

Strategy at a Glance

Vision: A healthier Queensland

Goal

Change systems to prevent, reduce and treat obesity.

Aim

Fewer Queenslanders' health and wellbeing is impacted by overweight or obesity.

Objectives

- The environment around us for food and physical activity helps Queenslanders to stay healthy.
- Everyone in Queensland has access to supportive healthcare to help manage their weight.
- Queenslanders eat healthier foods, move more and sit less.
- Queenslanders experience non-judgemental messages about their health and weight.

Targets

- Halt the rise and reverse the trend in the prevalence of obesity in adults by 2030.
- Reduce overweight and obesity in children and adolescents aged 2–17 years by at least 5% by 2030.

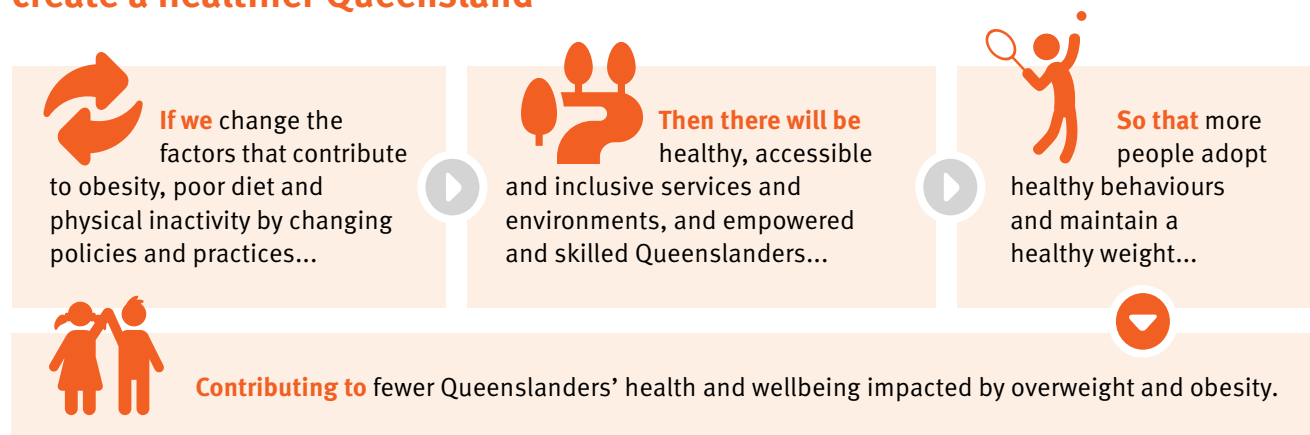
Queensland targets align with the [National Obesity Strategy 2022–2032](#).

This is the Queensland Government's response to the [National Obesity Strategy 2022–2032](#). It aims to prevent, reduce and treat obesity, especially among children and young people.

To create real and lasting change that improves the health of all Queenslanders, we need to change the way we work to address the factors that contribute to obesity.



Making Healthy Happen is a bold and ambitious strategy to create a healthier Queensland



Implementation

Health and Wellbeing Queensland will lead implementation in partnership with other Queensland Government agencies and the community. It will be delivered through three action plans (see page 2). This means we can adapt and respond to emerging challenges and opportunities and incorporate Queenslanders' views as we go.

Action plan 1

The first Action Plan is about collective leadership and shared action. It will build on important work that is already happening or scheduled in Queensland. This approach sets the foundations for bold and ambitious systems change in Action Plan 2 and Action Plan 3.



Guiding principles

The insights gained through consultation helped to shape our guiding principles which will underpin everything we do.

1 Create equity

Use an equity lens, taking into account the underlying determinants of health and implementing specific solutions to address them.

2 Apply systems change

Apply a systems approach to address the complexity of obesity and the factors that contribute to it, rather than focusing on individual components in isolation.

3 End weight stigma

Address weight stigma and its harmful effects by shifting the narrative around weight and body size to be respectful and positive and avoid labels or personal judgement.

4 Use data and evidence

Use the latest data and evidence from science, research, evaluation, and community perspectives to determine where action and investment should be directed to achieve impact.

5 Drive innovation and learning

Adopt an innovative approach through community collaboration in problem-solving and promote collective learning and knowledge sharing for sustained improvement and effective community-centred solutions.

6 Embrace technology and address sustainability

Embrace technology and create sustainable solutions and practices to support outcomes now and into the future.

**Making Healthy Happen 2024–2026
Action Plan is delivering state-wide:**

3 ambitions	7 priority areas	40 actions	11 government agencies
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Ambition 1

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 policy, and use existing resources and data to drive change.

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

Improve food and physical activity systems, changing unhealthy environments and creating ones that support healthy behaviours.

Priority area 3: Foster local and community-led solutions

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

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 groups.

Priority area 5: Support and inspire Queenslanders

Create a positive conversation about health and wellbeing and enable better access to accurate and tailored information.



Ambition 2

Empower people to stay healthy

Priority area 6: Build capacity of healthcare professionals

Build prevention skills for healthcare professionals and the emerging workforce so they can 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.



Ambition 3

Enable access to prevention, early intervention and supportive healthcare