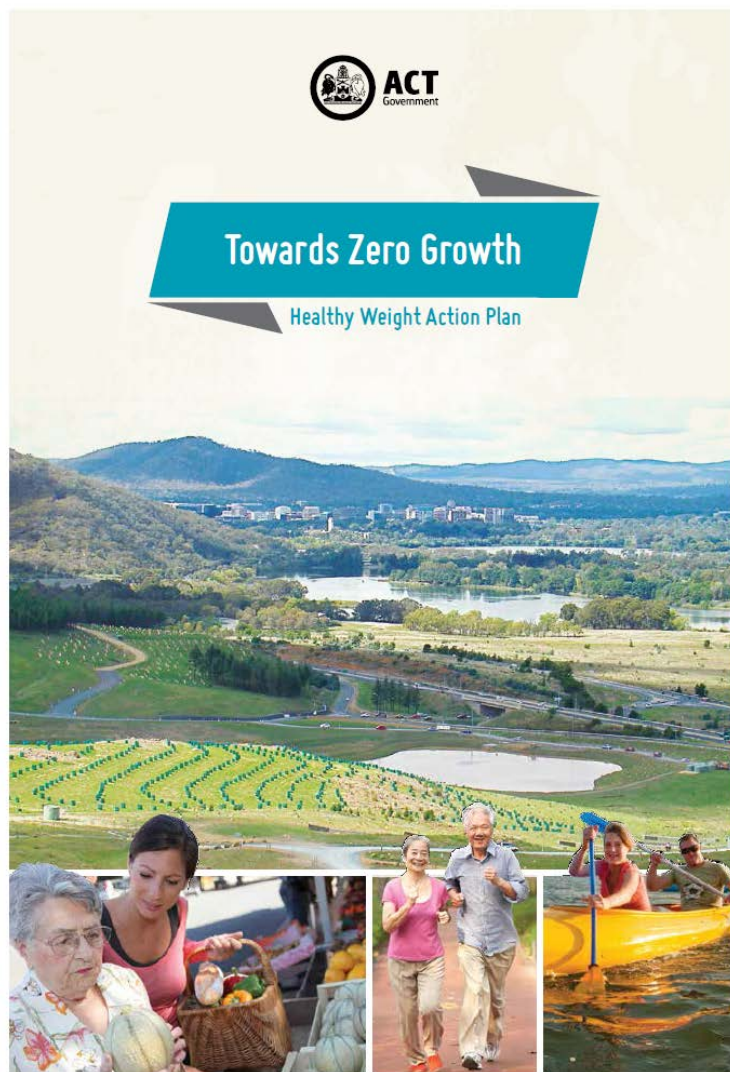


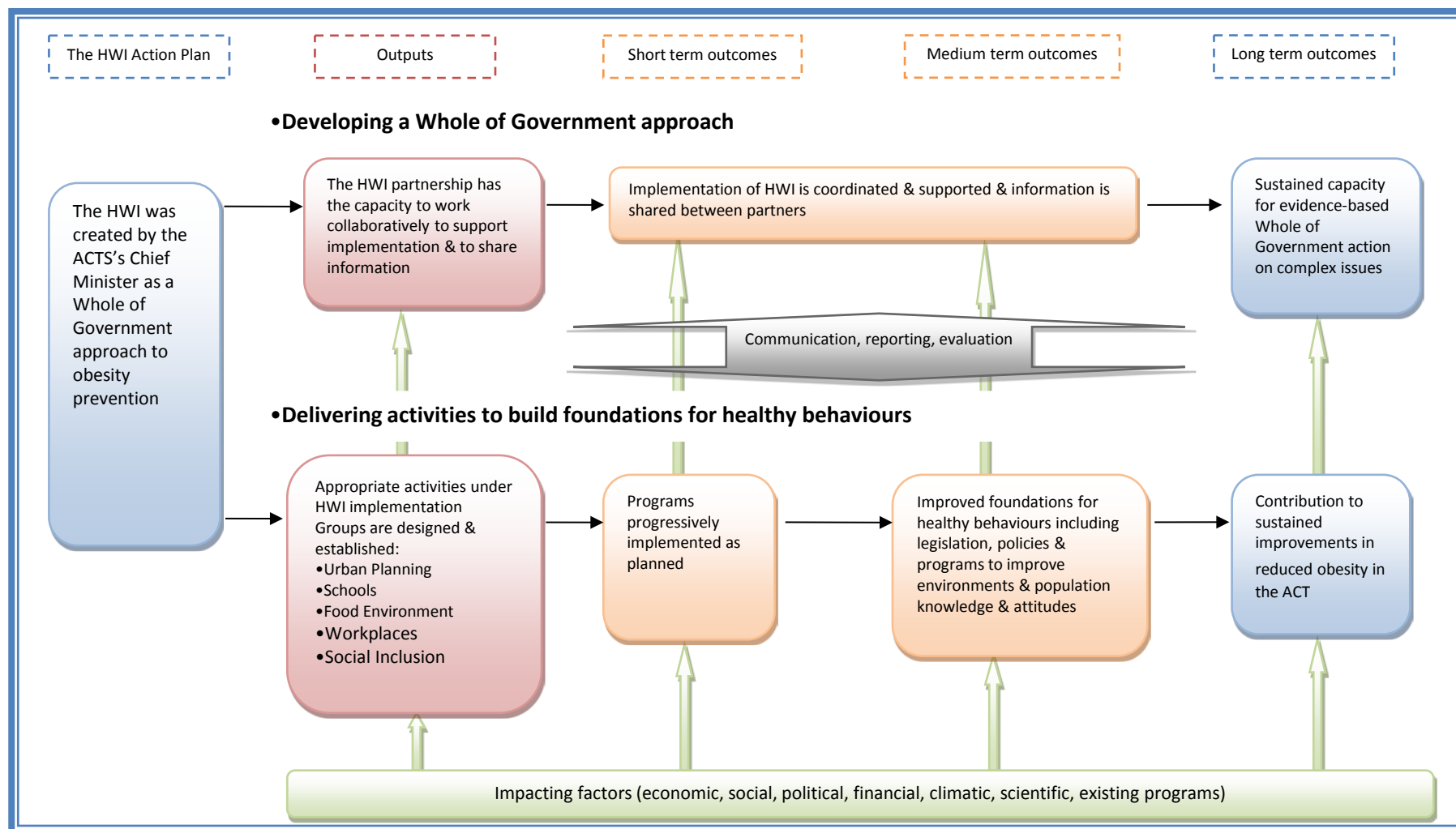
Healthy Weight Initiative Overview

23 October 2014

Healthy Weight Action Plan



Overarching HWI Program Logic



Food environment

Lead agency: ACT Health



Schools

Lead agency: Education and Training Directorate



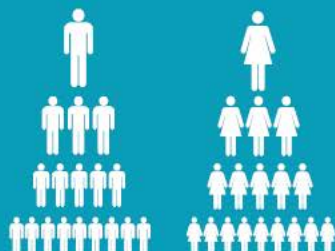
Social inclusion

Lead agency: Community Services Directorate



Evaluation

Lead agency: ACT Health



Workplaces

Lead agency: Chief Minister and Treasury Directorate



Urban planning

Lead agency: Environment and Sustainable Development Directorate



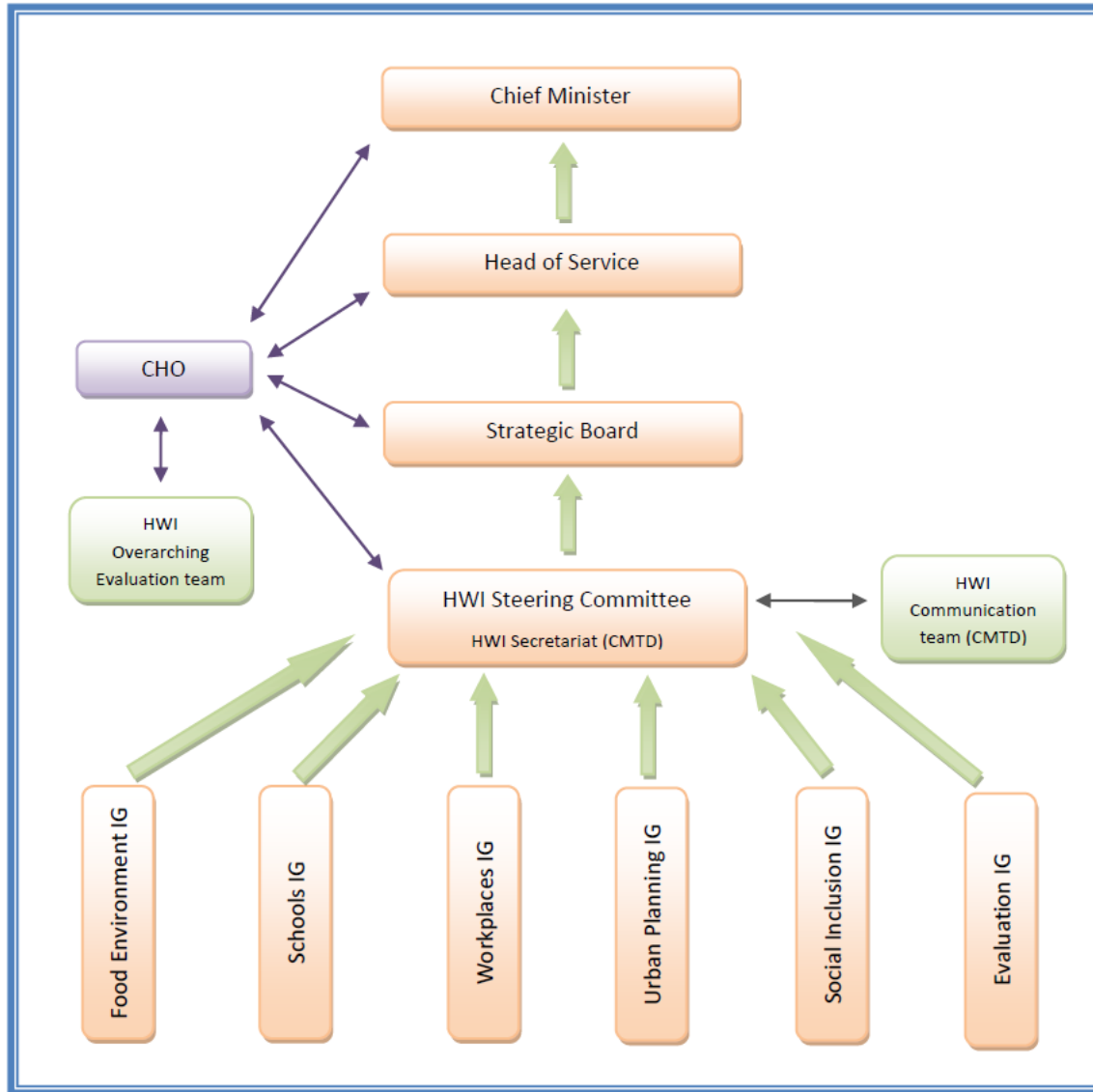
HEALTHY WEIGHT INITIATIVE COMMUNICATIONS FRAMEWORK



TOWARDS ZERO GROWTH IN OBESITY

ACT Government	Healthy Weight Initiative (HWI)				
Goals	Increase awareness and understanding of obesity issues and how it's being addressed across all government initiatives, and six themes.				
Key Difference	Program is overarching across six focus themes.				
Positioning	Reducing obesity everywhere and in every way. Making healthy lifestyle choices easier.				
Target Market	All of the ACT community.				
Strategic Insight	United action across environment, schools, workplaces, urban planning, social activities and with evaluation.				
Brand Strengths	Overarching high profile media messages.				
Key Channels	Media based, PR, specific to new initiatives and in line with HWI Communications Strategy.				
	EVALUATION (ACROSS ALL)				
Engagement	Schools	Social Inclusion	Urban Planning	Food Environment	Workplaces
Initiatives	• ACT Public School Food and Drink Policy – ETD • Building Teacher Capacity to Deliver Physical Education Programs in ACT Primary Schools Project – ETD • It's your move ACT – Health • Ride and Walk to School – Health • Fresh Tastes: Healthy food at school – Health/Education	• Participation (Seniors) Grants Program – CSD • Disability ACT Promoting Healthy Lifestyles Policy – CSD • Disability ACT Healthy Diet cookbook for accommodation support houses – CSD • Annual Health checks for people with a disability – CSD • ACT Arts Fund – CSD • Child and Family Centres Healthy Eating Demonstration Project – CSD • Koori Kids: Healthy Messages – CSD • Australian Early Development Index – CSD • Bimberi Youth Justice Centre – Living Skills Program – CSD	• Walking and Cycling – Transport for Canberra – TAMS • Open Space Fitness Equipment – TAMS • Beyond Today, it's up to you – Health	• Drinking Fountains and Drinking Refill Stations – TAMS • Water on tap – Health • Healthy Food at Sport – Health	• Healthier Work ACT – Healthy JoCS • ACT Health Food and Drink Choices Policy – Health • Disability ACT Staff – Walking the Rabbit Proof Fence – CSD
Stakeholders	ETD, ACT schools, ACT Council of P&C Associations, Health, School Canteen service providers Sport and Rec, The Blueearth Foundation, Capital Football, Gymnastics ACT, Active After-school Communities, Deakin University, Roads ACT, TAMS, Physical Activity Foundation, Police, Pedal Power.	Health – Nutritionists, Gagan Gulwan, Greening Australia, Capital Football, Belconnen Community Services, Unifone Care, The Smith Family, Communities @ Work, YWCA – Mura Lanyon Youth and Community Centre Food Hub, Red Cross, GP and Health service providers.	Bicycle Advisory Group, PedalPower, cycling organisations, Cyclists and Pedestrians.	CMTEDD – Sport and Recreation, Events, EPD – Design Policy and Social Planning, CSD – OMA, Actew Water, Community and Sporting groups, Nutrition Australia ACT.	Employer and business peak bodies, Industry groups, Insurance groups, unions, food outlet and vending machine operators, Health and Wellbeing Network Coordinators, ACTPS, Sport and Rec, Events, All ACT Government Directorates, JoCS, Worksafe ACT.
Key Messages	TBC	TBC	TBC	TBC	TBC
Health Improvement Branch	Children's programs/settings	Good Habits for Life	Live Lighter	Workplace settings	
Engagement	Encourages engagement inside and outside the family home.	Encourages engagement in the family home.	Encourages engagement with adults.	Encourages engagement in the workplace by providing guidance on best practice principles and tools.	
Stakeholders	ACT Health Directorate, ACT government, schools, sporting bodies, parent associations, partners and not for profit organisations.	ACT Health Directorate, possible private sector partner.	National Heart Foundation, government and other private and not for profit partners.	Industry groups, employer peak bodies, unions, workers compensation insurance providers, ACT Government.	
Key Channels	Print and interactive online channels.	Online, social media, web based portal, TV, radio, print and shopping centres.	TV, radio, print, social media, on-line with web site.	Online and print.	
Brand and Communications Strengths	Subject specific programs.	Softer emotional and logical approach proven by research to be effective with young parents.	Live Lighter uses shock tactics and fear of adult consequences.	Strong in tool kits and support for employers to work and engage with employees on these issues together.	
Key Message	Fresh Tastes: Healthy Food at school, Kids at Play, Ride or Walk to school and Healthy Food at Sport.	Let's teach them Good Habits instead.	Live Lighter: Take action now or suffer the life limiting consequences.	Support and resources for you to create a healthier workplace, it's an investment not a cost.	
Strategic Insight	Settings based, specifics like walking to school, providing better foods in canteens and nutrition education in the classroom.	Focus on good role models as a better way to parent.	Your best mate telling you like it is, upfront about risk implications if you don't change.	Employers and employees can work together to put the health back into 'Health and Safety'.	
Target Market	Children, Parents, Carers, Teachers and Childcare Workers in their school and sporting environments.	Parents of children under 8 years.	Overweight adults and families.	All employers and employees in the ACT.	
Positioning	Healthy opportunities at school, sport and childcare to build knowledge and skills for a healthy life.	Role model healthy habits.	Carry less weight to be healthy.	A healthy workplace is a good investment for employers and employees alike.	
Key Difference	Works on children outside the home in pragmatic ways and led by peers and carers other than parents; diet and physical. This also extends to families.	Works on parents to begin new habits in themselves and children; diet, physical and social.	Works primarily on adults and extends to families.	Works on employers and employees in the workplace.	
Goals	Increase physical activity and eating more fruit and vegetables. Provide alternatives in all school and sport environments.	Increase awareness of parent role modelling healthy lifestyle for young children. Provide alternatives through both diet, physical activity and social interaction.	Increase awareness of link between overweight and chronic disease and the risks associated. Provide alternatives through diet and physical activity.	Assist employers implement health and wellbeing programs in the workplace.	

Governance of HWI



Design of the Evaluation

HWI Evaluation

WoG Approach

Leadership

Partnership

Governance

Communication

Building &
Applying
Knowledge

Systems
Change

HWI Actions

Food
Environment

Schools

Workplaces

Urban Planning

Social Inclusion

Evaluation

Key Evaluation Questions

Q1

- Has there been any change in the proportion of overweight and obesity in the ACT population since the implementation of the HWI?

Q2

- Has there been an increase in physical activity and healthy eating practices reported by the ACT population since the implementation of the HWI?

Q3

- Were the HWI Actions effective?

Q4

- What worked and what didn't work in implementing the HWI as a WoG initiative?

Key Evaluation Challenges

Q1

- How do we best measure the prevalence of overweight and obesity?

Q2

- What are the most useful population health measures of healthy behaviour?

Q3

- How do you measure the impact of the Implementation Group activities on the broader Food System and Physical Activity Environment in the ACT?

Q4

- How can we assess the added value of a “whole of government” approach in the HWI?

Overall

- How can we judge the overall success of the HWI?