

SNAPSHOT  
November  
2018



# Adult Overweight and Obesity

# HEALTHY EATING AND PHYSICAL ACTIVITY are important to achieving a healthy weight and overall health and wellbeing.

Adults who are overweight and obese have an increased risk of developing chronic disease, including type 2 diabetes, hypertension, heart disease and some cancers. Reducing overweight and obesity in NSW will lead to substantial population health benefits and improved quality of life through the prevention of chronic disease.

A rise in overweight and obesity is mostly a result of social, environmental and technological changes over the last few decades. Overweight and obesity is a complex issue and needs a systematic approach across multiple settings.

## Overweight or obesity in adults, 16 years and over, NSW 2008 to 2017



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

The NSW Healthy Eating and Active Living Strategy 2013–2018 provides the whole-of-government framework to promote and support healthy eating and active living in NSW and to reduce the impact of lifestyle-related chronic diseases.

## The Strategy has a focus on:

- Delivering state-wide healthy eating and active living support programs.
- Integrating healthy eating and active living as part of routine service delivery.
- Providing education and information to enable informed, healthy choices.
- Creating environments to support healthy eating and active living.

## SNAPSHOT OF NSW ADULTS



**60.3%**

**46.6%**

In 2017, around 1 in 2 NSW adults aged 16 years and over (53.5%) were above a healthy weight (60.3% of men and 46.6% of women).



Between 2008 and 2017, the rate of overweight remained relatively stable (33.6% in 2008 compared with 32.5% in 2017).



**▲ 21%**

Between 2007 and 2017, the obesity rate increased (18.1% in 2008 to 21.0% in 2017).

# 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.

## KEY PROGRAM ELEMENTS AND STATUS

### State-wide support programs

PROGRAM	DESCRIPTION	STATUS	ACHIEVEMENTS
<b>Get Healthy Information and Coaching Service</b>	<p>A free, telephone-based service supporting NSW adults to make sustained improvements in healthy eating, physical activity, alcohol reduction/abstinence and achieving or maintaining a healthy weight or gestational weight.</p> <p>Participants can sign up to receive free resources and a one off coaching call, or opt for a six month coaching program which involves 10 sessions with university qualified health coaches including Dietitians and Exercise Physiologists. Based on Motivational Interviewing, the coaching is designed to assist with goal setting, maintaining motivation, overcoming barriers and making sustainable lifestyle changes.</p> <p>On completion, participants can re-enrol or opt for a further six months text messaging support to help maintain lifestyle changes.</p> <p>Participants are recruited to the Service via mass media campaigns or through health professional and GP referrals.</p> <p>The Get Healthy Service is available to anyone 16 years and above.</p> <p><a href="http://www.gethealthynsw.com.au">www.gethealthynsw.com.au</a></p>	<p>Since February 2009, over 78,500 people have engaged in the Get Healthy Service.</p> <p>In 2017, there were several enhancements to the Service. These included:</p> <ul style="list-style-type: none"> <li>• The addition of an Aboriginal Liaison Officer to provide further support for Aboriginal and/or Torres Strait Islander participants.</li> <li>• The recruitment of Bilingual coaches to deliver the Get Healthy Service in Mandarin and Cantonese.</li> <li>• The introduction of a new Alcohol Abstinence in Pregnancy coaching program to support pregnant women to abstain from drinking alcohol during their pregnancy. Referrals to this program are now being offered as part of routine antenatal care in all public maternity services across NSW.</li> <li>• The Get Healthy in Pregnancy program is now being offered as part of routine antenatal care in all 73 public maternity services across NSW.</li> </ul> <p>The Get Healthy Service is reaching those most in need including those:</p> <ul style="list-style-type: none"> <li>• in the lowest socio-economic groups</li> <li>• in regional and remote locations</li> <li>• who have a high risk of chronic disease.</li> </ul>	<p>Participants who graduate from the six month program on average lose:</p> <ul style="list-style-type: none"> <li>• 2.8Kg in weight</li> <li>• 4.1cm off waist circumference</li> <li>• Nearly half lost between 2.5%- 10% of their original body weight.</li> </ul> <p>Participants also make significant improvements to physical activity and healthy eating behaviours and maintain improvements for a further six months.</p> <p>The proportion of Aboriginal participants registering their interest has increased from 2.3% in 2009 to 14% in 2018. On average, Aboriginal participants lose 4 kg and 7cm off their waist circumference.</p>



PROGRAM	DESCRIPTION	STATUS	ACHIEVEMENTS
<b>Get Healthy at Work</b>	<p>A free NSW Government workplace health program that aims to help improve the health of working adults by giving workplaces tools and support to address:</p> <ul style="list-style-type: none"> <li>• Healthy eating</li> <li>• Healthy weight</li> <li>• Physical activity</li> <li>• Smoking</li> <li>• Harmful alcohol consumption</li> </ul> <p>Get Healthy at Work is available online and/or with the support of a service provider and includes free confidential 15 minute Brief Health Checks for individuals. Businesses can access the full suite of Get Healthy at Work resources and support by registering online.</p> <p><a href="http://www.gethealthyatwork.com.au">www.gethealthyatwork.com.au</a></p>	<p>Get Healthy at Work is available to working age adults currently employed by small, medium and large businesses in either the private or government sector in NSW.</p> <p>Unemployed individuals, sole traders and micro business can also access the Get Healthy at Work resources and complete the online Brief Health Check.</p>	<p>Since Get Healthy at Work was launched in 2014:</p> <ul style="list-style-type: none"> <li>• Over 2,700 businesses have registered</li> <li>• Over 5,800 worksites employing more than 520,000 workers have actively participated in the program</li> <li>• Over 56,800 Brief Health Checks have been conducted.</li> </ul>
<b>Active and Healthy Website</b>	<p>This website is funded by the NSW Ministry of Health to assist older adults and health professionals to find evidence-based physical activity and falls prevention programs and activities across NSW.</p> <p><a href="http://www.activeandhealthy.nsw.gov.au">www.activeandhealthy.nsw.gov.au</a></p>	<p>In 2017 the website underwent a redesign which included the addition of a broader range of physical activity programs, improved functionality and be-inspired videos from older adults to motivate others to be active.</p>	<p>Active and Healthy provides an up-to-date directory, with over 900 programs listed, with printable searches and resources to support an active lifestyle.</p> <p>During 2017–2018 over 45,000 users accessed the website with approximately 80% being new users.</p>
<b>Staying Active</b>	<p>This project is funded by the NSW Ministry of Health.</p> <p>Aquatic and recreation facilities are invited to apply for a grant to increase the availability of physical activity programs for adults over the age of 50.</p>	<p>Staying Active aims to increase both physical activity and social opportunities for adults. Activities focus on improving strength, power, balance and mobility.</p>	<p>Since 2014, more than 350 new exercise classes continue to be available in over 60 venues throughout NSW.</p> <p>From a survey of regular participants, 71% noted a perceived improvement in their strength and flexibility. Of those surveyed:</p> <ul style="list-style-type: none"> <li>• 2% of Staying Active class participants identified as Aboriginal (n = 707)</li> <li>• 75% of participants were female.</li> </ul>
<b>NSW Aboriginal Knockout Health Challenge</b>	<p>This community-led healthy lifestyle program for Aboriginal Communities across NSW is delivered in partnership with Barwon Aboriginal Corporation. The program consists of two 10 week challenges. Communities across NSW are encouraged to register a team. The program model gives teams and communities the ownership to create and deliver physical activity and healthy eating activities that are tailored to best meet local community needs.</p>	<p>The program has been running since 2012 with an average of 1,200 participants annually.</p>	<p>The Challenge has continued to expand its reach with a 15% increase in participation (1,382) and over 50 communities involved in 2017.</p> <p>The average weight loss of all measured participants in 2017 was 2.3kg over the ten week period.</p>

# PROGRESS ON HEALTHY BEHAVIOURS

Monitoring adult's nutrition and physical activity behaviours provides valuable information on those factors that contribute to, or protect against overweight and obesity.

The 2017 NSW Population Health Survey showed:



Around 1 in 16 

adults ate the recommended serves of vegetables each day (6.6%)



Around 1 in 2 

adults ate the recommended serves of fruit each day (46.4%)



Around 3 in 5 

adults were sufficiently active each day (58.4%)

For more information please visit [www.healthstats.nsw.gov.au](http://www.healthstats.nsw.gov.au)

## Education and information

	TARGET AUDIENCE	STATUS
<p><b>Make Healthy Normal</b></p> <p>Phase 2 of the Make Healthy Normal campaign was in-market from April 2017 to March 2018. The campaign included TV, radio, digital, social media, print, partnerships and community engagement.</p> <p>The campaign aimed to increase awareness of overweight and obesity as a public health issue, and motivate people to reassess their lifestyle choices and create a healthier lifestyle.</p> <p><a href="http://www.makehealthynormal.nsw.gov.au">www.makehealthynormal.nsw.gov.au</a></p>	<p>Families with children aged 5–12 years and men aged 35–54 years.</p>	<p>Individuals surveyed following the delivery of the Make Healthy Normal campaign had a high level of awareness of the health impacts associated with overweight and obesity and reported a very high level of agreement with the campaign's key messages.</p> <p>Among men aged 35–54 years:</p> <ul style="list-style-type: none"> <li>• Campaign recognition increased from 43% in April 2017 to 59% in March 2018.</li> <li>• Men who recognised the campaign were more likely to report an intention to reduce sugar-sweetened drink intake (58%) and an intention to increase their levels of physical activity in the next 6 months (82%), compared to those who did not recognise the campaign (43% and 71% respectively).</li> </ul> <p>Among families with children aged 5–12 years:</p> <ul style="list-style-type: none"> <li>• Campaign recognition increased from 40% in April 2017 to 57% in March 2018.</li> <li>• Families who recognised the campaign were more likely to report an intention to reduce sugar-sweetened drink intake (30%) and an intention to increase their levels of physical activity in the next 6 months (85%), compared to those who did not recognise the campaign (18% and 74% respectively).</li> </ul> <p>Across the 12 month campaign period:</p> <ul style="list-style-type: none"> <li>• MHN Facebook followers increased by 50% (from 21,947 to 32,821)</li> <li>• There were 30,430 visits to the MHN website</li> <li>• 35,000 people were engaged across 15 local community engagement events.</li> </ul>

## Food and physical environments

	TARGET	STATUS
<p><b>Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework</b></p> <p>NSW Health is making healthy food and drink normal in our health facilities. This Framework was released in June 2017 and provides a set of best-practice guidelines for NSW Health facilities to use in working towards providing healthy food and drink in their food outlets. NSW Health facilities are assisted to implement the Framework locally with state-wide supporting materials and tools. By increasing the number of healthy food and drinks that are available in our Health facilities NSW Health seeks to be a model for other settings to follow.</p> <p><a href="http://www.health.nsw.gov.au/heal/Pages/healthy-food-framework.aspx">www.health.nsw.gov.au/heal/Pages/healthy-food-framework.aspx</a></p>	<p>The Framework takes a staged approach to implementation in food outlets operating in NSW Health facilities. These include cafes, kiosks and vending machines.</p> <ul style="list-style-type: none"> <li>Remove sugar-sweetened drinks from sale by end December 2017 (practice 1).</li> <li>Increase availability and promotion of healthy foods and drinks in key areas by end December 2018 (practices 2-13).</li> <li>Implement the full Framework by end December 2019.</li> </ul>	<ul style="list-style-type: none"> <li>Sugar-sweetened drinks have been removed from 99% of food outlets that sell them in NSW Health facilities*.</li> </ul> <p><i>*Refers to ready-to-drink products in cans and bottles across the 680 food outlets that sell them.</i></p>
<p><b>Built environment</b></p> <p>Initiatives to create healthy built environments are a key component of a comprehensive approach to support healthy eating and active living.</p>	<p>NSW Health is working across agencies and sectors to encourage the development of healthy built environments. The Healthy Urban Development Checklist provides health services with up-to-date information for commenting on land use development, plans and proposals.</p>	



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