

HNECC OBESITY STRATEGY

Obesity can't be viewed simply as a health issue, nor will it be solved by solely relying on individual behaviour change. A successful approach requires cross-sector collaboration and investment to make deep, sustainable changes to shift from an environment that promotes weight gain to one that supports healthy choices and healthy weight.

AIM

To halt or reverse the increasing rate of obesity and overweight in our community.

CONTINUING PROFESSIONAL DEVELOPMENT

OUTCOME

Engage, educate and upskill primary healthcare workers to support people in making healthier choices.

ACTIVITIES

1. Primary care clinicians have access to continuing professional development to enable a better understanding of obesity, its management and treatment.
2. Ensure primary healthcare workers are aware of evidence-based clinical guidelines for managing obesity in practice.

MODELS OF CARE

OUTCOME

Ensure the collection of high quality data to develop innovative models of care.

ACTIVITIES

1. Data is used to develop new models of care and to encourage primary care providers to address the issue at an individual patient level
2. Invest in at least two alternative and innovative models of care that address the issues of obesity and overweight

SOCIAL MOVEMENT

OUTCOME

Support and develop the capacity of individuals and organisations to address obesity within the community, the workplace and at an individual level.

ACTIVITIES

1. Social Movement Strategy
2. Provide support for women at risk of/ or having low birth weight babies, to develop healthy lifestyle behaviours through structured parenting programs, and community capacity building
3. Invest in informing parents about making healthy and sustainable choices for themselves and their families
4. Encourage and support employers to take a more active role in improving the health of their employees using evidence-based information and strategies
5. Engage and empower Aboriginal communities to develop culturally appropriate and sustainable programs that encourage healthy food and lifestyle choices.

RESEARCH & INNOVATION

OUTCOME

Utilise evidence and research to take ambitious and wide-ranging collaborative action beyond the health sector.

ACTIVITIES

1. Bring together the research and decision-making communities in a regional obesity taskforce to facilitate the translation of policy and data imperatives into research that develops effective strategies and improves health outcomes
2. Build the evidence base for effective interventions addressing obesity in primary care settings through the publication of research papers
3. Develop a communications strategy to increase public understanding of obesity as a serious health issue, and one that has multiple contributing factors.
4. Use the evidence gathered and research outcomes to lobby for policy changes.