

TITLE OBESITY PREVENTION IN THE EAST

In the East region of Melbourne, health issues of Overweight and Obesity require an urgent response.

We experienced the greatest rate of rise nationally in overweight and obesity in adults in recent years, to 66% in 2014-15

- **2 in 3 residents are now overweight or obese across our region**
- **50% of our population are not eating enough fruit and vegetables**
- **10% consume sugary drinks each day**
- **50% are not doing enough exercise**
- **25% have high blood pressure**

BACKGROUND

Prevailing prevention methods were recognised by health promotion practitioners in the region, as difficult to get traction with, often unsustainable, and resourcing inadequate to make significant change. Discussion between the Inner and Outer East Primary Care Partnerships and the Department of Health and Human Services concluded, an innovative, strategic approach, targeting leaders who have access to resources and significant influence, was required. A new partnership formed - between Health Futures Australia, East region PCPs and DHHS to build Australia's Healthiest Communities We aim to develop a new approach to the prevention of chronic disease, by drawing on the innovative capacity of private sector and non-government leaders.

Obesity is our focus. Engaging business and community leadership is a critical aspect of driving large-scale change, and when we consider complex challenges such as the continual rise in preventable disease we know that this cannot be solved by government alone.



LEADERSHIP GROUP: City Of Monash, City of Manningham, Belgrave Leisure, Bluecross Community and Residential Services, Yarra Valley Water, Bendigo Bank, Monash University, Deakin University, Carrington Health, Eastern Health, VicRoads, YMCA, DHHS, IEPCP and OEPCP and Health Futures Australia.

METHOD

In 2018 the partnership engaged with twelve CEOs and senior leaders, in a series of dialogue interviews, seeking ideas for change, and data was compiled into a synthesis report under common themes. The report was disseminated back to leaders, and this was followed by a design sprint – where the leaders were brought together with the funders to seek a way forward. Through this process, a proposition for action was formulated, and will be tested during 2019 with existing and new leaders.

OUTCOMES

To develop a regional Prevention Innovation Lab that unites and aligns leadership, acts as an incubator for innovative and at scale prevention interventions, and builds capacity for transformational system change.

Outcome – Collective regional cross sector leadership and innovation that unites us all, and supports wellbeing and the prevention of chronic disease for our region. **Impact** - The region has found a new normal with increased healthy eating and active living for all, and a decrease in rates of obesity and associated chronic disease in the coming years.