

Question on Notice
No. 726
Asked on 23 May 2007

MRS SULLIVAN asked the Minister for Health (MR ROBERTSON)-

QUESTION:

What is the Government doing to educate women on the dangers of heart disease, which is the biggest killer of women?

ANSWER:

Queensland Health is committed to addressing the major risk factors for heart disease by helping all Queenslanders, including women, to quit smoking, eat well, be physically active and maintain a healthy weight.

Relevant Queensland Health initiatives to address cigarette smoking include the *Feeling Good* campaign, which encourages and supports young women to stop smoking; development of the *Poison* resource for use with students; and the *Echo 'Excuses'* campaign which aims to encourage smokers to put quitting on 'today's agenda' by tackling smokers' self-exempting beliefs about the health consequences of smoking, as well as the excuses for delaying quitting.

Queensland's tobacco legislation provides a comprehensive package which includes:

- tough sales to minor laws;
- smoking bans to reduce the public's exposure to environmental tobacco smoke;
- prohibition for tobacco product advertising; and
- promotion and restriction of tobacco product displays.

To promote healthy eating, the Queensland Government's Go for 2&5™ fruit and vegetable promotion campaign, targets women as the major purchasers of groceries. Over the last 18 months, this campaign has resulted in increased consumption of 0.7 serves of fruit and vegetables per person per day state-wide, which represents a saving of \$35 million per year in chronic disease treatment services throughout Queensland.

The Queensland Government is implementing the Eat Well Be Active campaign, which includes the delivery of information packs to 1.5 million households throughout the state, and the development and maintenance of the website www.eatwellbeactive.qld.gov.au. Pat Rafter is the campaign ambassador, and features on the television advertisement which encourages Queenslanders to be physically active for at least 30 minutes every day.

Supportive activities include services such as healthy lifestyle programs (*Lighten Up* and *Living Strong* programs), school-based initiatives such as the *Smart Choices: healthy food and drink supply strategy for Queensland schools*, and improving the supply of healthy food in remote communities.