

Making Healthy Happen

Action Plan 2024–2026

MAY 2024





Acknowledgement of Country

Health and Wellbeing Queensland respectfully acknowledges the Traditional Owners and custodians of the lands across Queensland. We recognise Aboriginal and Torres Strait Islander peoples and cultures, as two distinctly different groups, that are part of the First Nations peoples of Australia.

We pay our respects and acknowledge the important role of Elders, past and present, for they hold the memories, the traditions, cultures, and aspirations of Aboriginal and Torres Strait Islander peoples across Queensland.

Commitment to Closing the Gap

Making Healthy Happen 2032 will support the Queensland Government's commitment to improving outcomes against the targets of the National Agreement on Closing the Gap.

The Queensland Government is committed to achieving health equity and attaining life expectancy parity by 2031 and we will work together with Aboriginal and Torres Strait Islander peoples, communities and organisations in the journey to better health and wellbeing.

Contribution Acknowledgement

Health and Wellbeing Queensland would like to recognise the many individuals, organisations and government agencies who contributed their time and expertise to the development of Making Healthy Happen 2032 and the Action Plan 2024–2026.

Health and Wellbeing Queensland particularly thank those who participated in the consultation and attended community discussion panels and webinars during engagement for their valuable input in tailoring a blueprint to prevent, reduce and treat obesity in Queensland.

Of those community members who joined the engagement, we particularly acknowledge Aboriginal and Torres Strait Islander peoples, people with a lived experience of obesity, those living with disability, those from culturally and linguistically diverse backgrounds, and those representing the LGBTIQ+ community.

Attribution and licence

Making Healthy Happen 2032 was developed by Health and Wellbeing Queensland, stakeholders and the community. It is Queensland's response to the National Obesity Strategy 2022–2032.

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Introduction

Making Healthy Happen 2032 (the Strategy) aims to create a healthier Queensland over the next decade. Health and Wellbeing Queensland will work in partnership across government, community and health sectors to prevent, reduce and treat obesity. Together, we will create meaningful and sustainable change by delivering action across three ambitions:



Create supportive, sustainable and healthy environments



Empower people to stay healthy



Enhance access to prevention, early intervention and healthcare

The Strategy was developed in consultation with people with lived experience of obesity and key stakeholders across government, communities, nongovernment, health and social sectors, universities and industry. It outlines our plan and approach to obesity prevention for Queensland over the next decade and should be read in conjunction with this action plan.

The Making Healthy Happen Action Plan 2024–2026 (the Plan) is the first in a series of action plans. The purpose of the Plan is to establish strong foundations of change by building mechanisms for collaboration and cultivating strong partnerships. We will demonstrate collective leadership and shared action by leveraging and enhancing the investment, infrastructure and initiatives that are in progress and scheduled for implementation in Queensland.

The Plan captures the Queensland Government's commitments to prevent obesity, including 40 actions that will be delivered by 11 government agencies and supported by a wide range of government and non-government stakeholders. It is acknowledged that the Plan only captures part of the obesity prevention actions across the state and we will continue to coordinate, integrate and elevate efforts wherever possible.

In addition to the state-level actions outlined in the Plan, Health and Wellbeing Queensland will continue to contribute to joint priorities and actions at a national level that requires collaboration across the Commonwealth, states and territories.

2030–2032 Amplifying and scaling success Delivering bold, transformational action Accelerate Innovate

2024-2026

Establishing strong foundations for change



Action Plan at a glance



Ambition

Create supportive, sustainable and healthy environments

Priority area 1: Drive collaborative leadership for obesity prevention across government

Create strong, unified and collaborative leadership across government on cross-sector policies and leverage resources and data.

Priority area 2: Disrupt unhealthy environments and create those that support healthy behaviours

Adopt a dual approach to improving food and physical activity systems, by both disrupting unhealthy environments and creating ones that support healthy behaviours.

Priority area 3: Foster local and community-led solutions

Empower communities and priority population groups to identify their own needs and increase opportunities for healthy eating and physical activity.

Ambition 2

Empower people to stay healthy

Priority area 4: Empower children, young people, families, and adults to support healthy behaviours

Empower individuals to adopt healthy behaviours by improving health literacy and using targeted and inclusive methods to support priority population groups.

Priority area 5: Support and inspire Queenslanders

Create a positive social dialogue about health and wellbeing and enable better access to credible information through tailored, relevant and integrated communications and engagement, including for priority population groups.



Amhitian 3

Enable access to prevention, early intervention and supportive healthcare

Priority area 6: Build capacity of healthcare professionals

Build prevention capacity and capability of healthcare professionals and the emerging workforce to support healthy weight and minimise weight stigma.

Priority area 7: Improve access to better support and services

Enable timely access to prevention, early intervention and treatment options that are affordable, accessible and effective.



Create supportive, sustainable and healthy environments

Priority 1: Drive collaborative leadership for obesity prevention across government

This priority area focuses on creating strong, unified and collaborative leadership across government. Action will be taken to establish foundations and mechanisms for collaboration and shared leadership, including:

- working together on complex, cross-sectoral policies
- leveraging resources and data across government agencies
- developing and implementing shared initiatives.



Action		Agencies
1.1	Encourage and influence cross-sectoral policies across government to address the wider determinants of health, support healthy environments and promote healthy behaviours. Queensland will also take a leading role in advancing shared priorities and actions at the national level.	HWQld
1.2	Collaborate across government, universities and industry to identify and leverage funding and grant programs that support and promote improved health and wellbeing for Queenslanders, including the delivery of the ActiveKIT Grants and the GenQ Health and Wellbeing Impact Grants.	HWQld, DTS
1.3	Continue to invest in food relief responses that support Queenslanders in need to access varied and nutritious food.	DTATSIPCA, HWQld
1.4	Strengthen and drive a healthy eating and physical activity agenda within schools by establishing mechanisms for shared leadership and collaboration.	HWQld, DoE, DTS
1.5	Collaborate with the active industry, local governments, and other stakeholders to champion the use of existing sport and recreation facilities for increased local participation, including community use of school grounds.	DTS, DoE

Priority 2: Disrupt unhealthy environments and create environments that support healthy behaviours

Creating healthier environments where we live, learn, work, play and age will require systemic change. This priority area seeks to deliver action across food and physical activity systems to enable easier access to healthier options for Queenslanders by:

- developing, supporting and implementing health-promoting policies and services
- sharing knowledge, resources and data across sectors to support capability building and best-practice initiatives.



Action		Agencies
2.1	Work with the Australian Government, industry and other partners to help protect children from the harmful effects of unhealthy food and drink marketing.	HWQld
2.2	Support national reform initiatives to make processed food and drinks healthier and make it easier for Queenslanders to choose healthier options.	HWQld, QH, DA
2.3	Develop and align a series of innovative healthy food and drink strategies in healthcare, schools, sport and recreation facilities, and workplace settings, such as the A Better Choice strategies and the Smart Choices strategy.	HWQld, DoE, DTS
2.4	Strengthen existing communities of practice across key government agencies, that connect and share knowledge and resources related to health, safety and wellbeing in the workplace. These communities of practice will support the uptake of good work design principles and identify areas of need that can be collectively addressed.	HWQld, OIR (DSDI), PSC, ar other relevant agencies
2.5	Build on, promote, and evaluate policies, programs, and initiatives to empower Queensland public sector agencies to better support the integration of health, safety, and wellbeing in workplaces.	PSC, and other relevant agencies
2.6	Enable the growth of health and wellness food industry innovation to develop nutritious, affordable food and drink products for high-risk communities and populations.	DAF
2.7	Optimise the journey from paddock to plate by boosting the promotion, accessibility and development of healthy, safe fresh food and drink options, production systems, and value chains.	DAF, HWQld

Action		Agencies
2.8	Strengthen the planning and design of neighbourhoods to enable healthy behaviours for everyone through the implementation of the Healthy Places, Healthy People Framework.	QH, OQGA (DHLGPPW), HWQld
2.9	Collaborate across government to encourage Queenslanders to live active lifestyles in natural and built environments, including walking and cycling networks and recreation trails.	DTMR, DESI
2.10	Enhance sport and active recreation places and spaces to be more accessible, inclusive and fit-for-purpose, to enhance participation opportunities.	DTS
2.11	Continue to invest in public transport infrastructure, services and promotion so that using public transport is more convenient, safe, accessible, affordable, timely, popular and sustainable.	DTMR
2.12	Scope the currency of national healthy eating and physical activity guidelines and delivery of accompanying training for the early childhood education and care workforce, to support children and families to adopt healthy eating and physical activity behaviours.	HWQld, DoE

Note: Lead government agencies responsible for the delivery of actions are indicated in bold. Acronyms are outlined in the Glossary.



Case study: A Better Choice

A Better Choice, led by Health and Wellbeing Queensland, is a policy initiative to support Queenslanders to eat well by improving the availability and promotion of healthier food and drinks across a range of public settings. The initiative aims to facilitate Queenslanders' access to healthy food and drink options in places outside the home, and empower them to make purchasing decisions that support their health and wellbeing.

Hospital and Health Services across the state are offering healthier food and drink options in their food outlets and vending machines as part of the A Better Choice Food and Drink Supply Strategy for Queensland Healthcare Facilities. The strategy applies to all public health services and includes targets for the sale, provision, promotion and advertising of food and drinks on site. By implementing this strategy, healthcare facilities are setting an example for the community and supporting better nutrition for staff and visitors.

hw.qld.gov.au/a-better-choice

Priority 3: Foster local and community-led solutions

Empowering communities and population groups to design and deliver solutions that meet their needs is critical to the success of the Strategy. This focus area seeks to create solutions that increase opportunities for healthy eating and physical activity by engaging with Queensland communities and priority population groups, including Aboriginal and Torres Strait Islander peoples, children and young people, people living in rural and remote areas, people from culturally and linguistically diverse backgrounds, people with disabilities and those who identify as LGBTIQ+. In this initial Plan, priorities include:

- working in partnership with communities to understand their needs and increase opportunities for engagement
- investing in community-led solutions
- creating mechanisms for connection and knowledge-sharing.



Action		Agencies
3.1	Invest in community-based grants, including the GenQ Health and Wellbeing Community Grants, to encourage and support community-led initiatives across Queensland to improve physical activity, healthy eating, sleep and wellbeing, with an initial focus on infants, children and young people.	HWQld
3.2	Galvanise an interactive online platform and network that empowers practitioners from across local government, community and health sectors to connect, collaborate, and share knowledge with the goal of creating active and healthy communities.	HWQld
3.3	Empower local governments, non-government organisations, and community groups to take the lead in developing and implementing placebased initiatives aimed at increasing opportunities for healthy eating and physical activity.	HWQld, DTS

Action	Agencies
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3.4 Engage Aboriginal and Torres Strait Islander communities to identify **HWQld**, DTS priorities and support the implementation of locally-led actions aimed at increasing opportunities for healthy eating and physical activity behaviours.

3.5 Identify and engage priority population groups at high risk of obesity and assist them to access appropriate programs and resources that promote physical activity, healthy eating, sleep and wellbeing.

HWQld

Note: Lead government agencies responsible for the delivery of actions are indicated in bold. Acronyms are outlined in the Glossary.



Case study: Do Your Thing

Do Your Thing is an initiative of the Building a Healthy Bundaberg Alliance, supported by Health and Wellbeing Queensland alongside the Bundaberg Regional Council and Sport and Recreation (Department of Tourism and Sport). Its ambitious goal is to reduce the rate of overweight and obesity in the Bundaberg region to below the national average by 2030. Do Your Thing improves the coordination, delivery, and communication of programs and services related to nutrition, physical activity, and social wellbeing throughout the region, encouraging community members to make healthy choices that work for them.

From April 2021 to March 2022, the initiative engaged almost 20,000 community members through 500 events and activities involving 58 organisations or projects. The January 2023 follow-up evaluation showed improved local coordination, commitment, capacity building, communication across community groups and organisations, individual engagement, satisfaction with programs and services, as well as positive effects on health attitudes and behaviours.

The next phase of the program is in development and is aiming to embed the principles of Do Your Thing in the community to ensure its long-term sustainability and impact.

ourbundabergregion.com.au/do-your-thing



Priority 4: Empower children, young people, families, and adults to support healthy behaviours

In addition to working with communities to deliver tailored solutions, we will seek to empower Queenslanders to adopt healthy behaviours by applying a balance of evidence-based and innovative strategies to improve health literacy. Priorities for the initial plan include:

- increasing access to programs and services which support and promote healthy eating and physical activity
- working with communities to develop and deliver evidence-based programs, information and resources that are responsive to their needs.

Actions will be community-focused and supported by engagement with Queensland communities and population groups including Aboriginal and Torres Strait Islander peoples, children and young people, people living in rural and remote areas, people from culturally and linguistically diverse backgrounds, people with disabilities and those who identify as LGBTIQ+.

Action		Agencies
4.1	Fund and drive access to a suite of free statewide prevention programs, with a focus on increasing access for priority populations.	HWQld
4.2	Expand the Pick of the Crop school healthy eating program that promotes a positive food culture, including connecting students with local farmers and growers to increase opportunities to learn about and eat vegetables and fruit.	HWQld, DoE, DAF
4.3	Continue to invest in school breakfast programs that provide children with a nutritious meal at the start of the school day.	DTATSIPCA, HWQld

Action		Agencies
4.4	Strengthen, enhance and promote Podsquad, a play-centric web and app- based wellbeing program to support children and families build healthy eating, physical activity and sleep habits together.	HWQld
4.5	Create a forum for high school students in Queensland to design health promotion messages for themselves that focus on raising awareness and encouraging the adoption of healthy behaviours such as physical activity, healthy eating, sleep and wellbeing.	HWQld, CHQ-HHS (QH), DoE
4.6	Reduce cost as a barrier to participating in sport and active recreation, including through the provision of FairPlay vouchers to assist children and young people who need it most to participate in organised sport and active recreation.	DTS

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Case study: Deadly Choices

Health and Wellbeing Queensland funds the Institute of Urban Indigenous Health to deliver the Deadly Choices program designed to empower Aboriginal and Torres Strait Islander peoples to make healthy choices for themselves, their families and their communities—to eat good food, exercise daily and stop smoking. Deadly* Choices also encourages Aboriginal and Torres Strait Islander peoples to access their local Community Controlled Health Service and complete an annual 'Health Check'. Deadly Choices is recognised nationally and globally as a leading health promotion program.

* In Aboriginal slang, saying something is 'deadly' means it is great.

deadlychoices.com.au



Priority 5: Support and inspire Queenslanders

In delivering the Strategy we have a unique opportunity to create a positive social dialogue about health and wellbeing in Queensland. Increasing understanding of the complex drivers of obesity and shifting the public narrative about obesity and health is critical to ending weight stigma. This priority area will strive to deliver collective action across government to:

- embed positive, respectful and non-stigmatising messaging and imagery
- enable better access to credible information through tailored communication and engagement strategies.



Action		Agencies
5.1	Develop and promote a guide for media and communication professionals in Queensland to foster positive, inclusive and respectful weight-related messaging and imagery.	HWQld
5.2	Develop, implement, and evaluate a social marketing strategy as the initial phase of a long-term strategy to deliver continuous evidence-informed social marketing campaigns that improve health literacy and promote healthy behaviours. This could include mass media campaigns integrated with local activities and the tailoring of messages for priority population groups.	HWQld
5.3	Create targeted social and digital messaging aimed at encouraging Queensland adults to reconnect and engage in community sport.	HWQld, DTS
5.4	Evaluate and build on existing digital platforms that promote healthy behaviours to enable the sharing of evidence-based information and resources.	HWQld
5.5	Establish a process for delivering and amplifying across government, consistent internal and external positive and non-stigmatising messaging relevant to healthy behaviours that will inspire collective community action.	HWQld



Enable access to prevention, early intervention and supportive healthcare

Priority 6: Build capacity of healthcare professionals

Healthcare professionals have a critical role to play across the continuum of care. Building the capacity and capability of professionals, including general practitioners, nurses, midwives, allied health professionals, and the emerging workforce, will help to ensure that Queenslanders have access to evidence-based and patient-centred care. By working in partnership with the health system and university sector, the Plan will focus on:

- working with healthcare professionals to increase understanding of the complex drivers of obesity
- increasing access to best-practice training, tools and resources to support capability development while taking into account issues related to weight stigma, other forms of discrimination, and inequity.



Action Agencies Develop flexible and multi-modal education and training to upskill and HWQld, QH 6.1 empower current and emerging healthcare professionals to deliver best practice prevention, identification and treatment of obesity and minimise weight stigma. 6.2 Expand tools and resources on the Clinicians Hub digital platform to **HWOld** support healthcare professionals to prevent and treat obesity across the life course in a sensitive and effective manner. Release a guideline for healthcare professionals addressing weight-related 6.3 **HWQld** terminology in practice, to facilitate supportive discussions about weight and to minimise weight stigma.



Case study: Project ECHO®

Project ECHO® is an interactive hub and spoke knowledge-sharing model with a focus on peer-to-peer learning and collaborative problem-solving.

Health and Wellbeing Queensland, in collaboration with Children's Health Queensland Hospital and Health Service and The University of Queensland, offers a recurring Healthy Kids Series comprising of six sessions. The series covers various topics such as initiating discussions about weight, measuring and assessing growth and behaviours, supporting patients with behaviour change, and providing support for weight management care that extends to tertiary care.

Targeted at general practitioners, medical specialists, nurses, and allied health professionals, the Healthy Kids Series provides evidence-based, multidisciplinary guidance from a panel of paediatric specialists, which includes a paediatrician, a psychologist, a dietitian, and guest contributors.

Health and Wellbeing Queensland's ECHO hub hosts a suite of learning series across the lifespan including early childhood nutrition, remote food stores, healthy ageing and more.

hw.qld.gov.au/echo

Priority 7: Improve access to better support and services

To improve the uptake of prevention, early intervention and treatment options by consumers and healthcare professionals alike, action is needed to ensure that services are timely, affordable, accessible and effective. This will require collaboration and partnership across primary, secondary and tertiary care, to prioritise and integrate obesity-related healthcare services. Acknowledging that this priority area will be bolstered by broader reform efforts across the health system, the Plan aims to:

- develop, trial and evaluate evidence-based, integrated models of care and digital solutions
- create strong foundations for greater leadership and accountability to improve access to obesity prevention, early intervention and treatment support and services in Queensland.



Action		Agencies
7.1	Implement a consumer-facing digital portal that assesses a person's risk factors for chronic disease and simplifies the process for referral to prevention programs and resources.	HWQld, QH
7.2	Establish a Clinical Advisory Committee across health sectors, encompassing government and non-government organisations, health professional groups, and consumers, for a shared commitment to integrated obesity prevention and treatment support and services in Queensland.	HWQld, QH
7.3	Implement and evaluate evidence-based integrated models of care for the prevention and treatment of obesity through all stages of life, starting from pre-conception.	QH, HWQld
7.4	Drive strong advocacy to influence increased and sustained funding of effective obesity prevention, early intervention and treatment options.	HWQld



Case study: Logan Healthy Living

Logan Healthy Living is a community-focused, personcentred, and integrated approach to managing and preventing chronic diseases. The program, which spans eight weeks and provides follow-up for 12 months, applies a student-infused, interprofessional approach to provide coordinated care for individuals living with or at risk of developing type 2 diabetes.

It is delivered by UQ HealthCare in partnership with Health and Wellbeing Queensland and supported by an alliance of key stakeholders—Griffith University, The University of Queensland, Metro South Health, Brisbane South Primary Health Network and Diabetes Queensland. Research and economic evaluation are informing continuous improvement and the future upscaling of the program, as well as building the prevention capacity and capability of the current and emerging healthcare workforce.

Participant data collected in 2023 demonstrated that the program has resulted in waist circumference reduction, increases in physical activity levels, and increases in fruit and vegetable intake.

loganhealthyliving.org.au

Next steps

Working together to change systems to prevent, reduce and treat obesity

Making Healthy Happen 2032 is a bold and ambitious strategy to create a healthier Queensland. Obesity is a complex problem and changing the systems which hold obesity in place will require innovative action, sustained investment, and genuine partnership between government, communities, non-government, health and social sectors, universities and industry.

This Plan (2024–2026) is the first of three plans which will be delivered over the next decade. It is a starting point for working together to deliver on shared priorities. Throughout the implementation of the Plan, we will continue to engage with Queenslanders and key stakeholders to ensure the Strategy reflects the needs of communities, remains adaptable to challenges and opportunities, and makes real progress towards making healthy happen for all Queenslanders by 2032.

The implementation of the Plan will be supported by cross-sectoral and community-centred governance arrangements. The Making Healthy Happen Steering Committee will play a key role in delivering the Strategy by enabling shared accountability, decision-making and coordination across government departments. Additionally, the approach to implementation will be informed by appropriate collaborative forums, such as clinical networks, to leverage content expertise and community insights in the delivery and evaluation of actions and solutions.

To ensure our approach is effective and contemporary, implementation progress will be monitored, evaluated and reported in line with the Making Healthy Happen Measuring Change Framework. We will use these insights to shape the next action plan and deliver bold and transformational action in 2027–2029.



Glossary

Acronyms

CHQ-HHS Children's Health Queensland Hospital and Health Service

DAF Department of Agriculture and Fisheries

DHLGPPW Department of Housing, Local Government, Planning, and Public Works

DESI Department of Environment, Science and Innovation

DoE Department of Education

DTS Department of Tourism and Sport

DTATSIPCA Department of Treaty, Aboriginal and Torres Strait Islander Partnerships, Communities and the Arts

DTMR Department of Transport and Main Roads

DSDI Department of State Development and Infrastructure

HWQld Health and Wellbeing Queensland

OIR Office of Industrial Relations

OQGA Office of the Queensland Government Architect

PSC Public Sector Commission

QH Queensland Health





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