

# 10th National Conference of the Association for the Welfare of Child Health



DM April 2005

# Healthy Solutions for Children - making the right choice

Child health and lifestyles - is it only lip service?

**PLAYING HEALTHY**

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“In Australia an estimated 1.5 million young people under the age of 18 are overweight or obese and therefore at risk of preventable chronic conditions such as Type II Diabetes, cardiovascular disease and stroke.”\*

\* Media Release 953 - Prime Minister, 29 June 2004



“The prevalence of obesity has risen dramatically worldwide and WHO has called the increase a global epidemic. Australia is no exception.”\*

\* Australia's Health 2004



# Obesity - everyone's talking about it

Google.com search lists the following results:

- Obesity - 17,100,000
- Health program - 2,250,000
- Weight - 1,390,000
- Diet - 883,000
- Lifestyle programs - 578,000
- Fit Kids - 453,000
- Childhood Obesity - 35,900



# What's being done?

Over the years successive governments have invested time, money and research into the way to address this epidemic.



- Federal Government's "Shaping Up Review"  
- 1999.
- Active Australia - 2000

— Radio National's Sports Factor program reported in 2000 that awareness levels of the Active Australia campaign was virtually "zip"



- Obesity Summit - 2002
- 29 June 2004 - Prime Minister announces a \$116 million package over 4 years to Build a Healthy Active Australia.
  - Hobart Mercury reported on 25 Jan 2005 that “Federal funding tackling obesity is being left on the table by Tasmanian Schools”



## Individual sports led campaigns

- TryRugby
- AusKick
- Little Athletics
- Nippers

## Corporate led campaigns

- Nestle Good Food Good Life

## NFP led campaigns

- Jump Rope for Heart - Heart Foundation
- FitKids4SickKids - Sydney Children's Hospital Foundation



# What is the issue?

- Obesity in our children continues to increase with ensuing health problems impacting on the public health system.
- The number of options and conflicting messages makes it almost impossible for Australians to make an informed, easy and practical decision.
- There is nothing that draws all the “solutions together”.



# Previous models

- Despite a plethora of programs, the BRAND lead program **Life! Be in it** of the 1970's - 1980's remains the most recognised health program brand.
- Awareness levels are still around the 85% today.



# Why is this?

- It was inclusive
- Non-threatening
- BRAND led and not activity led
- Quintessentially Australian
- Humorous
- Accepting of need for balance



# So what's an answer?

- An integrated BRAND led marketing program to tackle the issue of increasing obesity particularly in younger Australians.



# The journey so far

- Sydney Children's Hospital and the UNSW Lifestyle Centre develop a strategic alliance.
- 2003 - an MOU formed between the Foundations of Children's Hospitals in NSW, Qld and Vic.
- An integrated school's program developed with Nestle and Bluearth Institute - FitKids4SickKids.
- FK4SK trialed over 2 years.
- Successful within limits.



- Need recognised for a national and cross market brand led campaign that

“Removes the barriers that stand between young Australians and good health.”

Put simply it's

“**Play<sub>y</sub>in<sub>g</sub> Healthy**”



# Playing Healthy

## What is it?

- A national program which harnesses all the information currently available and delivers it to all Australians to make informed choices about how to live a healthier life.
- It's about permission and balance.
- It's not about sport.
- It is fun.



# Playing Healthy Core Assets

- A schools program
- Teacher development program
- An above the line community education program
- Community focused events
- An innovative permission orientated licensing program
- An accessible information resource.
- A range of irreverent “characters”



# Core Assets

- Schools Program
  - FitKids4SickKids
- Teacher Development Program
  - in-service program designed by UNSW
- Community Education program
  - national program with media partners



- **Community focused events**
  - Walk on Wednesday
  - Annual Prime Minister's Awards
  - Accreditation and support for many events which carry the **Play<sub>y</sub>in<sub>g</sub> Healthy** ethos
  - Pudding Day
- **Licensing program**
  - The overarching message is that a healthy life is about balance , not perfection



- **An accessible information source**
  - A state of the art PORTAL that is a true ambient environment
  - A **Play<sub>y</sub>in<sub>g</sub> Healthy** hotline for 7 days a week telephone access to advice and assistance
- **A range of irreverent characters**
  - **Y** and **G** to be used in media, community events and the like



# Playing Healthy

## What can it do?

- Can be the vehicle to deliver all the messages for a healthy lifestyle and achieve high levels of awareness.
- Can save the Federal Government an estimated \$500 million annually if 10% of the Australian population became active
- Can increase funds to children's hospitals around Australia through key Playing Healthy events



# Playing Healthy

## What can it do?

- Can provide a fully resourced and structured campaign with Core Assets supported by the corporate sector.
- Can demonstrate the strategic alliance between Government and business



# What's the next step?

- Prevention strategies in Australia appear likely to suffer from “investment failure” rather than “program failure”.
- It is going to take some very significant changes and investment to fight the obesity issue.



Play<sub>y</sub>in<sub>g</sub> Healthy - it's just  
Plain Healthy



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