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File Ref: CAPS588

Ms Leanne Linard MP
Chair
Health and Ambulance Services Committee
Parliament House
George Street
BRISBANE QLD 4000

Dear Ms Linard

Thank you for your letter dated 19 October 2015 advising of the inquiry into the establishment of a Queensland Health Promotion Commission and outlining the assistance and information required from the Department of Health. I refer to your request for an initial written overview on current government initiatives or work relating to health promotion and other matters identified in the terms of reference.

The Department of Health is implementing initiatives to improve and sustain the health and wellbeing of the Queensland population. These are described in the documents that are attached or hyperlinked for your information:

- Attachment 1: Health and Wellbeing Strategy – this outlines the strategic approach, targets, priority action areas, deliverables and rationale for effective prevention.
- Attachment 2: Overview of current Department of Health initiatives to improve health and wellbeing.
- *The health of Queenslanders 2014*, fifth report of the Chief Health Officer Queensland. This report provides robust data and analysis of disease and risk factor status. Available at <https://www.health.qld.gov.au/publications/research-reports/reports/cho-report/cho-full-report.pdf> with printed copies available upon request.
- The population health status of each Hospital and Health Service is described in an *Appendix to The health of Queenslanders 2014* report. Available at <https://www.health.qld.gov.au/publications/research-reports/reports/cho-report/cho-appendix-full-suite.pdf>

Should you require further information, the Department of Health's contact for the inquiry is Mr David Noon, Manager, Cabinet and Parliamentary Services, on telephone [REDACTED]

Yours sincerely



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Health & Wellbeing Strategy

2015 to 2020

Goal

To increase the proportion of Queenslanders who adopt healthy behaviours and reduce unhealthy behaviours.

Targets

		2020 Targets (change from 2014 baseline)	Numbers needed to reach 2020 Target
Adults	Reduce daily smoking	20% decrease	115,000 fewer adults smoking daily
	Reduce adult obesity	5% reduction in obesity	47,500 fewer obese adults
	Improve physical activity	10% increase	245,000 adults becoming active
	Increase fruit consumption	10% increase (0.2 serves per day)	775,000 adults eating an extra serve a day
	Increase vegetable consumption	10% increase (0.25 serves per day)	1 million adults eating an extra serve a day
	Reduce risky alcohol consumption	10% reduction	78,000 fewer adults drinking at this level
Children	Reduce childhood obesity	5% reduction in obesity	5,000 fewer obese children
	Improve fruit consumption	10% increase (0.2 serves per day)	180,000 children eating an extra serve a day
	Improve vegetable consumption	10% increase (0.2 serves per day)	200,000 children eating an extra serve a day

Objectives

Healthy environments – To create healthier places where people live, work, learn, play and shop, including early childhood education and care, schools, workplaces, sporting clubs, health care facilities, neighbourhoods and communities, to support Queenslanders to live healthier lives.

Empowered people – To empower Queenslanders with the knowledge, positive attitudes, motivation and skills to live healthy lives and improve community norms are changing consistent with better health and wellbeing.

Priority Action Areas

This strategy identifies six priority areas for action by the Preventive Health Branch, Department of Health. They are informed by the evidence base and international recommendations for supporting and influencing broader and sustainable improvements in health and wellbeing.

1. **Public policy and legislation** – *creating environments that make it easier to lead healthy lives*
2. **Sector development** – *supporting sectors to integrate prevention into their business*
3. **Social marketing** – *raising awareness, motivating and influencing healthy behaviours*

4. **Personal skills development** – *empowering people with the skills and knowledge to make healthy choices*
5. **Risk assessment, early intervention and counselling** – *identifying and helping people at greater risk to take early action to improve their health*
6. **Health surveillance and research** – *providing timely and robust information to inform policy and practice.*

The Priority Action Areas are part of a larger whole-of-government and community response which is needed to reduce chronic diseases and their modifiable risk factors – unhealthy eating, physical inactivity, risky drinking, unsafe sun exposure and smoking.

The bigger picture

People and the places where they live interact with each other in complex ways that influence choices and behaviours.

Behaviours are shaped by personal factors such as knowledge, attitudes and skills but also by family and peer influences, and social norms; the rules, policies and facilities in our schools, workplaces and neighbourhoods; and government policies and regulations that influence social and physical environments and support healthy behaviours.

As a result, multilevel and multi-sector approaches are needed for effective and sustained prevention of complex chronic diseases. These approaches, for example, include reformulating food to reduce level of salt and sugar, planning communities where healthy living is a priority, putting people's health at the centre of building design, transforming transport systems so cycling and active commuting are easier choices, and addressing the foundations for good health such as education, employment opportunities, and safe and affordable housing (Figure 1).

Pathway to a healthier Queensland

The pathway from Priority Action Areas (inputs) to achieving healthy behaviour outcomes and reduced diseases across the population is shown in Figure 2. This is a marathon, not a sprint; with incremental change likely over a long period. Healthy behaviour changes will occur when enough people have the knowledge, skills and motivation to live healthier lives and the places where we live, play, learn, earn and shop to support and reinforce these behaviours.

Benefits

Improving health and wellbeing will have indirect as well as direct effects; leading to:

- stronger economy
- better quality of life
- increased productivity
- reduced health inequalities
- improved local environment
- reduced demand on health and social services.

Figure 1: The bigger picture – Priority Action Areas of the Preventive Health Branch, Department of Health are part of a larger response

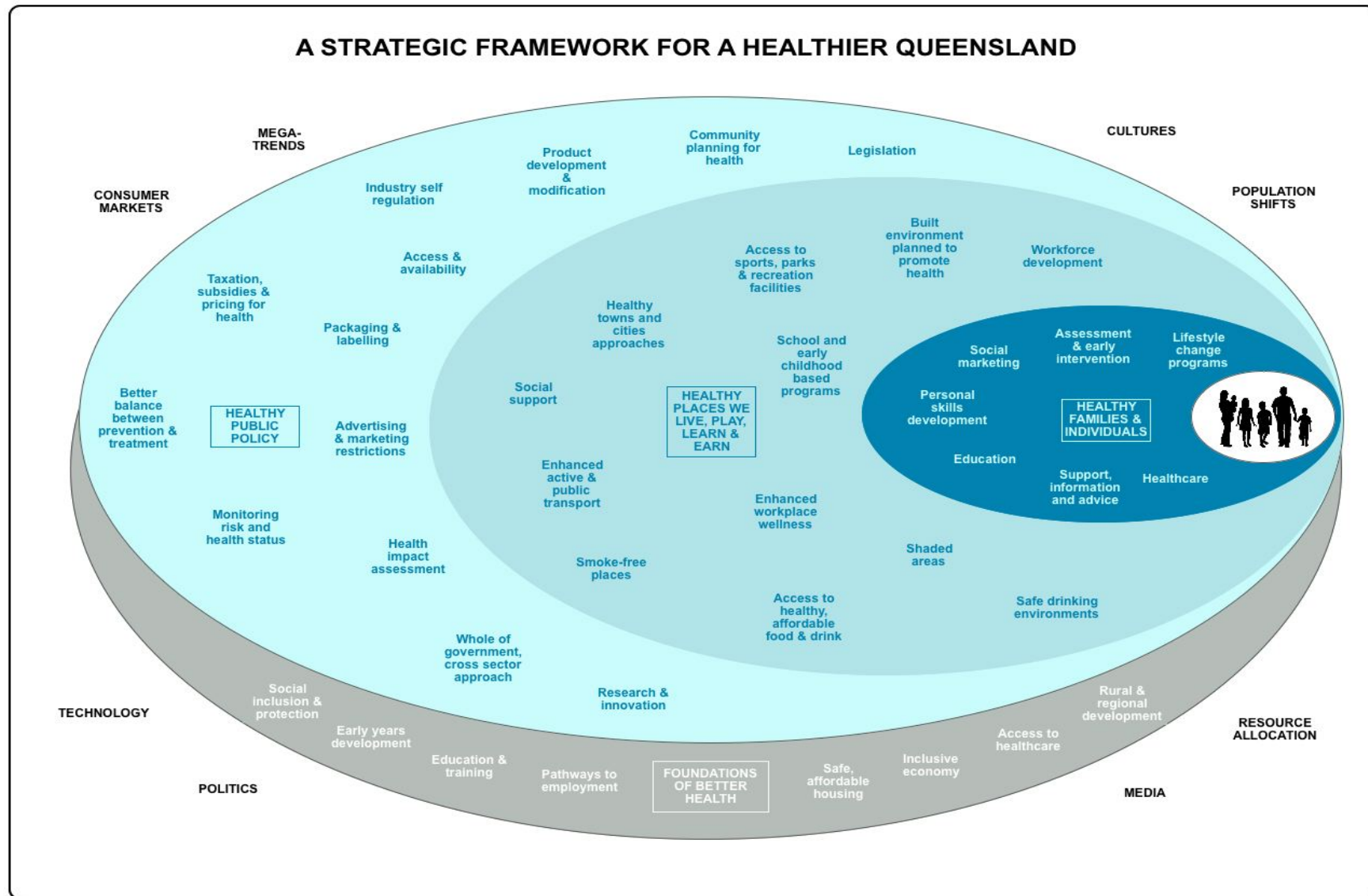
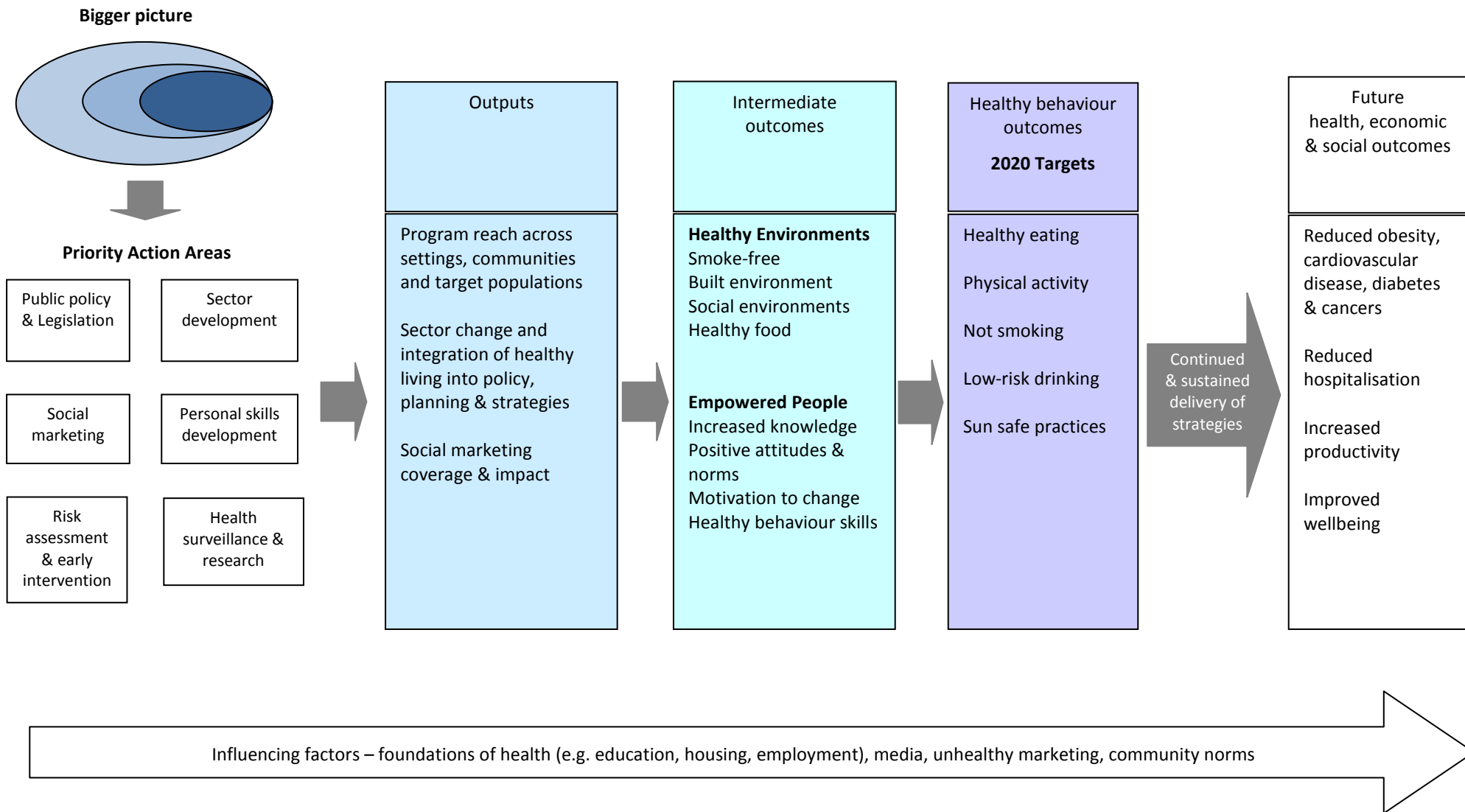


Figure 2: Model of the pathway from inputs to the achievement of long-term positive outcomes



The need for action

An important aim of any health system is to prevent disease and reduce ill-health so that people remain as healthy as possible for as long as possible.

Chronic diseases such as Type 2 diabetes, heart disease and cancer are major contributors to the burden of disease in Queensland. The rising levels of these diseases among the population represent one of Queensland's biggest public health challenges.

Chronic diseases are the leading cause of death in Queensland. They are characterised by complex causality, multiple risk factors, long latency periods, a prolonged course of illness and functional impairment or disability. Without action, many experts predict that the growth in risk factors such as obesity will start to erode the health gains we have made and life expectancy will begin to fall.

These diseases impact on the health system, the health and wellbeing of the community and the economy. Health expenditure costs in Queensland associated with chronic diseases were estimated to be \$9.6 billion in 2011-12.

The financial benefits to the Australian economy of realistic reductions in the prevalence of chronic disease risk factors have been conservatively estimated to be \$2.3 billion over the lifetime of the 2008 population. Two-thirds would result from reduced health sector costs, and one-third from financial benefits associated with reduced workforce productivity losses and household costs.

Key modifiable risk factors

Evidence demonstrates that modifying key behaviours is an effective way of reducing the growing chronic disease burden.

The most significant modifiable risk factors are poor diet, obesity and tobacco smoking.

Additionally, rates of risky alcohol consumption in Queensland are higher than most other states resulting in substantial economic and social costs.

Skin cancer prevention remains a priority as Queensland has the highest rates of melanoma in the nation, with Australian rates along with New Zealand, the highest in the world.

Risk factors and diseases are not equally distributed across the population with socioeconomically disadvantaged groups and Aboriginal and Torres Strait Islanders having higher burden.

Key risk factor statistics for each priority target group are outlined in Figure 3.

Figure 3: Key risk factor statistics for target populations

Target populations	Risk factor statistics
Children and young people	<ul style="list-style-type: none"> • 1 in 10 children are obese; this rate is the highest in the nation • Older teens and young adults experience rapid weight gain • 59% of children are not active for at least one hour per day • 40% of children did not participate in sport in the previous week and one third of children exceed recommended screen time • Nearly one-third of what children 2-18 years eat daily is junk food (i.e. energy dense, nutrient poor foods) • Soft drink consumption is highest among teens and young adults, with intake of 2 litres per day in young males • 94% of children do not eat recommended vegetable serves • 54% of children (5-17 years) were sunburnt in 2013 • 72% of young people (18-24 years) were sunburnt in 2014
Pregnant women	<ul style="list-style-type: none"> • 50% of mothers are overweight/obese putting mother and baby at higher health risk • 9,600 babies are exposed to tobacco smoke in utero each year • High rates of smoking during pregnancy among teenagers, women in disadvantaged areas and Indigenous women • 60% of women consume up to 7 alcoholic drinks in a week during their pregnancy and 20% consume more than that amount
Adults	<ul style="list-style-type: none"> • Rates of obesity are the highest in the nation and 2 in 3 adults are overweight or obese (65%) • Nearly one third of adults eat junk food weekly • 91% of adults do not consume recommended vegetable serves • Significant increasing risk of disability and early death by age 65, as many adults will have carried excess weight for 35-40 years • 39% of adults are sedentary at least 7 hours a day on weekdays • 40% of adults are not sufficiently active for health benefit • Rates of risky drinking are higher in Queensland than most other states • Males have higher rates of risky drinking than females
Aboriginal and Torres Strait Islander and Disadvantaged (including rural and remote Queenslanders)	<ul style="list-style-type: none"> • Obesity is 2.2 times higher for children and adults from disadvantaged areas; 48% higher for remote populations (particularly females); 39% higher for Aboriginal and Torres Strait Islanders • Daily smoking rate among disadvantaged adults is almost double the rate of advantaged populations • Daily smoking rate among blue collar workers is almost double the rate of white collar workers • Daily smoking rate is 2.5 times non-Indigenous rate; 10% of Aboriginal and Torres Strait Islander smokers commenced smoking before 10 years of age

Guiding principles

A population approach – delivering sustained, effective and comprehensive initiatives that promote and support health and wellbeing for all.

A whole system approach – harnessing the many inter-related factors that can contribute to improving health and wellbeing.

Evidence based approach – integrating knowledge from practice and research into implementation.

Reducing inequity – addressing the differences in health status in the community by recognising and responding to the needs of those groups whose health is poorest, and who are most likely to miss out on opportunities to be healthy.

Working in partnership – developing partnerships across government, community, industry and academic stakeholders to drive reform and sustain action.

Building capacity – developing individual skills, strengthening community action and enabling organisations to create healthy environments and empowered people.

Effective implementation and evaluation – developing appropriate architecture to support effective implementation and measure collective impact.

What we will do

Figure 4 provides a summary of key deliverables for 2015-16 across the six Priority Action Areas.

Operational Plans will outline actions, deliverables, investment (where required), responsibilities and performance indicators for policy, planning and programs.

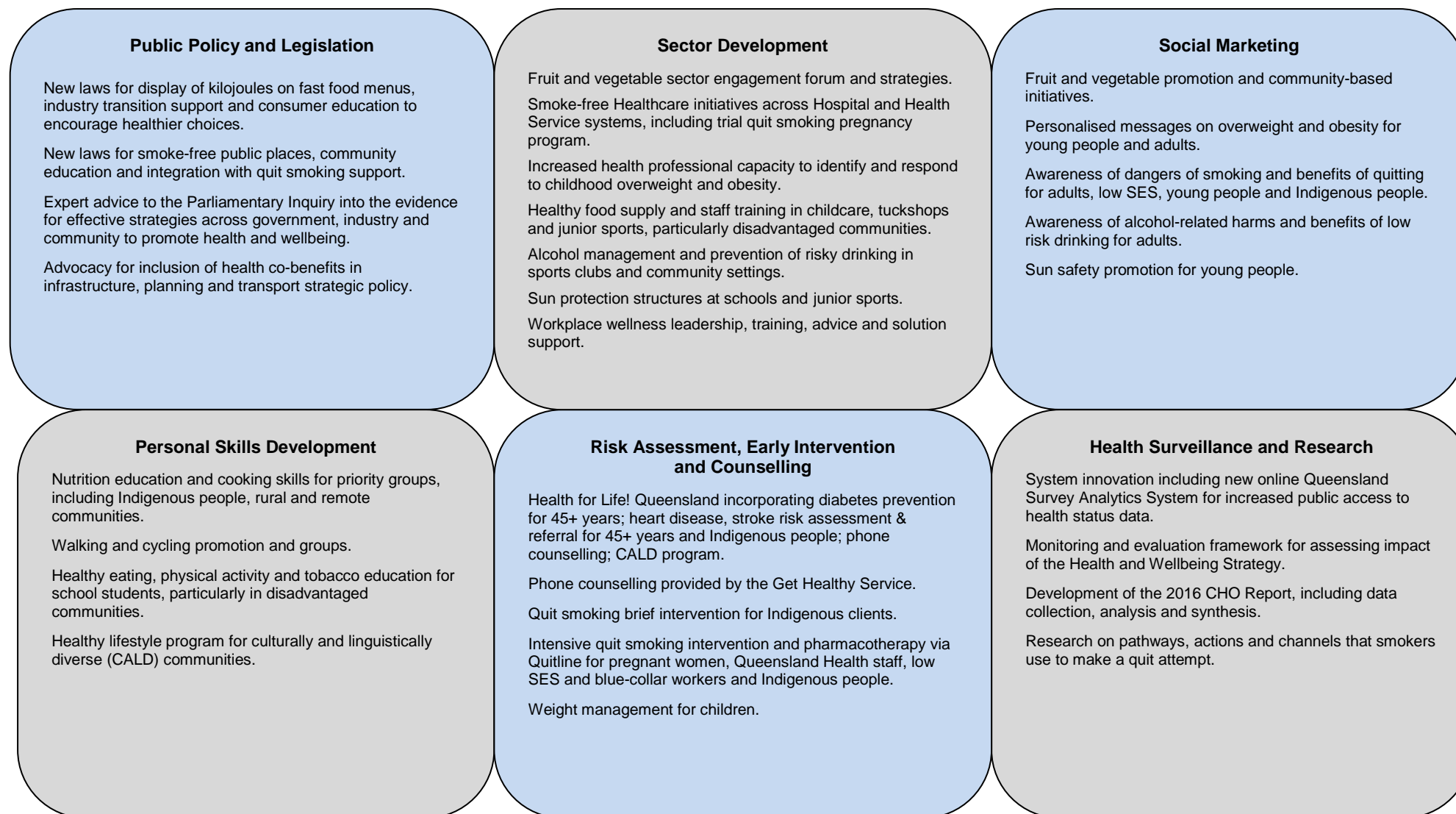
Measuring results

The critical evaluation questions by which outcomes of the strategy will be measured include:

1. Are the 2020 targets for healthy behaviour on track to being achieved?
2. How are environments changing to be more supportive of healthy behaviours?
3. Are Queenslanders more empowered to adopt and maintain healthy behaviours?
4. How many Queenslanders have been reached and participated in health and wellbeing programs?
5. In what ways has prevention been integrated into targeted sectors' policies, strategies, planning and services?
6. Who is being reached through social marketing campaigns and what are the impacts?
7. What Government legislation and policies have been developed to support Queenslanders to lead healthier lives?

A Health and Wellbeing Evaluation and Monitoring Framework will outline indicators and processes for each of the key evaluation questions.

Figure 4: What we will do – summary of key deliverables for 2015-16 across the six Priority Action Areas



Department of Health initiatives to promote good health

November 2015

The Department of Health currently funds targeted prevention programs and services to address the following key health issues:

1. Obesity prevention
2. Smoking cessation (page 8)
3. Prevention of alcohol related harm (page 10)
4. Oral health (page 11)
5. Sun Safety (page 11)
6. Immunisation (page 12)
7. Population-based Cancer Screening initiatives (page 12)
8. Sexual health (page 14)
9. Aboriginal and Torres Strait Islander Health (page 16).

This overview does not include health promotion activities that may be undertaken by Hospital and Health Services (HHSs) in Queensland.

Obesity prevention initiatives

Initiative	Description
Heart Foundation Walking	<p>Why To promote and maintain good physical health and prevent injury and illness.</p> <p>Who for Adults over 18 at high risk of developing chronic disease.</p> <p>How <i>Personal skill development</i> - Australia's largest free walking network consisting of walking groups led by volunteer Walk Organisers, as well as a virtual community of walkers who track their activity online. Walking groups vary in size, distance, level of difficulty and walk times to cater for all ages and abilities.</p> <p>This program is part of an election commitment.</p> <p>Who by Heart Foundation (Queensland) delivers the program.</p> <p>Website http://walking.heartfoundation.org.au/</p>
10,000 Steps	<p>Why To promote and maintain good physical health and prevent injury and illness by using step-counting pedometers to monitor daily physical activity levels.</p> <p>Who for Adults over 18 years in workplaces and the community.</p> <p>How <i>Personal skill development</i> - Free program and resources including an interactive Step Log for tracking progress, virtual challenges that change regularly, a library of health and physical activity information, discussion forum, and a 10,000 Steps Workplace Implementation Guide.</p> <p>This program is part of an election commitment.</p> <p>Who by Central Queensland University delivers the program.</p> <p>Website www.10000steps.org.au</p>

Initiative	Description
Menu labelling for fast-food	<p>Why To provide consumers information on the nutritional value of food and drinks at the point-of-sale to help make healthier choices when purchasing fast-food.</p> <p>Who for All Queenslanders, and particularly adolescents and young adults as the highest fast-food consumers.</p> <p>How <i>Legislation and policy</i> – The planned introduction of a menu labelling scheme requiring food businesses to display the energy content as kilojoules for standardised food and drinks items on menus. Legislation is planned to be supported by consumer education activities and evaluation.</p> <p>This program is part of an election commitment</p> <p>Who by Department of Health delivers this initiative. Email healthy_eating@health.qld.gov.au</p>
Health for Life	<p>Why To identify Queensland adults at high risk of developing preventable chronic diseases and provide them with access to lifestyle modification interventions to reduce their risk.</p> <p>Who for Queensland adults aged 45 years and older and people of Aboriginal and Torres Strait Islander origin aged 18 years and over, who are assessed as being at high risk of developing chronic disease. Includes adults with pre-existing conditions including a previous history of gestational diabetes mellitus; familial hypercholesterolemia; high blood pressure or high blood cholesterol</p> <p>How <i>Risk assessment, early intervention and counselling</i> – provide chronic disease risk assessment screening to identify adults at high risk of developing type 2 diabetes, cardiovascular disease and specific cancers that have known links with obesity. Deliver lifestyle modification interventions including telephone health coaching, group based programs and online support to help reduce risk.</p> <p>This program is part of an election commitment</p> <p>Who by To be confirmed (tender process partially complete)</p>
Promoting Optimal Maternal and Infant Nutrition (POMIN)	<p>Why To promote healthy weight and weight gain in pregnancy, promoting and support women to breastfeed and supporting adoption of recommended infant nutrition guidelines.</p> <p>Who for Pregnant women and new mothers accessing public and private hospitals.</p> <p>How <i>Sector development</i> - training of health professionals who work in Queensland public and private maternity and child health services.</p> <p>Who by Children's Health Queensland HHS delivers the program. Phone 07 3412 3100 or email cchw@health.qld.gov.au</p>

Initiative	Description
Multicultural Healthy Lifestyle Program	<p>Why To improve healthy eating, physical activity, chronic disease management, being smoke free and safe alcohol use.</p> <p>Who for Nine culturally and linguistically diverse communities that experience poorer health outcomes than other Queenslanders in 10 of the HHSs.</p> <p>How <i>Personal skill development</i> - Multicultural Health Workers with strong links to the targeted communities provide group-based healthy lifestyle and health education programs. General Practitioners and health professionals are encouraged to refer culturally and linguistically diverse clients/patients that would benefit from this program.</p> <p>Who by Ethnic Communities Council of Queensland delivers the program. Phone 07 3255 1540 or email cdadmin@eccq.com.au Website www.eccq.com.au</p>
Good Start	<p>Why To reduce barriers to accessing health care.</p> <p>Who for Māori and Pacific Islander children and their families accessing public hospitals.</p> <p>How <i>Sector development</i> - Multicultural Health Workers provide cross cultural training to health professionals on how to work effectively with the target group. Resources for Māori and Pacific Islander children and families will be available soon on the Children's Health Queensland website.</p> <p>Who by Children's Health Queensland, Centre for Children's Health and Wellbeing delivers the program. Phone 07 3250 8605, email goodstart@health.qld.gov.au Website http://www.childrens.health.qld.gov.au/statewide/</p>
LEAPS (Learning, Eating, Active Play, Sleep)	<p>Why To convey important health messages to families/carers about the healthy growth and development of Queensland children.</p> <p>Who for Infants and children aged 0-5 attending early childhood services.</p> <p>How <i>Sector development</i> - Delivering face to face and online professional development for early years educators (such as childcare educators) focused on integrating the Australian Government's <i>National Healthy Eating and Physical Activity for Early Childhood Guidelines</i> into daily activities in childcare and other early childhood services.</p> <p>Who by Nutrition Australia Queensland delivers the program. Phone 07 3257 4393 Website http://training.nagnutrition.org/courses/leaps</p>
Brief Intervention for a Healthy Lifestyle	<p>Why To support the uptake of healthy behaviours including healthy eating, incorporating physical activity into daily life, and reduce smoking and alcohol misuse.</p> <p>Who for Hospital and Health Service patients including mothers.</p> <p>How <i>Sector development</i> - Online brief intervention training for health workers including hospital clinicians, (such as, nurses, doctors, and allied health professionals), maternal and child health workers, indigenous health workers and GPs.</p> <p>Who by Metro North Hospital and Health Service - Clinical Skills Development delivers the program. Website https://www.sdc.qld.edu.au/</p>

Initiative	Description
Need for Feed High School Cooking Program	<p>Why To improve student's confidence and skills in preparing healthy food.</p> <p>Who for Secondary school students in grades 7 to 10 attending state and non-state secondary schools, with a priority focus on those living in socioeconomically disadvantaged areas and Aboriginal and Torres Strait Islander students.</p> <p>How <i>Personal skill development</i> - Cooking program conducted after school, in school holidays or on Saturdays by a qualified teacher, school nurse or health professional with the support of Diabetes Queensland.</p> <p>Who by Diabetes Queensland delivers the program. Phone 07 3506 0948 or email needforfeed@diabetesqld.org.au, Website www.needforfeed.org.au</p>
Country Kitchens	<p>Why To help rural and remote Queenslanders learn to cook healthy nutritious meals at home and encourage healthy eating within their local communities.</p> <p>Who for QCWA members, key community influencers, and rural and remote community members.</p> <p>How <i>Personal skill development</i> - Cooking program with a strong focus on promoting increased daily consumption of fruit and vegetables.</p> <p>Who by Queensland Country Women's Association delivers the program. Phone 07 3026 1220 Website countrykitchens@qcwa.org.au</p>
Jamie's Ministry of Food	<p>Why Supports people to change to a healthier way of eating through provision of practical hands-on cooking classes which demonstrate how easy and cheap it can be to make simple and nutritious meals from scratch.</p> <p>Who for Areas of high need are prioritised for the Mobile Kitchen locations and the program proactively recruits participants from high risk population groups e.g. concession card holders, Aboriginal and Torres Strait Islanders and young people.</p> <p>How <i>Personal skills development</i> - The program teaches cooking skills, food preparation, healthy meal planning and budgeting in a friendly, supportive and fun environment, through a centre at Ipswich and a mobile food truck that travels the state providing 5-week courses</p> <p>Who by The Good Foundation Pty Limited delivers the program Website: www.jamiesministryoffood.com</p>

Initiative	Description
Healthier. Happier. Workplaces	<p>Why To support workplaces to make policy, cultural and physical environment changes that promote healthy lifestyles.</p> <p>Who for Queensland businesses and their workers.</p> <p>How <i>Sector development</i> - a partnership-based, multi-strategic model using evidence-based interventions, including targeted (eg. working with Workplace Health and Safety Queensland and Local Government Association of Queensland) and universal strategies (eg. website, workplace recognition scheme) for best-practice workplace health promotion programs and policies.</p> <p>Who by Multiple partners deliver components of the program, including Local Government Association of Queensland, Workplace Health and Safety Queensland and Department of Health.</p> <p>Website www.workplaces.healthier.qld.gov.au</p>
Know Your Numbers	<p>Why To improve public awareness and early detection of stroke, type 2 diabetes and other cardiovascular disease risk.</p> <p>Who for Primary target is adults aged 50 years and over and Aboriginal and Torres Strait Islander adults over 35 years. Secondary target is adults aged 25 years and over.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Screening assessments are available in pharmacy and community settings. Clients assessed as at risk are referred to their doctor to discuss their results further. Many people screened through the program are not been aware of their stroke risk.</p> <p>Who by National Stroke Foundation Queensland delivers the program.</p> <p>Email knowyournumbers@strokefoundation.com.au</p> <p>Website https://strokefoundation.com.au/</p>
Get Healthy Coaching and Information Service	<p>Why To support people to make positive lifestyle changes in relation to increasing physical activity and healthy eating and achieving and maintaining a healthy weight.</p> <p>Who for Adults over 18 years can self-refer, or be referred by their general practitioner or other health care provider.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Free telephone coaching program.</p> <p>Who by Healthways delivers this service in Queensland.</p> <p>Phone 13Health (13 43 25 84).</p>
PEACH (Parenting, Eating and Activity for Child Health)	<p>Why To support parents and carers to manage their children's weight.</p> <p>Who for Families with primary school aged children who want to get their kids active and eating well.</p> <p>How <i>Personal skill development</i> - Parent-led and family-focused six-month healthy lifestyle program that offers practical advice and information about healthy eating and ways to increase levels of physical activity.</p> <p>Who by Queensland University of Technology delivers the program.</p> <p>Phone 1800 263 519</p> <p>Website www.peachqld.com.au</p>

Initiative	Description
Physical Activity Innovation with Schools	<p>Why To increase the physical activity levels of primary school-aged children by developing and testing innovative ways to encourage and support schools and teachers to incorporate physical activity into the school day..</p> <p>Who for Primary school-aged children.</p> <p>How <i>Sector development</i> – Support and encourage schools to develop and evaluate ideas for incorporating physical activity into the school day that meet the needs of their specific school context. Invest in enhanced professional learning of teachers and the leadership potential of teachers. Support and encourage partnerships and collaboration between schools and communities. Facilitate professional sharing of ideas and approaches.</p> <p>Who by Department of Education and Training delivers the program in two of the seven Education Regions (Darling Downs South West & Central Queensland)</p>
The Healthy Tuckshop Support Program	<p>Why To support school tuckshops across Queensland to implement and maintain the Smart Choices Healthy Food and Drink Supply Strategy for Queensland Schools (Smart Choices).</p> <p>Who for Students, tuckshop convenors, parent bodies, teachers and other school staff at state and non-state schools in socioeconomically disadvantaged areas.</p> <p>How <i>Sector development</i> - Provision of support services for schools including a telephone helpline, website, electronic communications, menu planning, training and face-to-face networking opportunities.</p> <p>Who by Queensland Association of School Tuckshops delivers the program. Phone 07 3324 1511 Website www.qast.org.au</p>
Smart Choices - Healthy Food and Drink Supply Strategy for Queensland Schools	<p>Why To offer healthy food and drink choices to students in Queensland schools.</p> <p>Who for Students, tuckshop convenors, parent bodies, teachers and other school staff at state and non-state schools.</p> <p>How <i>Sector development</i> - Provision of ongoing assistance, professional development and support to Queensland schools implementing the Smart Choices strategy. The evaluation report is due to be released in Semester 2, 2015.</p> <p>Who by Department of Education Training and Employment delivers the program Website http://education.qld.gov.au/schools/healthy/docs/smart-choices-strategy.pdf or Online training: https://learningplace.eq.edu.au/cx/resources/file/5a476484-29ec-45a8-a7cf-dde8d6fe7d8f/1/index.html</p>
Have Fun Be Healthy (HFBH)	<p>Why To encourage parents to enjoy doing the activities with their children and to spread the message of healthy eating and physical activity through play.</p> <p>Who for Parents and carers of 0-5 year olds who attend playgroups that support those who are socially isolated, recently arrived in Australia, young parents, Indigenous parents, parents with mental health or physical challenges and families from low socio economic areas.</p> <p>How <i>Personal skill development</i> - Delivering fun, healthy eating and physical play sessions at targeted Playgroups</p> <p>Who by Playgroups Queensland delivers the program. Website http://havefunbehealthy.com.au/</p>

Initiative	Description
Life Education	<p>Why To support the uptake of healthy physical activity, nutrition and sexual health behaviours and not smoking.</p> <p>Who for Students from state and non-state schools across Queensland, with the tobacco education focussed on rural and remote areas.</p> <p>How <i>Personal skill development</i> - Extra-curricular school-based health education program comprising a mobile classroom and specially trained educators who present vital health and safety messaging through tactile and multisensory activities. Children are encouraged to participate and learn through engaging education experiences. Sessions use the latest technology and provide children with online resources and problem solving activities that can also be used by teachers in the classroom.</p> <p>Who by The Life Education Foundation Queensland Inc. delivers the program. Website www.lifeeducation.org.au</p>
Healthier. Happier. Campaign	<p>Why To stabilise and reduce the prevalence of overweight and obesity in Queensland.</p> <p>Who for All Queenslanders adults, with specific targeting for those at risk (normal weight, less healthy lifestyle) or those overweight or obese and contemplating weight loss.</p> <p>How <i>Social marketing</i> - social marketing program that takes a positive approach, encouraging everyone to take small incremental steps to improve their health, regardless of their size. The campaign is supported by an interactive website which provides tools, tips and easy-to-read information around nutrition and physical activity. The next phase of the campaign, <i>Straight Answers</i>, is scheduled to be delivered between February and June 2016.</p> <p>Who by Department of Health delivers this program. Campaign website www.healthier.qld.gov.au</p>
Healthier. Happier. Fruit and vegetable strategy	<p>Why To increase the amount of fruit and vegetables consumed, and increase the number of people who are eating the recommended serves of fruit and vegetables daily.</p> <p>Who for All Queenslanders.</p> <p>How <i>Social Marketing</i> – social marketing program (including advertising, website, social media, electronic direct marketing, proactive media and public relations, campaign collateral). Using a fruit and vegetable colour wheel to encourage Queenslanders to give colour a spin and try eating a wide variety of different coloured fruits and vegetables.</p> <p><i>Sector development</i> – improve access to fruit and vegetables by stimulating collaboration between food industry, community organisations, academia and other parts of the government. For example, this will include engagement with schools, community garden providers, farmers markets and local fruit and vegetable stores.</p> <p>Who by Department of Health delivers this program. Campaign website www.healthier.qld.gov.au</p>

For historical context, Appendix 1 provides a timeline of strategies focussed on reducing obesity in Queensland from 2002 to 2014.

Smoking cessation initiatives

Initiative	Description
Quitline 13 QUIT (13 7848)	<p>Why To support people to quit smoking.</p> <p>Who for Anyone thinking about wanting to stop smoking.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - State-wide confidential telephone service available 7 days a week and offering friendly, evidence-based support, encouragement and resources to help with quitting smoking. Health professionals are encouraged to refer all patients who are smokers—including outpatients—to Quitline for more information, assessment, and counselling. Quitline has a team of Aboriginal and Torres Strait Islander counsellors. Quitline can also access translation services and provide printed quit materials in different languages if information in a language other than English is required.</p> <p>Who by Health Contact Centre, Queensland Health delivers this service. Phone 13 QUIT (13 7848) or email ATODSWEB@health.qld.gov.au</p>
Quit smoking marketing campaigns	<p>Why To encourage priority population groups to quit smoking, signpost support services such as Quitline (13 QUIT).</p> <p>Who for Adults aged 25-44 years who are committed to quitting, parents and families.</p> <p>How <i>Social marketing</i> – Social marketing campaigns and other communication activity may be undertaken to promote the introduction of tobacco legislation, increase understanding and awareness of the Quitline service, and promote specific Quitline programs.</p> <p>Who by Through the Integrated Communications Branch. Website http://www.qld.gov.au/health/staying-healthy/atods/smoking/index.html</p>
Quit for you... quit for baby	<p>Why To encourage priority population groups to quit smoking.</p> <p>Who for Pregnant women and their partners who smoke and are interested in quitting.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Free Quit smoking support program combining the use of behavioural counselling with nicotine replacement therapy (NRT). The program is being piloted in collaboration with maternity services in five public hospitals (Logan, Beaudesert, Cairns, Royal Brisbane and Women's and Redlands).</p> <p>Who by Department of Health's Quitline service (13 QUIT) will deliver the pilot program</p>
Workplace Quit Smoking Program	<p>Why To encourage priority population groups to quit smoking.</p> <p>Who for Queensland workplaces with workers in blue collar occupations who smoke and are interested in quitting.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Free confidential telephone smoking cessation counselling service dedicated to supporting smokers to quit, combining the use of behavioural counselling with nicotine replacement therapy (NRT).</p> <p>Who by Department of Health's Quitline service (13QUIT) delivers the program Website http://workplaces.healthier.qld.gov.au/smoke-free-workplaces-public/</p>

Initiative	Description
Quality Improvement Payment — Smoking Cessation	<p>Why To increase the delivery of clinician-led smoking cessation interventions for adult hospital inpatients.</p> <p>Who for Medical officers, nurses, pharmacists and allied health professionals working in Queensland HHSs.</p> <p>How <i>Sector development</i> - Provision of Quality Improvement Payments (QIP) as incentives for HHSs to meet agreed performance benchmarks linked to completion of the Smoking Cessation Clinical Pathway for in-scope patients (i.e. adults staying in hospital for 2 nights or more).</p> <p>Who by Department of Health administers the program Email smokingQIP@health.qld.gov.au to request additional advice or to provide feedback.</p>
Quit Smoking For Life (QSFL)	<p>Why To encourage priority population groups to quit smoking.</p> <p>Who for All current Queensland Health and Queensland Ambulance Service staff - permanent, temporary and casual. Also available to partners, spouses or family members living in the same house as any staff member registered on the program.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Free confidential telephone smoking cessation counselling service dedicated to supporting smokers to quit, combining the use of behavioural counselling with nicotine replacement therapy (NRT).</p> <p>Who by Quitline (13 QUIT) delivers this program Email 13QUIT@health.qld.gov.au to register.</p>
Nicotine replacement therapy for patients	<p>Why To support inpatients to quit smoking.</p> <p>Who for All nicotine dependant inpatients of Queensland public hospitals.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Administering Nicotine replacement therapy (NRT) makes it more likely that a person's attempt to quit smoking will succeed, and increases the chances of stopping smoking by 50% to 70%. NRT 24mg patches or 4mg gum is available on the List of Approved Medicines, with costs covered by the Department of Health for all nicotine dependant inpatients of Queensland public hospitals.</p> <p>Who by Queensland Hospital and Health Services delivers this service. Email ATODSWEB@health.qld.gov.au</p>
Tobacco legislation	<p>Why To reduce supply and promotion of smoking products, and increase smoke-free environments</p> <p>Who for All Queenslanders</p> <p>How <i>Legislation and policy</i> – Development, implementation and enforcement of legislative reforms to further protect health.</p> <p>Who by Department of Health Website https://www.health.qld.gov.au/public-health/topics/atod/tobacco-laws/</p>

Alcohol prevention initiatives

Initiative	Description
Alcohol and Drug Information Service (ADIS)	<p>Why To support people with concerns about their own or someone else's use of alcohol or other drugs.</p> <p>Who for Those affected by alcohol and other drug use, their families, and the wider Queensland.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Providing a free anonymous and confidential 24 hour/7 day, counselling, information and referral service.</p> <p>Who by Metro North HHS delivers this service. Phone 1800 177 833.</p>
Act on Alcohol	<p>Why To support people with concerns about their own or someone else's use of alcohol.</p> <p>Who for Those affected by alcohol and other drug use, their families, and the wider Queensland.</p> <p>How <i>Risk assessment, early intervention and counselling</i> - Providing best practice advice, referral and resources to assist communities to respond to local alcohol related harms. Support and information is provided via telephone or website.</p> <p>Who by Lives Lived Well delivers this program. Website http://www.liveslivedwell.org.au/</p>
Good Sports (including Healthy Eating)	<p>Why To support and guide clubs to improve the way alcohol is managed at sporting clubs and helps sporting clubs make good choices about what food and drink they serve and sell.</p> <p>Who for Queensland amateur sporting clubs with junior members.</p> <p>How <i>Sector development</i> - Three-step program providing resources and training to help clubs tackle alcohol-related issues as well as mental health, smoking and healthy eating. An extension of the core program, the Healthy Eating program focuses on increasing the range of healthy food and drink options available, promoting water as the drink of choice and encouraging healthy approaches to fundraising and developing a healthy food and drink policy.</p> <p>Who by The Australian Drug Foundation delivers the program. Email GoodsportsQLD@adf.org.au Website http://goodsports.com.au/</p>

Oral/Smoking Health

Initiative	Description
Brief Intervention Smoking Cessation in Queensland Health Dental Clinics	<p>Why To support the Queensland Health quit smoking agenda.</p> <p>Who for Patients who attend Queensland Health dental clinics.</p> <p>How Queensland Health dental practitioners are actively encouraged to undertake the Brief Interventions for a Healthy Lifestyle online training, deliver smoking cessation to relevant patients and facilitate referrals to Quitline. The Office of the Chief Dental Officer has developed an item code for use in patient records to ensure smoking cessation interventions count towards HHS activity targets. Activity reports are provided to HHSs as a measure of intervention activity. Dental practitioner referrals to Quitline are monitored.</p> <p>Who by HHS dental practitioners with support from the Office of the Chief Dental Officer. Phone 07 3328 9897 or email oral_health@health.qld.gov.au</p>

Sun safety

Initiative	Description
SunSmart Shade Creation Initiative	<p>Why To support enhanced uptake of sun safe behaviours.</p> <p>Who for Early childhood education and care facilities, primary and secondary schools, junior sporting organisations and not for profit community organisations that support 0-18 year olds.</p> <p>How <i>Sector development</i> - Providing funding support for fixed and portable shade structures and links the implementation and monitoring of a sun protection policy.</p> <p>Who by Cancer Council Queensland delivers this initiative. Phone 07 3634 5100 Website http://www.cancer.qld.org.au</p>
Sun Safety 'Sun Mum' Campaign	<p>Why To deliver sun safe messages through social media channels.</p> <p>Who for Young Queenslanders aged 16-24 years.</p> <p>How <i>Social Marketing</i> - The Sun Mum campaign uses an unconventional mother figure to deliver sun safe messages to young people through digital and social media channels. Sun Mum is an irreverent, humorous character and is proving to be an ideal vehicle for delivering 'straight' messaging to a youth audience. Sun Mum provides her own practical tips for incorporating sun safe behaviours into our daily routine. Sun Mum's focus for the 2015-16 campaign activity will be on the consequences of unsafe sun exposure.</p> <p>Who by Department of Health delivers the program. Website https://www.facebook.com/TheRealSunMum/</p>

Immunisation

Initiative	Description
Immunisation marketing campaign	<p>Why To promote the importance of immunisation and to improve Queensland immunisation rates.</p> <p>Who for Parents of young children (aged 0-5) and expectant mothers.</p> <p>How <i>Social Marketing</i> - A comprehensive childhood immunisation campaign that focuses on raising awareness of the importance of timely vaccinations and the facts about immunisation. The campaign incorporates messages to support the childcare vaccination legislation and promotes the VacciDate app to assist parents keep track of their child's immunisation schedule.</p> <p>Who by Department of Health delivers this program. Website: http://vaccinate.initiatives.qld.gov.au/</p>

Population-based Cancer Screening initiatives

The aim of population screening is to reduce the burden of the disease and provide health benefits to the community. The three national population-based screening programs available in Queensland for eligible people are listed below.

BreastScreen Queensland	<p>Why To raise awareness and provide access to free screening and assessment to eligible women every two years.</p> <p>Who for Well women aged 50 – 74 years. Women aged 40 to 49 and women over 75 years are also eligible to attend.</p> <p>How <i>Promotion</i> - Increasing community awareness of the importance of early detection and benefits of regular cancer screening; informing GPs and other health professionals about cancer screening and recruiting eligible participants to the program.</p> <p><i>Screening</i> - BreastScreen Queensland (BSQ) is part of the National BreastScreen Australia program. BSQ provides free breast cancer screening and assessment services through a statewide network of BSQ services</p> <p>Who by The Program is delivered by BSQ services located in the Hospital and Health Services. Phone 07 3328 9467 or email CSSB@health.qld.gov.au</p>
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National Bowel Cancer Screening Program	<p>Why To help detect bowel cancer early and reduce the number of Australians who die each year from the disease.</p> <p>Who for Men and women aged 50 – 74 years with no symptoms of disease.</p> <p>How <i>Promotion</i> - Increasing community awareness of the importance of early detection and benefits of regular cancer screening; informing GPs and other health professionals about cancer screening and recruiting eligible participants to the program.</p> <p><i>Screening</i> - Eligible people receive a bowel cancer screening kit by mail containing a Faecal Occult Blood Test (FOBT). Participants who received a positive test are advised to contact their doctor for referral for follow up assessment, such as a colonoscopy. The Queensland Department of Health supports the National Bowel Cancer Screening Program (NBCSP).</p> <p>Who by Commonwealth Department of Health Phone 3328 9467 or email CSSB@health.qld.gov.au</p>
Queensland Cervical Screening Program	<p>Why To promote regular screening with pap smears every two years.</p> <p>Who for Every woman over 18 who has ever had sex.</p> <p>How <i>Screening</i> - Pap smears are provided by community based primary healthcare professionals.</p> <p>The Queensland Cervical Screening Program is part of the National Cervical Screening Program.</p> <p>Who by Pap smears are generally performed by GPs or True (formerly Family Planning Queensland). In addition, women in rural and remote areas of Qld can make an appointment with a Mobile Women's Health Service. In some areas an Aboriginal and Torres Strait Islander women's Health Worker works with the nurse.</p> <p>Phone 07 3328 9467 or email CSSB@health.qld.gov.au</p>
BreastScreen Queensland marketing campaign	<p>Why To increase participation in the BreastScreen Queensland program.</p> <p>Who for Well women aged 50-74.</p> <p>How <i>Social Marketing</i> – The first phase of the campaign planned for the 2015-16 financial year will use targeted advertising to increase awareness of breast screen Queensland and promote participation in the program, particularly from women in the 70-74 age group.</p> <p>Who by Department of Health delivers the program.</p>
Bowel cancer screening marketing campaign	<p>Why To increase participation in the bowel cancer screening program.</p> <p>Who for Queensland men aged 50-74 years.</p> <p>How <i>Social Marketing</i> - The first phase of the campaign planned for the 2015-16 financial year will focus on raising awareness of the national bowel cancer screening program. Targeted advertising will attempt to dispel perceptions of difficulty regarding the screening process.</p> <p>Who by Department of Health delivers the program.</p>

Sexual Health

Sexual health is defined by the World Health Organisation as 'a state of physical, emotional, mental and social wellbeing in relation to sexuality...not merely the absence of disease, dysfunction, or infirmity. Sexual health requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination, and violence.'

Sexuality means more than the physical act – it encompasses psychological, biological and social aspects, and is influenced by individual values and attitudes.

'Sexual health incorporates sexual development and reproductive health, as well as the ability to develop and maintain meaningful interpersonal relationships; appreciate one's body; interact with both genders in respectful and appropriate ways; and express affection, love, and intimacy in ways consistent with one's own values'.

A Queensland Sexual Health Strategy is currently being developed by Strategic Policy Unit, Strategy, Policy and Planning Division and a draft will be released for consultation in early 2016. This strategy is expected to cover some health promotion activities in this area.

The Blood Borne Viruses and Sexually Transmissible Infections Unit, Communicable Diseases Branch (CDB) covers some of the prevention and control aspects of sexually transmissible infections including chlamydia, gonorrhoea, syphilis, HIV and other blood borne viruses focusing on policy, testing, contact tracing, surveillance and encouraging early uptake of treatment. The Department of Health funds some non-government services through the Funding and Contract Management Unit. This includes activities which may fall within the scope of this review. The provision of some of these services is currently undergoing a Request For Offer (RFO) process. New service agreements are expected to be in place by 1 January 2016. Those services which are not subject to the RFO process and fall within scope are listed below.

Initiative	Description
E.N.D H.I.V campaign	<p>Why To respond to rising HIV notifications the aim is to encourage HIV testing, getting people to know their status, encouraging treatment uptake and promoting safe sex.</p> <p>Who for Whole of population, with a focus on gay men and men who have sex with men.</p> <p>How Marketing campaign, using standard and electronic media.</p> <p>Who by HIV Foundation Queensland Phone 07 3054 6100 Website hivfoundation.org.au</p>
Respect Inc	<p>Why To target sex workers in an appropriate, non-judgemental way to promote and maintain safe behaviours .</p> <p>Who for Sex workers, including sole operators.</p> <p>How Through community education strategies and outreach to raise awareness among the target population of HIV, viral hepatitis and STI transmission and prevention, including the uptake of early treatment.</p> <p>Who by Respect Inc is an NGO funded by FCMU on behalf of CDB for health promotion and education programs for sex workers. Phone 07 3835 1111 Website http://www.respectqld.org.au</p>

Initiative	Description
Respect Inc	<p>Why To target opportunistic and vulnerable sex workers in an appropriate, non-judgemental way to educate on safe behaviours.</p> <p>Who for Sex workers – especially vulnerable and opportunistic sex workers and Aboriginal and Torres Strait Islander sex workers.</p> <p>How Through outreach to regional centres to conduct education workshops and promotion of resources to the target sex worker groups, with an emphasis on those engaging in sex for favours.</p> <p>Who by Respect Inc is an NGO funded by FCMU on behalf of CDB for health promotion and education programs for sex workers.</p> <p>Phone 07 3835 1111</p> <p>Website http://www.respectqld.org.au</p>
Hepatitis B and C awareness campaign	<p>Why To increase awareness among target populations of the benefits of testing and treatment for viral hepatitis in light of new treatment developments.</p> <p>Who for People at risk of viral hepatitis; injecting drug users; culturally and linguistically diverse populations.</p> <p>How A targeted advertising campaign will be developed in 2015-16 to raise awareness of new hepatitis treatment and encourage testing.</p> <p>Who by Department of Health delivers the program.</p>

Aboriginal and Torres Strait Islander Health

The Aboriginal and Torres Strait Islander Health Branch currently funds approximately 200 health initiatives aimed at closing the health gap through Hospital and Health Services (HHS) and the Aboriginal and Torres Strait Islander community controlled sector. Most of these initiatives are multidisciplinary care teams focussing on chronic disease management and maternal and child health, hospital liaison services and 13 community controlled clinics are funded across Queensland to deliver comprehensive primary healthcare, including preventive health programs.

Promoting good health and preventing illness where possible in the formative stage of the health care continuum is critical in closing the health gap between Indigenous and non-Indigenous Queenslanders.

The Branch funds six initiatives that are specifically focussed on preventive health.

Youth Preventive Health Initiatives

Initiative	Description
Youth Sexual Health	<p>What To deliver culturally appropriate positive lifestyle education for Aboriginal and Torres Strait Islander young people to their knowledge about sexual and reproductive health.</p> <p>Service Type Sexual Health.</p> <p>Who for Aboriginal and Torres Strait Islander young people.</p> <p>Who by Cairns and Hinterland HHS delivers the program. For more information contact: Carla Gorton, Sexual Health Coordinator Phone 07 4226 4760</p>
Young People's Health and Wellbeing Service	<p>What To deliver culturally appropriate youth-friendly positive lifestyle programs to young people in schools or those disengaged from school to reduce the uptake of risky behaviours and provide a healthy transition to adulthood.</p> <p>Service Type Youth Service.</p> <p>Who for Aboriginal and Torres Strait Islander young people.</p> <p>Who by Townsville HHS delivers the program. For more information contact: Trudi Sebasio, Regional Indigenous Operations Manager Indigenous Health Phone 07 4965 9461</p>
Young People's Health and Wellbeing Service	<p>What To develop and deliver culturally effective health, positive lifestyle and sexual health programs for young people in schools and those disengaged from formal education to reduce the uptake of risky behaviours and support a healthy transition to adulthood.</p> <p>Service Type Youth Service.</p> <p>Who for Aboriginal and Torres Strait Islander young people.</p> <p>Who by West Moreton HHS delivers the program. For more information contact: Dean Johnson, Indigenous Health Coordinator Phone 07 3413 5876</p>

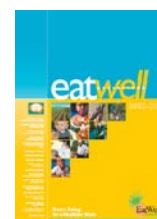
Initiative	Description
Staying Healthy Staying Strong	<p>What To deliver alcohol, tobacco and substance misuse harm prevention, early intervention and treatment services to reduce the uptake and rates of harm caused by alcohol consumption, smoking and use of illicit substances and inhalants by Aboriginal and Torres Strait Islander young people.</p> <p>Service Type Quit Smoking.</p> <p>Who for Aboriginal and Torres Strait Islander young people.</p> <p>Who by Central West HHS delivers the program. For more information contact: Nikki Goodwin, A/Nursing Director, Primary Health Care Community Health, Longreach Phone 07 4652 5512</p>

Chronic Disease Prevention Initiatives

Initiative	Description
Culturally Appropriate Health Lifestyle Promotional and Educational Programs	<p>What To deliver culturally appropriate health lifestyle promotional and educational programs.</p> <p>Service Type Tackling Chronic Disease.</p> <p>Who for Aboriginal and Torres Strait Islander young people and adults.</p> <p>Who by Girudula Community Co-operative Society Ltd delivers the program.</p> <p>Where Bowen, for delivery in the Mackay Whitsundays region</p>
Work It Out Program	<p>What To provide a chronic disease self-management program.</p> <p>Service Type Tackling Chronic Disease.</p> <p>Who for Aboriginal and Torres Strait Islander people.</p> <p>Who by Central Queensland Regional Aboriginal and Islander Community Controlled Health Organisation (CQRAICHHO) delivers the program.</p> <p>Where Central Queensland</p>

**Eat Well Queensland
2002 - 2012**

One priority area was to achieve and maintain a healthy weight
- No funding attached



**Eat Well Be Active – Healthy Kids for Life
2005 - 2008**

Included Go for 2&5 fruit and vegetable campaign, Smart Choices and TravelSmart
- \$22.5M from department budgets.



**Queensland Strategy for Chronic Disease
2005-2015**

Included primary, secondary and tertiary prevention strategies.
- \$150M over 4 years

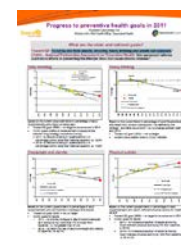


2006 Queensland Obesity Summit and Eat Well Be Active Taskforce (2006-2009)

Announcement of 12 new initiatives
- \$21 M (+ additional \$9.5 M for other projects)

***Towards Q2: Tomorrow's Queensland*
Target Delivery Plan for Chronic Disease
2009 – 2012**

Target was to cut by one third obesity, smoking, heavy drinking and unsafe sun exposure.



Be Active Queensland 2006 – 2010

Framework only – no funding attached



National Partnership Agreement for Preventive Health 2010 – 2014

Healthy Children, Healthy Workers, social marketing, enabling infrastructure
- \$56.2 M

**Blueprint for better of health of
Queenslanders to tackle obesity and
preventive diseases**