



Health

SNAPSHOT

June  
2016



# Adult Overweight and Obesity

**H**ealthy eating and active living are important to achieving a healthy weight and overall health and well-being. The rise in overweight and obesity is mostly a result of social, environmental and technological changes over the last few decades.

These changes have led to environments which encourage excess energy intake and reduced energy expenditure. Even a small excess energy intake over time can lead to weight gain resulting in overweight and obesity.

Reducing overweight and obesity in NSW will lead to substantial population health benefit and improved quality of life through the prevention of chronic diseases, in particular diabetes, cardiovascular disease and some cancers. Overweight and obesity cost NSW \$19 billion in 2008, including financial costs and indirect costs due to lost wellbeing.

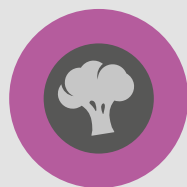
While still high, the trend in NSW has been stable since 2009. The 2015 Population Health Survey indicates that 52.3 per cent of adults were overweight or obese. Rates are higher in males, with 59 per cent of males being overweight or obese, compared with 45.8 per cent of females.

Because of the interaction of individual, societal and environmental factors, the problem cannot be solved by the health system alone.

## Indicators



**48.4%** of adults in NSW consumed two or more serves of fruit each day.

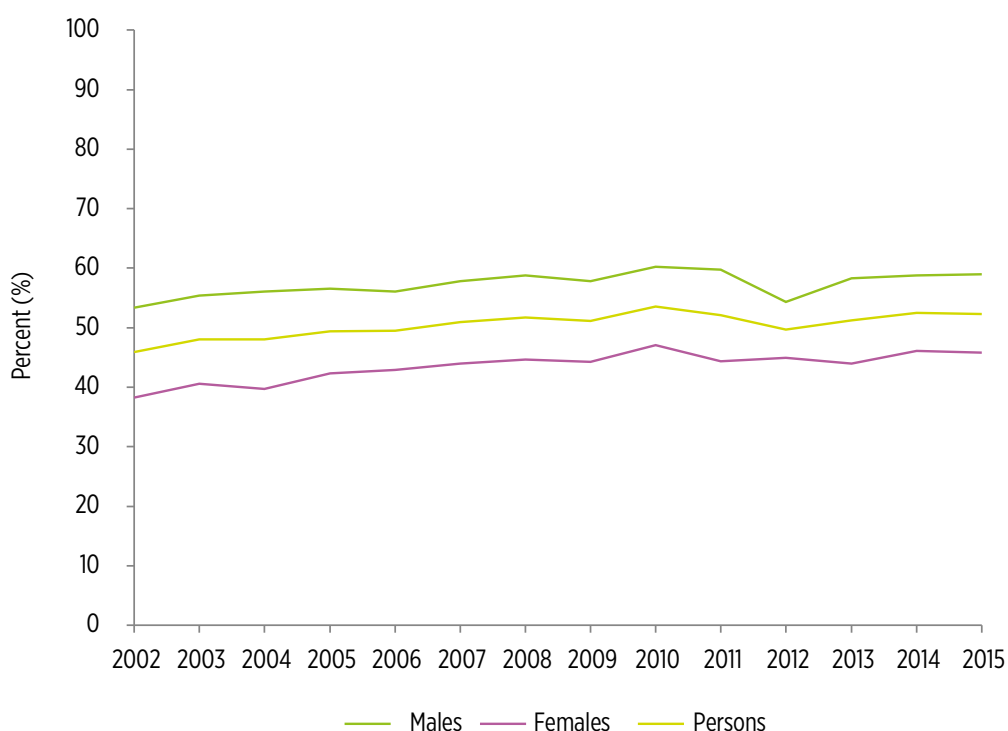


Only **5.8%** of adults reported consuming five or more serves of vegetables each day.



**42.9%** of NSW adults reported achieving the recommended levels of physical activity each week. More men (48.7%) than women (37.3%) reported adequate levels of physical activity.

Overweight or obesity in adults by sex, NSW Overweight or obese, 2002 to 2015



Source: NSW Population Health Survey, Centre for Epidemiology and Evidence, NSW, Ministry of Health

The NSW Healthy Eating and Active Living Strategy 2013-2018 is the whole of government framework to support healthy choices in the places where people live, work and play.

## Healthy Eating and Active Living Strategy:

### Preventing overweight and obesity in New South Wales 2013-2018

The four directions of the NSW Healthy Eating and Active Living Strategy are to:

1. Create environments to support healthy eating and active living;
2. Deliver state-wide healthy eating and active living support programs;
3. Integrate healthy eating and active living advice as part of routine service delivery; and
4. Provide education and information to enable informed, healthy choices.

The NSW Government will implement a range of actions under each of the strategic directions, including key programs aimed at adults.

### Making healthy normal in NSW

A new social marketing campaign, **Make Healthy Normal**, was launched in June 2015 to encourage people to reassess their lifestyle choices in a bid to address the growing obesity problem in NSW.

The campaign works on the premise that 'small steps make a big difference'. By making small lifestyle changes and gradually increasing the number of healthy choices we make every day, we will be healthier, increase our quality of life and reduce our risk of chronic disease.

The key messages for the campaign are:

- Choose smaller portions and less kilojoules
- Eat more fruit and vegetables
- Make water your drink
- Be active every day
- Sit less and move more.

Information to help people make healthier choices is available on the Make Healthy Normal website ([www.makehealthynormal.nsw.gov.au](http://www.makehealthynormal.nsw.gov.au)), including video exercise sessions, healthy recipes and a 10 week health challenge. There's also a mobile game for iOS and Android where players ride a virtual bicycle to navigate a number of game levels based on typical food, drink and activity choices throughout the day.

Join the conversation #MakeHealthyNormal or [facebook.com/makehealthynormal](https://www.facebook.com/makehealthynormal)



**1** CHOOSE SMALLER PORTIONS AND LESS KILOJOULES



**2** EAT MORE FRUIT AND VEG



**3** BE ACTIVE EVERY DAY



**4** MAKE WATER YOUR DRINK



**5** SIT LESS AND MOVE MORE

**SMALL STEPS CAN MAKE A BIG DIFFERENCE.**

# Key program elements and status

PROGRAM	DESCRIPTION	CURRENT STATUS	ACHIEVEMENTS
	<p>A telephone-based service supporting NSW adults make sustained improvements in healthy eating, physical activity and achieving or maintaining a healthy weight.</p> <p>Participants receive a free six month coaching program which involves 10 sessions with university qualified health coaches. The coaching is designed to assist with goal setting, maintaining motivation, overcoming barriers and making sustainable lifestyle changes. Participants are recruited to the Service via mass media, direct mail campaigns or through health professional and GP referrals.</p> <p>The Get Healthy Service is now available to participants who are 16 years of age and over. <a href="http://www.gethealthynsw.com.au">www.gethealthynsw.com.au</a></p>	<p>Between February 2009 to June 2016, approximately 40,000 people have participated in the Get Healthy Service. New enhancements to the Service include an Alcohol Reduction Program and the lowering of the enrolment age to 16 years and over.</p> <p>The GHS is being used by those who are most at need including those:</p> <ul style="list-style-type: none"> <li>• In the lowest quintiles of advantage</li> <li>• In regional and remote locations</li> <li>• Who have a high risk of chronic disease</li> </ul>	<p>Those who complete the six month program on average lose:</p> <ul style="list-style-type: none"> <li>• 3.8 kg in weight</li> <li>• 5.1 cm off waist circumference</li> <li>• Half lost between 2.5% - 10% of their original body weight.</li> <li>• Participants also make significant improvements to physical activity and healthy eating behaviours and maintain improvements for a further six months.</li> </ul> <p>The proportion of Aboriginal participants registering their interest has increased from 2.3% in 2009 to 7% in 2015. On average, Aboriginal participants lose 4 kg and 7cm off their waist circumference.</p>
	<p>A free workplace-based and online service for workers and businesses in NSW that aims to improve the health of working adults by addressing healthy eating, physical activity, active travel and weight (in addition to smoking and harmful alcohol consumption).</p> <p>Get Healthy at Work is available online and/or with the support of a service provider. The program offers a Brief Health Check for individual workers and a Workplace Health Program for businesses to support their workers to reduce lifestyle-related risk factors for chronic disease.</p>	<p>The Get Healthy at Work program was launched in June 2014 and is available to all workplaces, regardless of size or industry.</p> <p>Businesses can access the full suite of Get Healthy at Work resources and support by registering online at <a href="http://www.gethealthyatwork.com.au">www.gethealthyatwork.com.au</a></p>	<p>Since Get Healthy at Work launched:</p> <ul style="list-style-type: none"> <li>• Over 1500 businesses have registered</li> <li>• Over 3100 worksites employing over 375,000 workers are eligible to participate</li> <li>• Over 18,900 Brief Health Checks have been conducted</li> </ul>
	<p>A community based healthy lifestyle and weight loss program for Aboriginal people which brings culture and communities together to improve health and wellbeing. It is a team weight loss competition that is linked to the NSW Aboriginal Rugby League Knockout. The program supports Aboriginal communities to work together to support achievement of healthy weight.</p>	<p>In 2015, more than 1200 people from 38 teams took part in the Knockout Health Challenge and approximately 800 people took part in the George Rose Challenge in 2016.</p>	<p>Results from the 2015 challenge showed:</p> <ul style="list-style-type: none"> <li>• The average percentage weight loss in 2015 was 2.8%</li> <li>• The average body weight loss was approximately 2.9%</li> </ul>
	<p>Make Healthy Normal is NSW Health's new social marketing campaign that seeks to motivate people to reassess their lifestyle choices and create a new, healthy normal.</p> <p>The campaign acts as a catalyst for personal behaviour change and drives people to existing HEAL programs that support sustained lifestyle changes such as the Get Healthy Service.</p> <p>The campaign runs across television, print, out of home and digital channels and is supported by a website, social media and community engagement activities.</p>	<p>Make Healthy Normal was launched in June 2015.</p> <p>The second phase of advertising commenced in November 2015 and will be in market until October 2016.</p> <p>An evaluation is underway to measure campaign relevance, changes in awareness and healthy behaviours as a result of the campaign.</p>	<p>Between June 2015 and May 2016, there were:</p> <ul style="list-style-type: none"> <li>• 289,282 visits to the MHN website,</li> <li>• 95841 likes, comments and shares on Facebook posts, and</li> <li>• 5583 registrations to the MHN Challenge</li> <li>• 8570 Make Health Normal game app downloads</li> </ul>