

DRIVING CHANGE THROUGH CONSULTATION AND ENGAGEMENT TO co-develop a community-informed Queensland Obesity Prevention Strategy

The Queensland implementation response to the National Obesity Strategy: Building buy-in through engagement

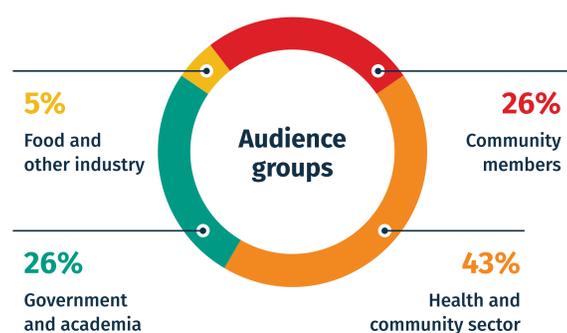
Why

Health and Wellbeing Queensland (HWQld), the state's dedicated prevention agency, is leading the implementation of the National Obesity Strategy in Queensland.

Undertaking a highly consultative and community focused approach to capture the diverse population and unique challenges for the state is critical to develop a community-informed strategy and action plan.

How

In June and July 2022, HWQld and Queensland-based social researchers and engagement specialists, The Social Deck, used a data driven thematic analysis approach to understand key themes. Various community segments were engaged through workshops, webinars and surveys to collect feedback.



Findings

Key themes that emerged during the engagement process:

- Equity (focusing on food equity and food security)
- Government leadership and collaboration
- Local and community-led solutions
- Building capacity and education to improve health literacy.

Key priority areas are:



Enhance access to early intervention and care



Empower people to stay healthy



Enable physical activity and access to healthy environments



Improve access to healthy and sustainable food

The engagement process enabled the development of partnerships, momentum and buy-in across government and community to identify factors to shift the systems that enforce unhealthy weight and do more to support people living with overweight and obesity.



What now?

Queenslanders have identified their strong desire for change through bold new actions, with equity at the heart. Using the findings from the first round of engagement, HWQld has drafted a Queensland Obesity Prevention Strategy (working title) and foundational action plan. The second round of engagement commenced in October 2022.

New name for the strategy

Ideas for the new name for the Strategy are being sought from the community. The name will inspire future generations and provide a future platform for the strategy to be implemented through whole of government efforts.

Community and stakeholder engagement to meet future needs

By integrating engagement and consultation with stakeholders and community members, the Queensland Obesity Prevention Strategy will meet the needs of Queensland communities with bold, practical and achievable actions.



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