department of Health

Potential Partners: NSW Branch of the Australian Breastfeeding Association

Action PEI 4: The NSW Government will continue to implement the *Aboriginal Maternal and Infant Health Strategy*. The Strategy provides for a flexible and culturally appropriate approach to health service delivery to Aboriginal mothers and their babies.

Behaviours: All

Lead Agency: NSW Department of Health

Partner Agencies: NSW Department of Community Services

Action PEI 5: The NSW Government will support maternal and early childhood health and education by implementing health promotion and screening strategies and utilising the *"Personal Health Record"* to monitor, through early childhood health service visits, children's weight from birth and BMI from age two years.

Behaviours: All

Lead Agency: NSW Department of Health

Action PEI 6: The NSW Government will encourage the implementation of the *Australian Government's Healthy Kids Check* – the national program of screening of children at four years of age. This screening will now include a measure of a child's Body Mass Index (BMI).

Behaviours: All

Lead Agency: NSW Department of Health

Action PEI 7: The NSW Government will build on evidence from recent randomised control trials and support broader roll-out of obesity management programs for parents of overweight and obese children in areas of high need.

Behaviours: All

Lead Agency: NSW Department of Health

Action PEI 8: The NSW Government will increase training opportunities for health professionals related to discussing overweight and obesity with their clients.

Behaviours: All

Lead Agency: NSW Department of Health

