NSW OFFICE OF PREVENTIVE HEALTH

The Second Year (2013-14) in Review
Our population is ageing and levels of chronic disease are increasing. Now, more than ever it is important that the Ministry of Health do what it can to prevent disease and illness. Chronic diseases, such as obesity, cardiovascular disease and diabetes, negatively impact on daily life. Much of this burden is preventable through healthy eating and active living.

All parts of the Health System have a responsibility to contribute to the prevention of ill-health. Clinical services can provide lifestyle information and support to patients, as well as referrals to the Get Healthy Information and Coaching Service which can help patients improve their nutrition and increase their physical activity. Population health services can support a range of programs in workplaces, schools and early childhood settings.

The NSW Healthy Eating and Active Living Strategy, a whole of government approach, is a useful framework for focusing multiple strategies for healthy living.

In 2012 the NSW Government established the Office of Preventive Health in South West Sydney to help coordinate state-wide preventive health programs. We now have an established program of work for adults and children which is evidence-based, reaches a substantial proportion of the population and achieves the desired outcomes. We have always been committed to preventive health because of the clear benefits to families and the community.

Excellent local programs are being offered across the state. These include some terrific resources which support families and communities in positive health behaviours, such as the Healthy Kids web-site (http://www.healthykids.nsw.gov.au) and the Get Healthy at Work web-site (https://gethealthyatwork.com.au). We are pleased that the NSW Office of Preventive Health is adding great value to these services.

The NSW Government continues to work towards making our great state, ‘the healthy state’.

Jillian Skinner MP  
Minister for Health  
Minister for Medical Research

The Hon Jai Rowell MP  
Minister for Mental Health  
Assistant Minister for Health

Foreword
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The NSW Office of Preventive Health was established in 2012 to deliver and evaluate priority state-wide programs that support children, young people and adults to achieve and maintain a healthy lifestyle. With funding from NSW Health to 2016, and partnerships with Local Health Districts, a suite of evidence-based programs being implemented across NSW are starting to achieve their outcomes.

For the first time there is emerging evidence that in NSW there has been a reduction in the proportion of children who are overweight or obese. This is cause for celebration, but the work must continue to sustain this reduction.

In late 2013 NSW Health released ‘Healthy Eating and Active Living Strategy: Preventing overweight and obesity in NSW 2013-2018’. This strategy documents four key areas of work: environments to support healthy eating and active living; state-wide healthy eating and active living support programs; integrated healthy eating and active living advice as part of routine service delivery; and education and information to enable informed, healthy choices. The work of the Office is especially relevant to the second area of work related to the implementation of state-wide programs.

After two years of operation the excellent work of the Healthy Children Initiative and other programs appear to be achieving a reduction in the proportion of children who are overweight or obese in NSW. The Get Healthy Information and Coaching Service continues to achieve results, with coaching participants losing an average of 4kg in weight and 5cm off waist circumference. The Get Healthy Service has now integrated smoothly into the Get Healthy at Work service (formerly the Healthy Worker Initiative), and I was very pleased to see this program launched by Ministers Skinner and Rowell on June 30 to begin state-wide implementation.

Of course, there is still much more to do. The cessation of funding from the National Partnership Agreement on Preventive Health will impact upon the reach of our programs over time, but not the integrity or quality. There remains a strong commitment to prevention in NSW which is being rewarded by positive population health outcomes. We will further demonstrate these outcomes over the next 12 months.

Professor Chris Rissel
The Hon. Jillian Skinner, NSW Minister for Health, opened the NSW Office of Preventive Health on 29 June 2012. It is located at Liverpool Hospital in South Western Sydney Local Health District. The Office functions to enhance coordination of prevention initiatives to reduce lifestyle related risk factors that can result in chronic disease and unnecessary hospitalisation. This will contribute to achieving the NSW State Plan targets.

Mission

Develop, evaluate and support implementation of world class preventive health and health promotion programs in New South Wales to improve population health, reduce health inequities and reduce hospitalisations.
Objectives

The objectives of the NSW Office of Preventive Health (OPH) are to:

- Manage the planning, implementation, support and evaluation of priority state-wide preventive health programs;
- Report on outcomes of NSW priority-funded preventive health programs, including economic analyses;
- Facilitate preventive health research and knowledge translation into policy and practice;
- Support the NSW Local Heath District-based health promotion workforce to deliver key state-wide preventive health programs; and
- Provide high level evidence-based advice to the Ministry of Health on matters relating to delivery of preventive health programs and strategies.

There are four major components of the NSW Office of Preventive Health. They are the Healthy Children Initiative, the Get Healthy at Work Service, the Get Healthy Information and Coaching Service, and Evaluation and Special Projects. The Office evaluation and special projects team works with the other three teams to support new and innovative projects and ensure systems and mechanisms to evaluate programs are in place, and outcomes reported and disseminated.

An external Advisory Committee meets quarterly and provides strategic advice to the Office. This includes representatives from the South West Sydney Local Health District, the Universities of Western Sydney, Sydney and Newcastle, the Ministry of Health and the NSW Health Promotion Leadership Group.
The Get Healthy at Work service was officially launched by the NSW Minister for Health Jillian Skinner and the Assistant Minister for Health Jai Rowell on June 30, 2014 at the TNT depot in Enfield. A range of publications, tools and resources became available on July 1 2014 for businesses to freely access at the website: gethealthyatwork.com.au

Businesses can access the full suite of Get Healthy at Work resources and support by registering online.

What is Get Healthy at Work?

Get Healthy at Work is a NSW Government program that aims to improve the health of working adults and support businesses to promote health in the workplace setting. The program targets modifiable lifestyle risk factors for chronic disease including healthy weight, physical activity, healthy eating, active travel, smoking and harmful alcohol consumption.

Get Healthy at Work provides the framework and tools to help businesses:
- Engage and consult with workers and workplace leaders
- Identify and prioritise health issues in the workplace environment and among workers
- Develop and implement a tailored action plan to address health issues, one at a time
- Monitor progress and continue to update their action plan over time.
The Get Healthy at Work service consists of two components:

1. **A Workplace Health Program** to build the capacity and capability of businesses to create a workplace that supports health. The Workplace Health Program features a range of publications, tools and templates to help businesses identify and prioritise workplace health issues and then develop an action plan to address health issues. The Workplace Health Program is available as a DIY online program, or delivered by a Get Healthy at Work service provider over the phone or on site at the workplace.

2. **Brief Health Checks** are a free, voluntary and confidential assessment of a worker’s health and risk of type 2 diabetes and cardiovascular disease with immediate advice on how to make changes for better health and referral to GPs, the Get Healthy Information and Coaching Service and NSW Quitline. Brief Health Checks can be completed by workers online, or delivered by trained health professionals at the work site.
An important aim of Get Healthy at Work is to build the capacity and capability of businesses to continue to address health issues, one by one. The Get Healthy at Work online training package is made up of 13 interactive, online training modules that support businesses to learn at their own pace about how to plan, develop, implement and evaluate a workplace health program and repeat the steps of the Get Healthy at Work Program Cycle.

All publications, tools and templates are freely available online to all organisations regardless of their business size or industry. Get Healthy at Work service provider support is available to all businesses excluding public sector departments and agencies. Public sector departments and agencies can access the online DIY Workplace Health Program and online Brief Health Checks, plus online training.

While Get Healthy at Work is available for all organisations, marketing and communications efforts will particularly focus on reaching industries whose workers have the highest prevalence of risk factors for chronic disease including; Construction; Transport & Storage; Manufacturing; and Agriculture, Forestry & Fisheries industries.
Get Healthy at Work service delivery:

*Get Healthy at Work* is delivered to workplaces by contracted health providers. A panel of health providers has been selected via a competitive tender process.

Local Health Districts are encouraged to support the program by:

- Promoting *Get Healthy at Work* through existing networks, similar to the promotion of the *Get Healthy Information and Coaching Service*
- Providing support to businesses and government agencies to plan and implement a Workplace Health Program

The development of *Get Healthy at Work* commenced with:

- A commitment between the NSW Office of Preventive Health, the NSW Ministry of Health and WorkCover NSW to work in partnership
- Establishment of five working groups, each tasked with the research and development of a component of the program. Working groups focused on: the brief health check; the workplace health program; the equity strategy; the stakeholder engagement and communications strategy; and evaluation and performance monitoring.
- Stakeholder engagement and consultation was a key aspect to developing *Get Healthy at Work*
Get Healthy at Work Pilot 1:

Since August 2013, a series of pilots have provided the opportunity to evaluate and refine the Get Healthy at Work service delivery model. Pilot 1 involved nine businesses; four located in Western Sydney (2 in the Transport & Storage Industry and 2 in the Manufacturing Industry) and five located in Murrumbidgee (2 in the Transport & Storage Industry and 3 in the Manufacturing Industry).

Pilot 1 involved businesses stepping through the program cycle with the support of a service provider. Their experience of the program was collected through observations, status updates and interviews.

Get Healthy at Work Pilot 1 key finding:

One of the main findings was that rather than attempting to address multiple health issues in the action plan, businesses preferred to prioritise and address one health issue at a time. This allows business to focus their efforts and communication with workers on achievable health actions for a distinct health issue. The Get Healthy at Work service model and supporting publications were then modified to focus more on a single health issue, with an enhanced focus on building the capacity and capability of businesses to repeat the steps of the Get Healthy at Work program cycle.

Get Healthy at Work Pilot 2:

Pilot 2 started in June 2014 with six businesses from the manufacturing and transport industries involved in testing the Get Healthy at Work IT system, online learning packages and the refined service delivery model. The pilot also includes a trial of approaches to engaging workers in the Brief Health Check.

Communications and Marketing:

Get Healthy at Work name and logo

A range of creative concepts for the name and logo were developed and tested in a series of focus groups involving workers and business owners representing the focus industries, in both metropolitan and rural locations in NSW. The Get Healthy at Work name and logo tested as the most engaging and meaningful among the range of options presented. The Get Healthy at Work brand and logo builds on the existing brand of the Get Healthy Information and Coaching Service. Workers who participated in the market research were able to distinguish between the two services whilst being able to recognise the synergies.
Get Healthy at Work photography and video production:

An important aim of the Get Healthy at Work communication strategy is to engage with and communicate the benefits of Get Healthy at Work to different audiences within a workplace. Three videos were developed to provide information about Get Healthy at Work to workers, HR and middle managers and to senior managers. Get Healthy at Work videos draw on the support of Pilot 1 businesses and provide testimonials of their experience of Get Healthy at Work. The videos are available on the Get Healthy at Work webpage gethealthyatwork.com.au and on the NSW Health YouTube channel. Pilot businesses also participated in an on-worksite photo shoot and the images collected have been used in a range of publications and on the Get Healthy at Work website.

Get Healthy at Work publications:

A series of publications have been developed to correspond with each stage of the Get Healthy at Work program cycle. The publications include a variety of ready-made communication and consultation templates to help businesses internally communicate about Get Healthy at Work and a range of program implementation tools. A review of the publications for cultural appropriateness by the Multicultural Health Communication Service has helped to improve readability for all audiences and a selection of the publications aimed at workers have also been translated into Arabic, Traditional and Simplified Chinese and Vietnamese.

Get Healthy at Work stakeholder engagement:

Consultations with businesses, industry groups, unions and key health experts will continue to inform Get Healthy at Work. Communication strategies are being tailored to meet the needs of small, medium and large businesses across NSW.

An Executive Advisory Group which includes industry, union and health stakeholders provides high level advice about the delivery of Get Healthy at Work. WorkCover NSW is well placed to lead the management of relationships with existing and new union and industry stakeholders in order to encourage business recruitment from within the four focus industries. NSW Health continues to maintain relationships with health sector stakeholders.

Get Healthy at Work evaluation

The NSW Office of Preventive Health and The Australian Prevention Partnership Centre (TAPPC) will undertake a rigorous evaluation of the service, to assess health and business outcomes.
The Healthy Children Initiative continues to have excellent reach into children’s settings across NSW as well as very good program adoption. This year has again seen high participation in our Live Life Well @ School, Crunch&Sip®, Munch & Move® and Go4Fun® programs. In addition we have forged partnerships with key stakeholders in the junior community sport sector and begun formative work in the supported playgroup setting.
Munch & Move® Program

The Munch & Move® program aims to promote and encourage healthy eating and physical activity habits in young children aged birth to 5 years who attend NSW early childhood education and care (ECEC) services. Munch & Move® offers professional development for educators and practical resources to support the development and implementation of service level policies and practices promoting healthy eating and physical activity and ongoing support from Local Health District health professionals.

The program is now into its Fifth Phase.

KEY ACHIEVEMENTS:

Since 2009, 318 training workshops have been delivered reaching

82%

of preschools and long day care centres (2,858/3,457) as at June 30 2014.

Preschools and long day care centres

In 2012, fifteen program adoption indicators (practices) were introduced to monitor the implantation of Munch & Move®. In June 2014 we have found that:

- 60.9% of services have adopted 70% of the program adoption practices
- 96.1% of services provide food, fruit and vegetables daily
- 98.4% of services have a written nutrition policy
- 92.7% of services provide physical activity opportunities for their children for at least 25% of the day.
Key program elements

- Two-day professional learning workshop for teachers delivered by Department of Education and Communities with support from Local Health District health promotion staff
- Funding to schools to support teacher relief to attend the professional learning workshops and to provide travel and accommodation assistance for rural and remote schools
- $2,000 funding to schools to support the implementation of a 12 month Action plan
- Access to dedicated support from Local Health District health promotion staff to assist with implementation of the Action Plan, staff in-service sessions, health initiatives and parent information
- Access to K-6 PDHPE Conferences which provides the latest information and teaching resources specifically related to physical activity and nutrition education

Schools are offered a number of resources to support implementation of the desirable practices. These include:

- Crunch&Sip resources to encourage students to eat vegetables, fruit and drink water during designated time in class
- Fundamental Movement Skills teaching resources
- Fresh Tastes @ School: NSW Healthy School Canteen Strategy
- Homework challenge programs
- Newsletter snippets and fact sheets for parents
- Presentation modules for in-service training for school staff about the program

Live Life Well @ School encourages and supports schools to adopt a range of ‘Desirable Practices’ around healthy eating, physical activity and fundamental movement skills.

76% of NSW primary schools have participated in training since the inception of the program in 2008. A survey of participating schools in late 2012 found that:

- 85% of schools have fruit, vegetable and water breaks
- 81% of schools include fundamental movement skills development
- 76% provide nutrition and physical activity information to families
Go4Fun® is a family obesity treatment program adapted from the United Kingdom MEND program that targets healthy lifestyle behaviours. The Program has been translated into the NSW context with a phased implementation across the state. The Program aims to improve health, fitness and self-esteem in children aged 7 to 13, who are above their ideal weight. The Program is multidisciplinary incorporating elements vital to achieving long term behaviour changes, which include: family involvement, practical education in nutrition and diet, increasing physical activity and behaviour change.

The Program involves 10 sessions, which run weekly over one school term. Sessions run after school and include one hour theory for the parents and children together, then one hour where children participate in physical activity and parents participate in a facilitate parent discussion, concurrently.

Activity through the year included:

- The effectiveness of a once per week delivery model of the Go4Fun Program was demonstrated in a randomised control trial and this will become the standard method of delivery from October 2014. A move to once per week will reduce the attendance burden on participants and reduce local delivery costs.

- Go4Fun professional development webinar was conducted to support Local Health District Go4Fun staff. The focus was on adult learning, including different learning styles, needs and differences. Professional development webinars will continue on a termly basis.

- The Graduate Activity Program continued to be implemented with Local Health District support.

- Office of Preventive Health continued to lead advertising to increase awareness of the Program, including development of a Go4Fun website and Go4Fun social media page.

- Office of Preventive Health led evaluation of the Program has been conducted among programs delivered specifically for Aboriginal and Culturally and Linguistically Diverse (CALD) communities.

- A Quality Assurance framework was developed and is currently being implemented.
KEY ACHIEVEMENTS:

Since July 2011 over 431 programs have been delivered, engaging more than 3,783 families. Program results have been very positive, including:

- **1.7cm** reduction in waist circumference
- **0.6kg/m²** reduction in BMI
- Increase of 3.8 hours per week spent being physically active and decrease of 3.4 hours in sedentary activity
- Increase in fitness and self esteem
- Improved nutrition knowledge

**KEY ACHIEVEMENTS:**

NSW Office of Preventive Health - The Second Year (2013-14) in Review
Healthy Junior Community Sports Clubs

The Healthy Junior Community Sports Program, Finish with the Right Stuff, was launched in April 2014. The program encourages children who participate in junior community sport to drink water and make healthier food choices after their games. The program aims to support clubs to become a healthier sporting environment by focusing on two key strategies:

• Promoting the consumption of water as the primary drink to quench thirst before, during and after a game, and
• Supporting sports canteens to provide healthier food and drink choices

The Office of Preventive Health has partnered with leading sports codes, Australian Football League NSW/ACT, National Rugby League and Netball NSW.

Using ambassadors of the the sports, the program aims to create an exciting visual and online campaign to encourage kids to make healthy choices when the whistle blows.

Key program elements include:

• The healthy canteen grant scheme administered by the Office of Sport and Recreation which offers up to $1,000 to eligible sports clubs towards enhancing canteen infrastructure for the provision and promotion of healthier food and drink choices.
• Training and support for canteen volunteers to assist clubs develop policies and purchase and supply healthy food options whilst retaining profit margins. Over 100 clubs and associations have been trained in 2014.
• A digital strategy was launched alongside the program. This strategy includes the launch of the program website (www.rightstuff.health.nsw.gov.au) and social media sites Facebook, Twitter and Instagram. This strategy has seen a high level of community interest, reaching over 26,000 engagements per day and with support from the ambassadors of the sport.

Selected clubs within each sporting code will run Right Stuff Days to highlight their involvement in the program and the changes made to their canteens through participation in training and the grant scheme.

AFL star Jude Bolton, Swifts Netball Captain Kimberlee Green and NRL player Nathan Hindmarsh
The Get Healthy Service is a free telephone-based coaching service supporting NSW adults make sustained improvements in healthy eating, physical activity and achieving or maintaining a healthy weight. The Service was launched in February 2009 as part of New South Wales’ response to the Australian Better Health Initiative.

The evidence base from systematic reviews has confirmed that telephone-based interventions are effective in increasing physical activity, improving nutrition and reducing weight in the short to medium term (three – six months) across different populations, in a range of settings, and using different intervention modalities.
KEY ACHIEVEMENTS:

More than 25,000 people have participated in the Get Healthy Service;

- 74% of participants have requested the 6 month coaching service,
- 26% have requested the information only service.

Get Healthy Service participants who complete the 6-month coaching program make significant improvements (Table 1) to their:

- Weight
- Waist circumference
- Body Mass Index (BMI)
- Physical activity
- Healthy eating behaviours

Improvements in weight, waist circumference, moderate physical activity, fruit and vegetable and take-away meal consumption remained significant after adjusting for socio-demographic characteristics.

Participants who complete the 6-month coaching program on average lose 3.8kg and 5cm off their waist circumference.
Table 1: Anthropometric and behavioural risk factor changes from baseline to 6-months for Get Healthy Service coaching participants (February 2009 - December 2013)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Baseline</th>
<th>6-months</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight (kg) $\dagger$</td>
<td>3922</td>
<td>85.8</td>
<td>82.0</td>
<td>-3.8 **</td>
</tr>
<tr>
<td>BMI (kg/m²) $\dagger$</td>
<td>3918</td>
<td>30.9</td>
<td>29.6</td>
<td>-1.4 **</td>
</tr>
<tr>
<td>Waist circumference (cm) $\dagger$</td>
<td>3247</td>
<td>101.6</td>
<td>96.6</td>
<td>-5.1 **</td>
</tr>
<tr>
<td>Fruit (daily serves) $\not\dagger$</td>
<td>3892</td>
<td>1.7</td>
<td>2.0</td>
<td>0.4 **</td>
</tr>
<tr>
<td>Vegetables (daily serves) $\not\dagger$</td>
<td>3912</td>
<td>2.7</td>
<td>4.0</td>
<td>1.2 **</td>
</tr>
<tr>
<td>Sweetened drinks (daily serves) $\not\dagger$</td>
<td>3741</td>
<td>0.4</td>
<td>0.1</td>
<td>-0.3 **</td>
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<tr>
<td>Takeaway meals (weekly serves) $\not\dagger$</td>
<td>3762</td>
<td>0.8</td>
<td>0.3</td>
<td>-0.5 **</td>
</tr>
<tr>
<td>Walking (no. 30min sessions per week) $\not\dagger$</td>
<td>3900</td>
<td>2.4</td>
<td>3.6</td>
<td>1.2 **</td>
</tr>
<tr>
<td>Moderate Physical activity (no. 30min sessions per week) $\not\dagger$</td>
<td>3796</td>
<td>1.0</td>
<td>1.7</td>
<td>0.7 **</td>
</tr>
<tr>
<td>Vigorous physical activity (no. of 20min sessions per week) $\not\dagger$</td>
<td>3744</td>
<td>0.4</td>
<td>0.8</td>
<td>0.4 **</td>
</tr>
</tbody>
</table>

** significant at p<0.001; matched pair analysis; $\dagger$ T-test undertaken for matched paired samples for significant mean difference; $\not\dagger$ Non parametric test undertaken for related samples for significant median difference.

These results show that Get Healthy Service is facilitating clinically significant lifestyle improvements. Service participants considerably improved their risk of chronic disease, with approximately half losing 2.5-10% of their baseline body weight.
The Get Healthy Service is being used by those in the community who are most at need including those in the lowest quintiles of advantage; those in regional and remote locations and those who have a high risk of chronic disease.
New Developments

• A new service delivery contract commenced on 1 January 2014 – the GHS is now delivered by Healthways Australia.

• New GHS TV commercials and online videos were launched by the Minister for Healthy Lifestyles in January 2014. The commercials and videos showcase the success stories of six GHS graduates.

• The Get Healthy Service website was redeveloped and launched in December 2013 with new interactive and dynamic content that engages new participants and supports existing participants in achieving their goals.

• The type 2 Diabetes Prevention module commenced in July 2013. Aboriginal participants and those aged over 40 undertake the AusDRisk screening tool at enrolment and are allocated to this module if their score is 12 or more. The module includes three extra coaching calls that focus on individual risk factors and awareness raising for type 2 diabetes.

• The Aboriginal module continues to be promoted through partnerships with Aboriginal Community Controlled Health Services, and the Knockout Health Challenge. Knockout Challenge participants are using the coaching service during the Challenge for additional support or at the end as to assist with maintenance of lifestyle changes. A Social Network Analysis was conducted in 2013 to understand how Aboriginal people share information about the GHS within their communities.

• A Gestational Weight Gain module to support pregnant women achieve healthy weight gain during pregnancy was developed with NSW Kids and Families. Implementation will commence from September 2014.

• A new economic evaluation for the GHS has commenced, in collaboration with The Australian Prevention Partnership Centre.

• A pharmacy study commenced in early 2014 to evaluate the feasibility and effectiveness of pharmacy recruitment to the GHS.

• Get Healthy Service Roadshows have been conducted in regional, rural and remote areas of NSW through partnerships with Local Health Districts and Medicare Locals. The purpose of the Roadshows is to engage health professionals to promote the GHS and to refer patients to the Service.

Future Directions

Advances in the utilisation of technology within service delivery will be explored through reviews of evidence and understanding the feasibility and effectiveness of different modes of technology. This has already commenced with the Get Healthy, Stay Healthy study - a trial of the use of SMS text messaging as a maintenance strategy for GHS participants.

Further engagement and partnerships with General Practitioners and other health professionals remains a focus for the GHS, together with strategies to enhance retention within the coaching program.
Biggs, J Farrell, L, Lawrence, G & Johnson J (2014) 
Applying process mapping and analysis as a quality improvement strategy to increase the adoption of fruit, vegetable and water breaks in Australian primary schools. *Health Promotion Practice*. Vol.15, No. 2 199–207

A practical example of Contribution Analysis to a Public Health intervention. *Evaluation*. Vol 20 No. 2 141-229


