

health +  
wellbeing  
Queensland



# GenQ Impact Report

2019 – 2024

*Making Healthy Happen  
for all of Queensland*



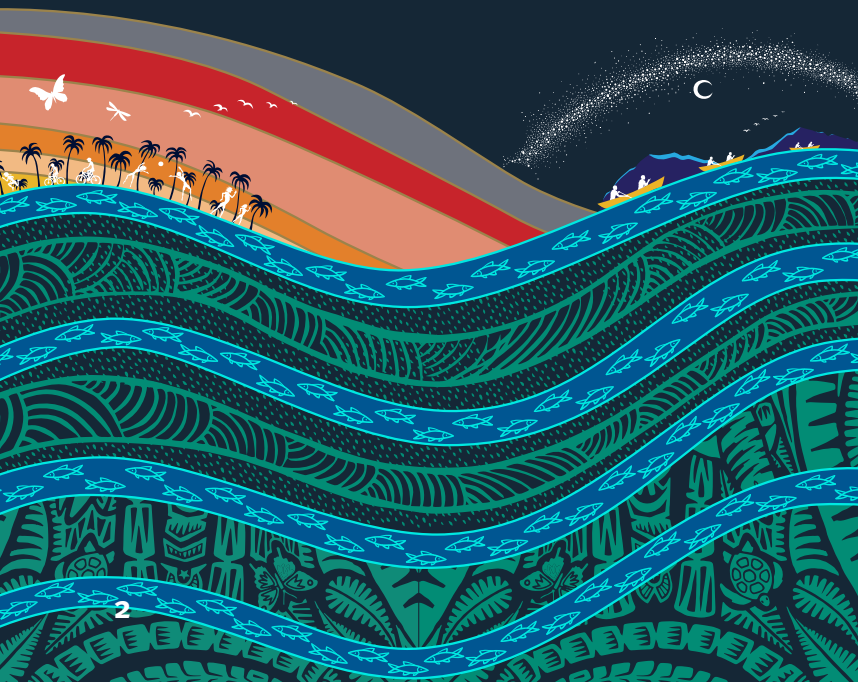
Queensland  
Government

# 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.

*The artwork below and on page 20, Circles of Life - the Spirit of Reconciliation, was designed by proud Kuku Yalanji/Torres Strait Island man Luke Mallie as part of Health and Wellbeing Queensland's Reconciliation Action Plan.*



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## Welcome to a healthier Queensland

Health and Wellbeing Queensland's establishment in July 2019 as a dedicated prevention agency is one of the greatest investments in our state. We know because we measured it.

Where we live, learn, work, play and age have a huge impact on our health and wellbeing, which is great when life is easy, equitable and fair. Today, this is simply not the case.

Over the past several decades, our environments have changed. Our world has become more unsettled, and our surroundings no longer support healthy habits. In fact, it is quite the opposite, resulting in a dramatic increase in rates of obesity and chronic disease.

Our research predicts that as a result, children born this decade will live a shorter life than their parents for the first time ever in Australia.

That is why our first five years have focused on reclaiming health and wellbeing in spaces that shape our lives including in homes, schools, supermarkets, hospitals, sporting venues and green spaces.

**\$1 invested in prevention = \$14 return to wider economy**

**Commitment to deliver  
63 actions across  
19 agencies by 2026**

Our vision has not changed. It is that children born today experience better health outcomes than the generations before them. We call that Generation Queensland, or GenQ, and it is as much about addressing the challenges facing our population now, as it is futureproofing Queensland for the next generation.

We have invested carefully, evaluated and collected the data on all of it. In five years, we have had an impact and the GenQ Impact Report has been designed to demonstrate what we have done.

We are confident we are already driving a strong health legacy for all Queenslanders. We call it GenQ and we will be proud to showcase future success to the world in the lead up to the Brisbane 2032 Olympic and Paralympic Games.

We said we would change the prevention landscape in Queensland, making lives better for those who need it the most. This is what we have done.

**Dr Robyn Littlewood**  
Chief Executive Officer

**Stephen Ryan**  
Board Chair



# Our first five years

health+  
wellbeing  
Queensland

**JULY**

Health and Wellbeing  
Queensland established

**2019**

**2020**

**JULY**

Launch of Clinicians Hub

**OCTOBER**

Launch of \$1.7m Pick of  
the Crop pilot in Bowen  
and Burdekin

**2021**

**JUNE**

Partnership with  
University of Queensland  
(UQ) Health Care to  
deliver Logan Healthy  
Living

**SEPTEMBER**

\$68m investment in  
prevention programs

**DECEMBER**

Establishment of the  
Health and Wellbeing  
Centre for Research  
Innovation (HWCRI) in  
partnership with UQ

**2022**

**JANUARY**

First national Healthy  
Eating campaign  
with Outdoor Media  
Association

**OCTOBER**

Impact of Obesity on  
Life Expectancy in  
Queensland report  
published

**NOVEMBER**

First Health and  
Wellbeing Queensland  
Symposium

**DECEMBER**

Establishment of  
Research Advisory  
Committee

**2023**

**JANUARY**

Launch of \$1.6m GenQ  
Grants Program

**MAY**

A Better Choice (ABC)  
Expo and launch of ABC  
for Sport and Recreation

**JULY**

'Pick me' initiative starts  
at Nissan Arena

Free kids wellbeing app  
Podsquad launched

Pick of the Crop signs on  
100<sup>th</sup> school

**OCTOBER**

Clinician's Guide to  
Healthy Kids podcast  
launched

**NOVEMBER**

*Gather + Grow 2023 –  
2032 strategy launched*

**2024**

**MAY**

*Making Healthy Happen  
2032 strategy launched*





# Introducing GenQ

**Generation Queensland (GenQ) is our vision that children born today experience better health outcomes than the generations of Queenslanders before them.**

In 2022, Health and Wellbeing Queensland commissioned Australian-first research that showed children born this decade may live a shorter life than their parents due to obesity<sup>1</sup>.

While the life expectancy for children in the general population could drop by up to 4.1 years, First Nations children could lose up to 5.1 years, potentially widening the life expectancy gap between Aboriginal and Torres Strait Islanders and non-Indigenous Queenslanders.

We are working with government, sectors and community to ensure better health for the kids of tomorrow by shifting the systems that are not supportive of a healthy weight.

<sup>1</sup> Health and Wellbeing Queensland. (2022). *Report 1 – Impact of Obesity on Life Expectancy in Queensland*. [https://hw.qld.gov.au/wp-content/uploads/2022/10/HWQld\\_Impact-of-Obesity-on-Life-Expectancy-in-Queensland\\_October-2022.pdf](https://hw.qld.gov.au/wp-content/uploads/2022/10/HWQld_Impact-of-Obesity-on-Life-Expectancy-in-Queensland_October-2022.pdf)



## The First 2,000 Days

From conception to age five is a critical time to set a child up for life by improving their health, social and economic circumstances.

Supporting the preconception, antenatal and postnatal health of parents has positive intergenerational and lifelong impacts.

Health and Wellbeing Queensland plays a key role in embedding prevention across the first 2,000 days of a child's life to improve the health of our youngest Queenslanders.

Our agenda includes providing universal health-promoting initiatives in preconception care and creating supportive breastfeeding environments, as well as education and training programs to upskill and empower healthcare professionals.

We are also focused on providing healthy behaviour interventions that meet the needs of parents, including targeted programs for women postnatally after a gestational diabetes diagnosis.

## Our vision

**GenQ:** to see children born today experiencing better health outcomes than the generations of Queenslanders before them.

## Our purpose

To drive systems change that addresses the preventable burden of disease, for a healthier and fairer Queensland.

## Our principles



Equity



Collaboration



Empathy



Courage



Innovation

# Making Healthy Happen

***Making Healthy Happen 2032 is the Queensland Government's strategy to prevent, reduce and treat obesity, and its contributing factors in Queensland.***

Health and Wellbeing Queensland is committed to reducing the risk factors that contribute to obesity including poor nutrition, physical inactivity and health inequities.

We are working in partnership with 10 other Queensland Government departments, industry and community to safeguard our health system and support better health outcomes for all Queenslanders.

Our *Making Healthy Happen 2032* strategy includes an action plan that focuses on:

- Supporting national reform initiatives to make processed food and drinks healthier
- Establishing healthy food and drink strategies in healthcare, schools, sport and recreational facilities, and workplaces
- Delivering targeted family, youth and school-based activities to promote positive food culture and support the development of healthy habits
- Helping Queenslanders learn more about staying healthy through continuous, evidence-based behaviour change campaigns
- Implementing a simplified process for referral to prevention programs and resources.

## Our why

Obesity is an epidemic impacting people of all ages and backgrounds.

Since the 1970s, obesity rates have increased in every region in the world and no country has successfully reversed this trend. In Queensland, 2 in 3 adults and almost 1 in 3 children live with an unhealthy weight.

Obesity increases the risk of developing chronic disease such as type 2 diabetes, osteo-arthritis, heart disease and stroke, kidney disease, dementia and some cancers. Chronic disease accounts for half of all hospitalisations in Australia, contributes to 90 per cent of preventable deaths and is the largest contributor to disability<sup>2</sup>.

Most causes of obesity are beyond an individual's control. It is driven by complex commercial, economic, political, social and cultural factors, which is why we need to work together to create meaningful change.

By shifting the systems that are not supportive of a healthy weight, we can start to turn the tide on generational obesity and make healthy happen for every Queenslanders.

<sup>2</sup> Australian Institute of Health and Welfare (AIHW). (2023, August 15). *Health conditions, disability and death: Chronic disease*. <https://www.aihw.gov.au/reports-data/health-conditions-disability-deaths/chronic-disease/overview>





**2 in 3**

Australian **adults** live with  
overweight or obesity<sup>3</sup>



Almost

**1 in 3**

Australian **children** live with  
overweight or obesity<sup>6</sup>



Obesity and overweight had a

**\$40 billion**  
**impact**

on Australia's economy  
in 2019<sup>4</sup>

If nothing is done, obesity  
is predicted to cost Australia

**\$235 billion**

by 2060<sup>5</sup>

<sup>3</sup> Australian Bureau of Statistics (ABS). (2022). *National Health Survey*. ABS. <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/national-health-survey/2022>

<sup>4</sup> The Obesity Collective. (2024). *Obesity in Australia: A Time for Action*. <https://theobesitycollective.org.au/wpcontent/uploads/2024/03/WOD-A-time-for-Action-Final.pdf>

<sup>5</sup> Ibid.

<sup>6</sup> Ibid 3.

## Do Your Thing

*Do Your Thing* is an initiative to reduce the rate of overweight and obesity in the Bundaberg region to below the national average by 2030.

It brings together existing programs and services that focus on health and wellbeing, delivered by grassroots groups, and local and state governments.

This commitment empowers residents to make healthy changes related to nutrition, physical activity, mental and social wellbeing, in ways that work for them.

Since April 2021, *Do Your Thing* has engaged more than 26,500 people through over 1,400 events and activities. These have involved 225 organisations including aged care, early childhood and disability support providers.

“**Do Your Thing has the potential to help many people in our community to overcome bad habits and to improve their general lifestyle and wellbeing.**”

Corrie McColl, Centre Manager of the Bundaberg Neighbourhood Centre

*Do Your Thing* is delivered in partnership with Building a Healthy Bundaberg Alliance, Health and Wellbeing Queensland, Evidn and Bundaberg Regional Council and Sport and Recreation (Department of Tourism and Sport).

The initiative will be evaluated in early 2025 and act as a blueprint for delivery of cohesive community support in regional Queensland.





### • Mornington Island

Working with Arup Australia and Mornington Shire Council to promote a sustainable market garden.

### • Bamaga

Mapping of healthy food supply chain to identify opportunities and solutions for improved food security in Bamaga and Mornington Island.

### • Yarrabah

Home gardening FoodCubes pilot, delivered in partnership with Yarrabah Aboriginal Shire Council and University of the Sunshine Coast, to improve community access to fresh produce.



## Gather and grow

*Gather + Grow 2023–2032* is the Queensland Government's strategy to improve food security in remote Aboriginal and Torres Strait Islander communities and was developed through partnerships across sectors.

Food insecurity is when people do not have access to the food they need for a healthy diet, often due to limited availability or price. About 20 per cent of Queensland's Aboriginal and Torres Strait Islander people live in remote or discrete communities, with about a third experiencing food insecurity<sup>7</sup>.

Reliable access to affordable, fresh and nutritious food and the ability to safely store, prepare and consume it, is critical to a healthy diet. By improving food security, we can enhance overall health and wellbeing, and reduce the rate of chronic health issues such as overweight and obesity, diabetes, heart disease and mental ill-health.

*Gather + Grow* supports remote food security by:

- Optimising logistics and supply chains to ensure quality, affordable and healthy food is consistently available
- Improving access to healthy food by supporting sustainable local food production
- Empowering communities to make healthy choices through the Healthy Stores and Healthy Communities projects
- Enabling homes with reliable equipment for preparing, cooking, and storing healthy food.

<sup>7</sup> Australian Bureau of Statistics (ABS). (2016). *Census of Population and Housing: Characteristics of Aboriginal and Torres Strait Islander Australians*. Accessed May 19, 2023. <https://www.abs.gov.au/statistics/people/aboriginal-and-torres-strait-islander-peoples/census-population-and-housing-characteristics-aboriginal-and-torres-strait-islander-australians/latest-release>

# Healthy Stores

Choosing healthy food options can be challenging, even more so in remote communities where healthier food items can be limited and often expensive. Many remote communities rely on a single store for their food supply, making stores vital in promoting healthy food options.

The Healthy Stores project, delivered in partnership with Community Enterprise Queensland (CEQ), aims to create healthier food environments to empower Aboriginal and Torres Strait Islander communities to make healthy choices.

Since 2021, 25 out of CEQ's 27 stores have developed a *Gather + Grow* Store Action Plan to create healthier food environments that support healthier food and drink purchasing behaviours.

This has included the placement and promotion of healthier options, such as fruits, vegetables and water over less healthy options, such as sugary beverages, and stocking a range of healthier food choices such as lower-fat yoghurts and cheeses.

The Healthy Stores research project is guided by a collaboration with Monash University, The University of Queensland, and Menzies School of Health Research.

**25 remote stores creating healthier environments in First Nations communities**

# Healthy Communities

We have invested over \$1.5 million in partnerships with Apunipima Cape York Health Council, Torres Strait Island Regional Council, Gidgee Healing and Mura Kosker to work with communities in the Torres Strait, Cape York and Lower Gulf Regions to identify opportunities to improve local food security.

In addition to this, Health and Wellbeing Queensland is supporting the delivery of more than \$1.4 million to 19 Queensland Aboriginal and Torres Strait Islander discrete communities to increase physical activity and healthy eating.

The Healthy Eating and Physical Activity Infrastructure Planning Funding Program, delivered in partnership with the Department of Tourism and Sport, allows local councils to take up planning, design or consultation for projects such as playgrounds, sporting facilities, community kitchens and food storage.



CEQ First Nations Nutrition Cadet Torres Strait Islander La'shauna Nathaniel

## Community connection

Torres Strait Islander La'shauna Nathaniel started as the new First Nations Nutrition Cadet at remote store operator Community Enterprise Queensland (CEQ) in October 2023.

As part of the *Gather + Grow* Healthy Stores project, La'shauna works alongside remote store teams in remote Far North Queensland and the Torres Strait to improve the position of healthy food options and make it easier for customers to purchase them.

La'shauna is a former casual cashier assistant at the IBIS store on Waibene (Thursday Island). She says she applied for the cadetship because she wanted to experience the wider Torres Strait community.

**“I wanted to understand how I can better help my people - nutrition and wellbeing was a start.”**

**Good nutrition leads to good health and overall wellbeing, and to see it lacking in the communities, from our elders to our youth, is not something that can be left idle.**

**I believe that health promotion within communities can make a big difference, and that my role allows me to help our communities live longer healthier lives.** ”

CEQ First Nations Nutrition Cadet Torres Strait Islander La'shauna Nathaniel

# Embedding prevention

Chronic diseases, including heart disease, type 2 diabetes and some cancers, are on the rise, making up about half of all potentially avoidable hospitalisations<sup>8</sup>.

Health and Wellbeing Queensland is stemming the tide of chronic disease to protect the future health of Queensland's communities and health system by embedding prevention initiatives across the state.

Through health care that supports Queenslanders to create long-lasting healthy habits, we can have a meaningful impact on people's health and wellbeing. Our focus is on improving the coordination of prevention, timely identification and early intervention of chronic conditions to improve health outcomes for Queenslanders.

<sup>8</sup> Commonwealth of Australia. (2021). National Preventive Health Strategy 2021-2030. [https://www.health.gov.au/sites/default/files/documents/2021/12/national-preventive-health-strategy-2021-2030\\_1.pdf](https://www.health.gov.au/sites/default/files/documents/2021/12/national-preventive-health-strategy-2021-2030_1.pdf)



# Logan Healthy Living

## An innovative approach to chronic disease prevention and care

Logan Healthy Living is a community-focused diabetes prevention and management service, delivered in partnership with UQ Health Care.

About 1.5 million people in Australia live with diabetes, with type 2 diabetes representing about 87 per cent of all diabetes cases<sup>9</sup>.

Since July 2021, Logan Healthy Living has helped more than 600 participants prevent or manage type 2 diabetes through a free lifestyle management program to address the physical, mental, emotional and social challenges that impact their health and wellbeing.

Logan Healthy Living has received overwhelmingly positive feedback from participants, with a formal evaluation showing improvements in physical activity levels, fruit and vegetable consumption, confidence in managing their diabetes and increased quality of life.

**600 participants**  
in **Logan**  
**Healthy Living**  
since July 2021

<sup>9</sup> Commonwealth of Australia. (2024). *The State of Diabetes Mellitus in Australia in 2024*. [https://www.aph.gov.au/Parliamentary\\_Business/Committees/House/Health\\_Aged\\_Care\\_and\\_Sport/~/\\_/link.aspx?\\_id=B908CE6CA185436E8137070785E38B1D&\\_z=z](https://www.aph.gov.au/Parliamentary_Business/Committees/House/Health_Aged_Care_and_Sport/~/_/link.aspx?_id=B908CE6CA185436E8137070785E38B1D&_z=z)

Only



Australian **adults** meet the physical activity guidelines



Queenslanders are living with a **chronic condition**





## New lease on life

After Linda's husband passed away from diabetes complications, she decided to make a change to get her own diabetes under control. Linda started a free weekly lifestyle management program at Logan Healthy Living and enjoyed it so much she started coming twice a week.

The program provided Linda with one-on-one care from allied health professionals including dietitians, exercise physiologists and physiotherapists to provide her with the support and encouragement she needed.



**“ I feel really good, and everyone around me notices a difference in my life. My friends all say, ‘you really are glowing’.**

Logan Healthy Living participant Linda



## Wellness my Way

### A blueprint for regional support

We are supporting rural communities in Queensland's South-West by delivering a free program that increases early access to prevention close to home.

Wellness my Way, delivered collaboratively with Queensland Health's Health Contact Centre and the Healthy Communities Team in the South West Hospital and Health Service, links the community to the support they need through programs that are available virtually, via phone or face-to-face in the community.

Participants engage with a free online digital health and wellbeing assessment that helps identify health behaviours that increase their risk of developing chronic disease, such as poor diet, sedentary behaviour or physical inactivity, tobacco-smoking

and high alcohol consumption. The program then connects them with personalised support from phone-based health coaches who are trained in behaviour change and motivational techniques, as well as appropriate referral services.

Wellness my Way strengthens participants' connections to primary care as they have the option for their tailored action plan to be shared with their primary care provider to ensure continuity of care. Those who need it most will also be encouraged to visit their primary care provider for chronic disease assessment and management.

The Wellness my Way pilot commenced in the Maranoa Regional Council area in August 2024.

## A Better Choice

Health and Wellbeing Queensland is making it easier for Queenslanders to choose healthier and affordable food and drink when eating out of home through A Better Choice, a Queensland-first public health initiative.

More than half of Queenslanders eat out at least once a week<sup>10</sup>. Food and retail settings, including canteens, vending machines, cafés and restaurants, are flooded with unhealthy food and drink, making it hard to choose healthy options. However, research shows that when food environments offer healthier options, and make them appealing, customers are empowered to purchase these options<sup>11</sup>.

A Better Choice ensures that healthier products are easily accessible, strategically placed, promoted, and competitively priced, so that they become the easiest and most obvious choice. It also reduces the availability of less healthy food and drinks while placing limitations on their promotion.

We are supporting healthcare and sport and recreation facilities to implement A Better Choice with strategies to increase access to healthy food access while maintaining their commercial viability.

<sup>10</sup> Health and Wellbeing Queensland. (2022). *The Queensland Consumer Market Research for Food Environment study (2022), Insights Report*. [https://hw.qld.gov.au/wp-content/uploads/2023/05/The-Queensland-Consumer-Market-Research-for-Food-Environment-study-2022-Insights-Report\\_.pdf](https://hw.qld.gov.au/wp-content/uploads/2023/05/The-Queensland-Consumer-Market-Research-for-Food-Environment-study-2022-Insights-Report_.pdf)

<sup>11</sup> Ibid.

## ABC for Healthcare

Improving the food and drink environments in Queensland Health facilities benefits the millions of visitors to hospitals each year, and more than 100,000 staff who work in Queensland hospital and health services (HHS).

Since July 2021, we have supported all HHSs to increase the availability and promotion of healthier food and drinks for staff and visitors, and limit the availability of food and drinks with limited to no nutritional value. HHSs have been steadily improving their food supply, with 59 per cent of food outlets and vending machines meeting all food and drink targets in 2023.

A 2023 audit of A Better Choice for Healthcare found 94 per cent of vending machines no longer contained any high sugar drinks (up from 73 per cent in 2022) and 81 per cent of hospitals offered freely available drinking water in high traffic areas.



A survey of over 1,250 Queenslanders found:<sup>12</sup>

More than

**80%**

want healthy food and drinks for their children at school

**55%**

want healthy food and drinks for their children at sports clubs

**63%**

want healthy food and drinks at hospital food outlets

**41%**

want healthy food and drinks at stadiums

<sup>12</sup> Core, E., & Ang, A. (2023). *A Better Choice: Venue Surveys*. Veracity Research.

# ABC for Sports

Sport and recreation clubs and facilities play an important role in promoting physical activity and social connection for hundreds of thousands of Queenslanders every year. These crucial environments also set an example for children and young people on how best to fuel their bodies for growth and development.

*A Better Choice Food and Drink Supply Strategy for Queensland Sport and Recreation Facilities* (A Better Choice for Sport and Recreation) was launched in May 2023 to ensure members, players, participants and visitors can benefit from having access to healthy and affordable food and drink.

A Better Choice for Sport and Recreation, which was developed in partnership with the Department of Tourism and Sport, guides sporting venues and clubs on how to provide and promote healthy options while remaining financially competitive, through tips and showcasing what others have done.



## Pick me



**We developed Pick me to help Queenslanders identify healthy food and drink options at venues implementing A Better Choice.**

The Pick me campaign provides participating retailers with bright and colourful promotional posters and stickers to highlight the healthy options on offer. The materials were designed and tested with consumers to ensure they were effective in driving healthier purchasing behaviour.

A 2023 pilot of the campaign at four healthcare and stadium sites found 1 in 10 people purchased a healthier option because of the Pick me promotional materials, while 1 in 5 people thought about purchasing a healthier option<sup>13</sup>. This pilot had the greatest impact among healthcare consumers, who are more likely to be looking for a healthier option.

Health and Wellbeing Queensland is now rolling out the Pick me campaign to hospitals and stadiums across the state from 2024, with plans to expand into other food environments in the future.

**1 in 10**  
purchased a **healthier food**  
or **drink option**

<sup>13</sup> Core, E., & Ang, A. (2023). A Better Choice: Venue Surveys. Veracity Research.





**199**  
primary  
schools

**42,000+**  
students  
reached

**\$453,000**  
in grants  
awarded

## Pick of the Crop

Health and Wellbeing Queensland is promoting a positive food culture in primary schools through our healthy eating initiative Pick of the Crop.

Healthy eating in childhood supports optimal growth and development, protects from illness, enables successful learning at school and performance in sport, and supports lifelong healthy eating habits. However, only 3.1 per cent of Queensland children aged 5-11 years eat the recommended daily serve of five vegetables, while 80 per cent eat the recommended daily serve of two fruit<sup>14</sup>.

We developed Pick of the Crop to tackle the ongoing and persistently low intake of vegetables among children. Pick of the Crop provides schools with up to \$7,000 in grant funding and support from regional coordinators to implement locally designed action plans that create a healthier food environment.

This includes fostering connections with local growers, increasing opportunities for students to eat vegetables and fruit at school, incorporating messaging into lessons and the development and maintenance of school vegetable gardens.

Since its launch in 2020, Pick of the Crop has expanded to 199 schools across Far North Queensland, North Queensland, North Coast, Darling Downs South West, Metropolitan South and South East regions. Independent evaluations of the program and feedback from schools has been overwhelmingly positive, with principals, teachers, parents and communities stating Pick of the Crop inspires kids to eat more vegetables and fruit<sup>15</sup>.

Pick of the Crop continues to be expanded across Queensland state primary schools.

<sup>14</sup> Queensland Government. (2023, March). *The health of Queenslanders: Report of the Chief Health Officer Queensland. Diet*. Accessed 4 April 2024. <https://www.choreport.health.qld.gov.au/our-lifestyle/diet>

<sup>15</sup> The University of Queensland. (2023, June 20). *Pick of the Crop 2022 Final Evaluation Report*. Institute for Social Science Research.

## Local support

Pick of the Crop regional coordinator Alex Thompson helps connect schools and growers across the regions of Bundaberg, Fraser Coast and North Burnett.

“As a teacher for 20 years and a grower’s wife who’s lived on multiple farms, Pick of the Crop seemed like the perfect combination for me to still work in schools but with that agricultural connection,” she said.

Since starting as a regional coordinator in 2023, Alex has worked with more than 8,200 students across 43 schools to increase their opportunities to learn about and try fruits and vegetables.

“It’s so special to go on excursions with children and see them eat a strawberry or a green bean for the first time. Those little conversations about new foods and looks of wonder from the kids are priceless.

“It’s also a really rewarding experience for growers who get to share their experience and knowledge of fruit and vegetables that the kids then take back to their school’s veggie garden.”

“**The students get so much joy being on the farms and walking through the orchards or fields picking produce.**

Regional coordinator Alex Thompson

Alex’s role is hosted by Bundaberg Fruit and Vegetable Growers with funding provided by Health and Wellbeing Queensland.

Pick of the Crop regional coordinator Alex Thompson



## Confident kids

Widgee State School in the Wide Bay region joined Pick of the Crop in 2023 and used its grant funding to boost the school’s vegetable garden, which provides an abundance of produce for the school’s Breakfast Club and tuckshop. The school also raises money by selling affordable herbs and leafy greens to the community that are grown in the garden.

School staff have included Pick of the Crop in both indoor and outdoor classrooms, with students participating in cooking demonstrations, farmer visits, mushroom growing and a vegetable art competition. All activities are focused on giving students the confidence to smell, touch and taste different fruits and vegetables.

Pick of the Crop regional coordinator for Gympie, Keith Gilbert, is helping Widgee State School develop its new Bush Tucker and fruit tree garden, which will further connect the rural school’s connection to its local growers and native produce.

“**It is helping to build a positive relationship with fruits and vegetables and building the students’ understanding of a healthy diet and how it fuels their bodies and minds.**

Widgee State School Acting Principal Kate Anderson





## Send in the squad!

Welcome to the world of Imago!

Once the most vibrant and surprising place in the universe, it became boring after its protectors, the Epipods, had their energy stolen.

To rescue Imago from its state of BLAH, kids must help the Epipods eat healthier, move more and get a good night's sleep.

Podsquad is full of stories, games, quizzes and quests. Every quest has a real-world challenge to minimise screen time and reinforce healthy habits. For every quest completed, an Epipod is added to the player's very own Podsquad.



## Learning through play

Podsquad is an Australian-first free wellbeing app that helps kids learn new healthy habits through play.

The app teaches children the importance of nutrition, getting active, and sleep, and provides information and resources for parents and carers to support growth and development.

Health and Wellbeing Queensland developed Podsquad in partnership with childhood health experts from The University of Queensland and the health sector, as well as more than 300 Queensland families.

The app is designed to support online and offline engagement, and allows parents and carers to set goals for their child as they build healthy habits that last.

Almost one in three Queensland children live with overweight or obesity, and rates have remained unchanged for more than a decade.

Obesity in childhood often carries over into adulthood and increases a person's risk of poor overall health throughout their life.

Two in five Queensland parents find it difficult to have conversations with their children about being physically active, and only half of parents include their kids in planning and preparing meals and food at home<sup>16</sup>.

Podsquad provides the opportunity for families to bring these activities and conversations into their homes to encourage kids to become active, explore all kinds of foods, improve sleep habits and set health goals.

Podsquad was launched in July 2023 and received more than 15,500 downloads in its first year. The Children's Health Queensland Hospital and Health Service are using and referring families to Podsquad as a prevention and wellbeing tool.

<sup>16</sup> Verian (formerly Kantar Public). (2022). HWQ health tracker insights [data set]







## Shaped by experts

Associate Professor Honey Heussler, Queensland Children's Hospital Developmental and Sleep Paediatrician, was part of Podsquad's development.

"Children are naturally curious and have an extraordinary way of taking things on board. They can often drive adult behaviour and have significant opportunity to change their future, if given the right opportunities early."

“ **The Podsquad app incrementally supports behaviour change, helping children and their families to develop healthy habits together.** ”

"I've been delighted to be a part of this initiative highlighting the crucial role healthy sleep plays to children and families' wellbeing."

**More than  
15,500  
downloads  
in a year**

## Sleep and family

Podsquad helped Gold Coast mother Chelsea Hurring and her six-year-old son Charlie change their habits for the better.

"It was always a struggle getting Charlie into bed every night, I didn't even know where to start. His bedtimes were all over the place, and at one stage I was really at a loss as to what to do," Ms Hurring said.

"Since we've started using Podsquad, I noticed a real change in not just his habits but in mine as well. Charlie is now going to bed a lot earlier, open to trying new foods and understands the importance of drinking plenty of water; it's created a healthy routine for us all.

"The fact that he has fun using Podsquad has made all the difference. Charlie now always wants to play the games and watch the videos because he finds them entertaining; he really listens to the content and takes in all the information."



# Prevention programs

Health and Wellbeing Queensland partners with a range of Queensland's leading preventive health agencies to fund the delivery of healthy lifestyle programs to Queenslanders.

**119,167**  
**Queenslanders**

reached in  
Prevention programs

**\$89**  
**million**

invested in  
Prevention programs



## My health for life

My health for life (MH4L) is a free integrated health risk assessment and healthy lifestyle program delivered by Diabetes Australia and supported by the Healthier Queensland Alliance, that aims to provide the 'right information, at the right time, to the right person'.

The online health risk assessment determines a person's risk of developing chronic disease, and connects them with a range of health coaching options to support positive behaviour change and achieve sustainable and healthy changes.

MH4L program delivery is provided by qualified health professionals using contextually and culturally tailored resources to engage families and culturally diverse communities. Between July 2021 and December 2023, almost 34,000 Queenslanders completed the MH4L health risk assessment with more than 8,000 Queenslanders commencing the 18-week intensive health coaching program.

“ **Our coach, Saalihah, was fantastic and the program was excellent. It's given me a lot of possibilities and the tools to carry on a healthier life.** ”

My health for life participant Neil from Calamvale, Brisbane



## 10,000 Steps

10,000 Steps is a free physical activity program delivered by Central Queensland University that aims to improve the health of Queenslanders by increasing their motivation to be more active. Individuals sign up to the 10,000 Steps platform via the website or mobile phone app to set goals, track their steps and take part in monthly challenges with family, friends or colleagues.

Between July 2021 and December 2023, 26,848 new Queenslanders joined the program and actively logged their physical activity. More than 600 new organisations and workplaces signed up to the 10,000 Steps program to support the health of their workforce.



## Country Kitchens

The free Queensland Country Women's Association (QCWA) Country Kitchens program aims to improve the food and nutrition literacy of Queenslanders, particularly those living in regional, rural and remote areas. Health promotion activities are delivered to communities, groups and schools by trained Country Kitchen volunteer facilitators.

Country Kitchens activities focus on the five key messages: getting more fruit and vegetables into your meal, cooking at home, checking portion size, being aware of sugar in your drinks, and sitting less, moving more.

Between July 2021 and December 2023, volunteer program facilitators delivered more than 2,680 community-based activities to almost 38,500 people in locations across Queensland.

**I love that the recipes are easy to follow and healthy and that the program fosters community by bringing people together and encouraging the sharing of ideas.**

QCWA Country Kitchens Facilitator Christine Stokan, Gootchie Branch (Fraser Coast)

## Healthier Tuckshops

Healthier Tuckshops is a program that supports school tuckshops increase opportunities to promote healthy food and drinks in schools and improve the health of Queensland students.

The program aims to build the knowledge, capacity and confidence of school tuckshop convenors and volunteers to provide healthier school menus aligned with the *Smart Choices Healthy Food and Drink Supply Strategy for Queensland Schools*.

Healthier Tuckshops, which is delivered by the Queensland Association of School Tuckshops (QAST), engaged more than 400 tuckshop convenors and volunteer staff from more than 286 schools throughout Queensland between July 2021 and December 2023.



## Deadly Choices

The free Deadly Choices (DC) suite of programs is delivered by the Institute for Urban Indigenous Health (IUIH) and aims to empower Aboriginal and Torres Strait Islander people to make healthy choices for themselves, their families, and communities. Deadly Choices healthy lifestyle programs include the DC healthy lifestyle school education programs, Good Quick Tukka and DC Fit that encourage First Nations participants to eat good food, exercise daily and to stop smoking.

Between 1 July 2021 and 31 December 2023, DC programs have supported over 16,550 Aboriginal and Torres Strait Islander young people, their families and communities to improve their health and wellbeing through participation in over 2,100 DC programs and community events across the state. During this period, 4,930 DC program and event participants completed a 715 health check,





# First Nations First

Health and Wellbeing Queensland exists to create better health and wellbeing for all Queenslanders, particularly for Aboriginal and Torres Strait Islander peoples who experience disproportionate disadvantage through no fault of their own.

We embed First Nations consideration and understanding throughout all our work to reduce health inequities and create opportunities for all communities, families and individuals to flourish.

This includes the establishment of our dedicated First Nations workforce in Far North Queensland to support community health, wellbeing and connection.

We celebrate Aboriginal and Torres Strait Islander peoples' histories, the strength, resilience and courage which has occurred over time and now inspires current and future generations to create a healthier Queensland.

## 31 year gap

in median age of death between  
**Brisbane (82 years)** and parts of  
**Far North Queensland (51 years)**

# Reconciliation Action Plan

In 2023, Health and Wellbeing Queensland joined more than 2,700 other corporate, government and not-for-profit organisations that have made a formal commitment to reconciliation through the Reconciliation Action Plan (RAP) program.

Our Reflect RAP recognises our formal commitment to reconciliation and health equity with Aboriginal and Torres Strait Islander communities.

Through our RAP, we will reflect internally whilst walking alongside Aboriginal and Torres Strait Islander peoples, communities, and organisations, in our journey towards health and wellbeing for all Queenslanders no matter who they are or where they live.



## Murri Rugby League Carnival

We have provided financial support to the Arthur Beetson Foundation to help deliver the 2022, 2023 and 2024 Murri Rugby League Carnival and the 2024 Murri (Queensland) vs Koori (New South Wales) Rugby League Interstate Challenge.

These events emphasise the promotion of health and education for First Nations people, and uphold a strict policy of being smoke, drug, alcohol, and sugar-free. Every player is also required to complete a health check to ensure their readiness for participation. Junior players must also have a 90 per cent school attendance to qualify for the competition.

The annual Murri Carnival in Brisbane is a week-long event that attracts about 50,000 people from across Queensland who come together to watch hundreds of Aboriginal and Torres Strait Islander athletes compete. The Murri vs Koori single-day event attracts about 5,000 people including the local Pasifika community.

## Diamond Spirit program

We partnered with Netball Queensland in 2021 and 2022 to amplify its Diamond Spirit program in regional and remote communities. Our \$400,000 investment over two years ensured the Diamond Spirit program empowered and educated First Nations girls on and off the court and provided culturally supportive pathways to play sport. The program operated across Far North Queensland, including the Lower Gulf and Cape regions, in addition to two dedicated school sites in Cairns and Ipswich.

## Regional and remote sport

The International Legends of League Carnival and the Island of Origin Carnival are two of the most anticipated First Nations sporting events in regional Queensland every year.

We sponsored the International Legends of League Carnival in Woorabinda and Chinchilla in 2023 and Yarrabah in 2024, as well as the 2023 and 2024 Island of Origin Carnival on Badu Island, which attracts players and spectators from across the Torres Strait. At these events, Health and Wellbeing Queensland staff engage with players and their families to discuss nutrition, healthy eating, physical activity and how children can prepare for sport and life in a series of education sessions.







## GenQ grants

The Health and Wellbeing Queensland GenQ Grants Program was launched in 2023 to fund evidence-based and innovative ideas to drive generational change and improve the health and wellbeing of infants, children and young people.

The inaugural grants scheme awarded 25 Community Grants a combined total of nearly \$400,000 to support community-led initiatives across the state with a focus on improving nutrition, physical activity, wellbeing and/or health.

The one-off Community Grants ranged in value from \$5,000 up to \$20,000, and were awarded to groups across the state including the regions of Cairns and Hinterland, Central Queensland, Central West, Darling Downs, Brisbane, South West, Sunshine Coast, Torres and Cape, and Wide Bay.

In addition, nearly \$400,000 was awarded to two Impact Grant recipients to support research with a high potential to influence health and wellbeing promotion and practices.

Planning for future strategic funding schemes is underway.

## The Queensland Family Cohort study

The Queensland Family Cohort (QFC) study is an in-depth statewide investigation of the health of families in Queensland. To gather a holistic view of health, GenQ Impact Grant recipients Professor Vicki Clifton and Associate Professor Kym Rae from the Mater Research Institute at The University of Queensland are collecting data that is not normally found in medical records, including nutrition, exercise, sleep, mental health, or social networks. Professor Clifton and Associate Professor Rae are also collecting data from children in the general population who may never present to a hospital.

The QFC study has a focus on inclusion of families from diverse communities including First Nations, rural and remote and LGBTIQ+ communities. The data collected from this study will provide evidence for health promotion targets, policy decisions, public health strategies, as well as the impact of the environment and climate change on health.



# Wellbeing Ways

The Wellbeing Ways project aims to implement a new wellbeing measure for First Nations young people aged 12 to 17 years across Queensland high schools. GenQ Impact Grant recipient Associate Professor Kate Anderson, from The University of Queensland's School of Public Health, was part of a national collaboration of researchers led by Professor Gail Garvey (AM), proud Kamilaroi woman and Professor of Indigenous Health Research in the Faculty of Medicine at The University of Queensland, to develop the What Matters 2 Youth measure (WM2Y). This will effectively measure wellbeing and help close the health and wellbeing gap between non-Indigenous and First Nations youth.

WM2Y is the first tailored wellbeing measure for First Nations young people and was designed in consultation with First Nations young people across Australia. It is grounded in their experiences, values and culture.

WM2Y will be implemented in four diverse Queensland high schools to assess wellbeing, resources, activities and referral pathways to effectively support First Nations students' wellbeing. The research team will then develop strategies to scale up the project across the state and implement it in policies, programs and services.

## Blackall Bowls Club

Blackall Bowls Club in Central Queensland received a \$6,000 GenQ Community Grant to introduce a junior bowling competition. The competition aims to increase the participation of young people living in Blackall in the sport and expand the club's reach to the next generation of players. The junior competition also promotes physical, social and mental wellbeing in the community through increased connection and physical activity.

**Nearly  
\$800,000 in  
grants awarded**



## U-BEACH

The Universal Beach Accessibility Hub (U-BEACH) is an initiative led by CQUniversity to help make Queensland's beaches accessible for people living with disability or mobility limitations.

Five in 10 older people and people living with a disability in Australia are unable to visit the beach due to access limitations such as inaccessible pathways, difficulty moving on the sand and lack of specialised mobility equipment.

The initiative started with U-BEACH community days at Nielsen Beach in Bundaberg that provided free access to mobility equipment for participants and volunteers to support navigation, transfers and participation in beach activities.

A GenQ Community Grant of \$19,991 funded two additional U-BEACH community days in 2024. U-BEACH continues to expand its events across the state to help more people enjoy the health and wellbeing benefits of the beach.

# Events & partnerships

Health and Wellbeing Queensland is committed to supporting events and organisations that deliver positive health outcomes for Queenslanders.

Since 2019, we have invested over \$1.6 million into events and initiatives across the state to reach a diverse range of communities.

More than

**195,000**  
participants

2021 - 2024

- Gold Coast Marathon
- Bridge to Brisbane
- Mater Foundation International Women's Day Fun Run



## More people moving

We have proudly supported and hosted events across Queensland that promote the benefits of movement and encourage community connection.

Since 2021, we have sponsored the **Bridge to Brisbane**, the **Gold Coast Marathon** and the **Mater Foundation International Women's Day Fun Run**, each of which attract tens of thousands of participants every year.

To deliver events in regional Queensland, we supported The Yoga Partnership in June 2023 to deliver 54 free yoga classes in rural communities including St George, Thallon, Surat, Roma, Injune, Emerald, Blackwater and Biloela. A variety of classes were offered to suit the diverse needs of community members from mums and their bubs to seniors. In 2024, we committed to a three-year partnership to continue the delivery of a **Rural Yoga Roadshow**, in addition to providing free online yoga and mindfulness classes for regional and remote communities across Queensland.

Since 2022, we have partnered with Her Excellency the Honourable Dr Jeannette Young AC PSM, Governor of Queensland, to deliver **free community wellbeing walks** through the Fernberg Estate bushland in Paddington, Brisbane. The monthly walks are held between March and October, attract a diverse mix of the community and allow even more Queenslanders to get active around the grounds of Government House. In 2024, we also hosted our first Governor's Community Walk at the Rockhampton Botanic Gardens to promote physical activity for regional Queenslanders.

## Wellbeing & the arts

Music and art have demonstrated health benefits for individuals including reducing stress and anxiety, and helping to create social connection with others.

Since 2021, we have been the Principal Partner for the **Queensland Symphony Orchestra's Health and Wellbeing Program** and in 2024, expanded our support for their Regional Touring Program to help deliver education and community concerts to regional audiences across the state.

In 2023, we commissioned the Queensland Performing Arts Centre to bring our Podsquad app to life on stage with a family friendly **Podsquad** show at the **Ekka** to highlight the importance of eating well, moving more and prioritising sleep. The show was performed 27 times over the nine days of the Ekka and was viewed by more than 2,000 kids and families.





# Healthy eating campaign

Health and Wellbeing Queensland works closely with state and federal government, industry and other partners to protect children from the harmful effects of unhealthy food and drink marketing.

In 2022, we partnered with the Outdoor Media Association (OMA) and Nutrition Australia to deliver our first healthy eating campaign to encourage Australians to eat more vegetables. Our campaign uses the extensive national outdoor network and is supported by online resources including delicious recipes, shopping tips and nutritional advice from leading experts. Between 2022 and 2024, the campaign had a combined reach of 34.4 million views.

The 2024 campaign *Fresh veg, deliciously affordable* was the largest campaign yet. Members donated a record \$12.3 million in advertising space over a four-week period from January to February. The campaign featured on more than 18,250 advertising signs across every state and territory and reached more than 11.5 million Australians.



**34 million+**  
**Australians reached**

**77%** encouraged to  
**purchase vegetables**

“The OMA has collaborated with Health and Wellbeing Queensland since 2022 on an annual outdoor advertising campaign as part of our shared commitment to encourage healthy lifestyles. Our partnership with Health and Wellbeing Queensland has produced real outcomes and it is rewarding to see campaign results improve every year.”

Elizabeth McIntyre, Chief Executive Officer,  
Outdoor Media Association

# Health and Wellbeing Queensland Symposium

Our 2022 Health and Wellbeing Queensland Symposium brought together public health experts from across Australia to bridge the gap between the health care system and prevention.

At the event, which was attended by over 400 people, we unveiled our evidence-based vision to combat increasing rates of obesity, which threaten to shorten the lifespan of the next generation of Queensland children. This was accompanied by a \$3.9 million investment to support an innovative, cross-government approach to prevention.

In response to increased community interest in prevention, the sequel event, the Queensland Prevention Symposium, will be hosted in partnership with Queensland Health and will be held at the Brisbane Convention and Exhibition Centre in September 2024.





# Educating clinicians

Health and Wellbeing Queensland is dedicated to upskilling the health workforces across the state by providing education and resources that help clinicians embed prevention in all levels of care.

Prevention is a crucial piece of the puzzle to support a more sustainable and responsive health system that provides all Queenslanders with the right healthcare at the right time, no matter where they live.

Co-designed 6 unique Project ECHO® series to upskill Queensland workforces

## Project ECHO®

### All teach, All learn

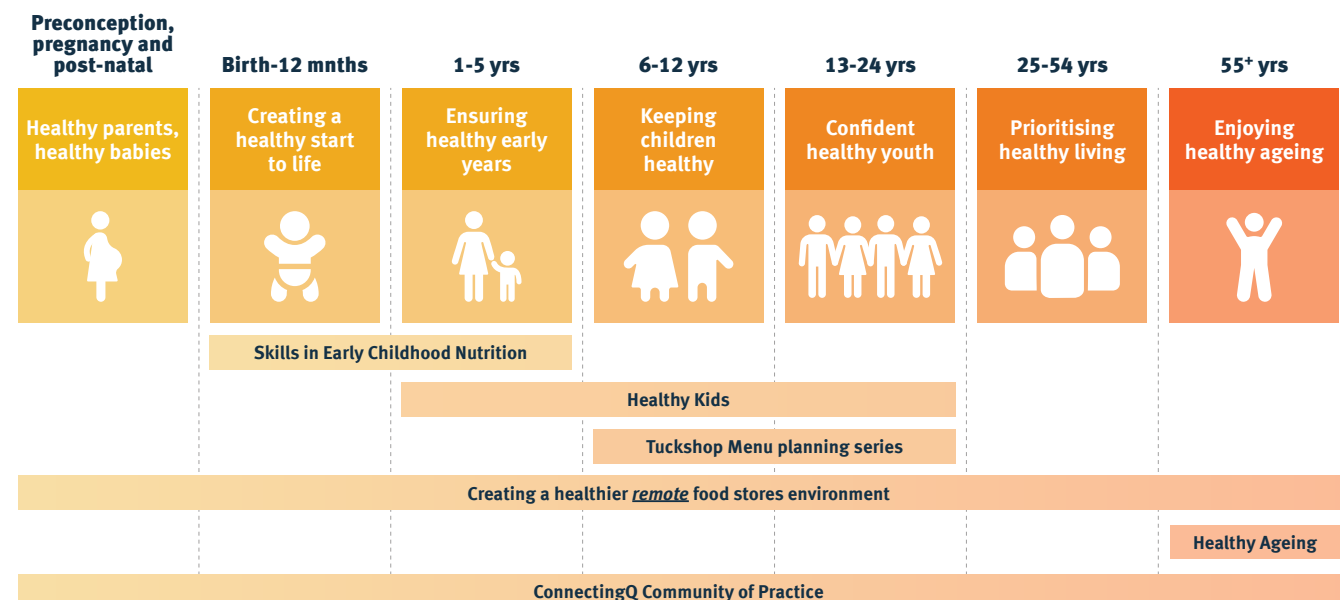
Project ECHO® is an online knowledge sharing platform used worldwide. Project ECHO® focuses on peer-to-peer learning and collaborative problem solving. The model boosts the skills of health professionals by connecting them with topic experts and peers.

We have co-designed six unique Project ECHO® series with key stakeholders across Queensland to create programs that empower and enhance the skills of the workforces to build capability in prevention in their daily work.

## ConnectingQ

ConnectingQ is a network where people connect, share and learn together via an online platform to create active and healthy communities. We developed and launched the online platform in 2023 with the aim of bringing together people from local government, community and the health sectors.

Users can access and share case studies, upcoming learning opportunities and tools and resources to support each other in implementing prevention practices.





## Clinician's Guide to Healthy Kids

In 2023, we launched the podcast series 'The Clinician's Guide to Healthy Kids' to empower health professionals to integrate prevention and early intervention into their daily practice through conversations about healthy behaviours.

Hosted by Dr Sam Manger, each of the episodes features different health experts who share their experiences and insights into addressing health behaviours and growth in children.

The series explores a diverse range of topics including sleep, nutrition, physical activity, healthy growth and disordered eating in children. By offering practical advice tailored for health professionals, this podcast series strives to promote the overall health and wellbeing of children and their families.



## Supporting the next generation of health professionals

Students play a critical role in shaping the future of public health and chronic disease prevention. Since 2019, Health and Wellbeing Queensland has hosted more than 50 students from five Queensland universities across a range of health disciplines including nutrition and dietetics, public health and psychology.

Our industry placements offer PhD, Industry Fellow, postgraduate and undergraduate students the opportunity to apply their knowledge and develop skills in real-world settings.

“**Students report their placement at Health and Wellbeing Queensland is a positive, inspiring and invaluable opportunity to put what they've learned into practice.**”

Dr Lisa Vincze, Lecturer and Researcher at Griffith University

# Research

**Research underpins and informs all Health and Wellbeing Queensland work and initiatives. We are committed to generating new knowledge and the development of evidence-based interventions that prevent or reduce the burden of chronic diseases.**

In our first five years, we partnered with Queensland universities including The University of Queensland, Griffith University and the Queensland University of Technology, as well as five interstate universities.

As of June 2024, we have partnered and supported 17 research grants that were successful in supporting \$36.8 million of competitive funding to deliver priority research projects through our university partners. We also co-supervised seven PhD students.

supported

**\$36.8 million**  
in prevention research

## Life expectancy

In 2022, we commissioned new modelling that revealed a child born this decade could lose up to five years from their life expectancy if obesity rates are not reversed.

The *Impact of Obesity on Life Expectancy in Queensland* research project also showed the difference in life expectancy between First Nations people and the general population could worsen due to obesity.

The research found the rates of overweight and obesity among Queensland children would need to halve to restore life expectancy to that enjoyed by early generations. Almost one in three children live with overweight or obesity in Queensland.

The modelling was an Australian first: there had never been projections made about the impact of obesity on life expectancy of future generations. The research was prepared for Health and Wellbeing Queensland by the Centre for Social Data Analytics and was based on Queensland-specific data. The report played a crucial role in the development of our *Making Healthy Happen 2032* strategy.





# SWAP IT

Health and Wellbeing Queensland is a research partner for the Queensland sites of SWAP IT, a school-based healthy lunchbox program. SWAP IT supports parents and carers to swap “sometimes foods” for “everyday foods” in lunchboxes.

The program includes providing lunchbox packing tips to parents via weekly messages, free resources such as parent booklets, and curriculum materials for classroom activities to promote nutrition.

As of June 2024, over 720 schools participated in SWAP IT across Australia. An evaluation with over 6,500 students found the program improved the nutritional quality of foods packaged and consumed at school. Improving students’ lunchboxes leads to improved health outcomes such as eating behaviours and maintaining a healthy weight.

As the Queensland lead, Health and Wellbeing Queensland researchers are working to better understand the enablers and barriers to schools joining SWAP IT and what can be done to make it easier for them to effectively implement the program.

SWAP IT received a \$997,350 grant from the Medical Research Future Fund (MRFF) to support the national scale up led by The University of Newcastle in partnership with stakeholders including Health and Wellbeing Queensland, NSW Ministry of Health, Preventive Health SA, and Cancer Council Victoria.



## Cost of eating healthy

The cost of food is a major contributor to food insecurity, particularly in remote communities, however diet affordability is not routinely measured in Queensland.

As part of our *Gather + Grow* initiative, Health and Wellbeing Queensland is looking at how to measure and monitor the cost and affordability of a healthy diet in remote Aboriginal and Torres Strait Islander households.

The Healthy Diets Australian Standardised Affordability and Pricing (ASAP) tool trial began in 2023 and gathered information from 30 communities during its first year, which is currently being analysed by our researchers and will be repeated in late 2024.

# Measuring change

The Health and Wellbeing Queensland Research Advisory Committee (RAC) was established in 2022 to provide independent advice to our Chief Executive Officer, including recommendations relating to health and wellbeing research priorities, opportunities to inform policy and practice, and research partnerships and partnership support activities. The RAC is made up of five members who contribute a range of diverse skills, knowledge and experience from their national and international experience in their respective fields.

We have developed a Monitoring, Evaluation and Learning Framework (MEL-F) to better help shape policies and practices that benefit all Queenslanders. MEL-F measures change that matters to people and highlights community voices so we understand the impact our work has on the systems that hold overweight, obesity and health inequities in place. Health and Wellbeing Queensland has developed this approach to strengthen the impact of our work and ensure our goals of continuously improving prevention work across the state are met.

# Innovation in health and wellbeing

We partnered with The University of Queensland (UQ) in December 2021 to establish a new innovative research centre to advance prevention and health promotion in Queensland, the Health and Wellbeing Centre for Research Innovation (HWCRI).

HWCRI aims to bridge the gap between research and government to deliver more targeted and responsive approaches to health prevention and promotion actions, policies and practices across Queensland.

Key elements of the centre's agenda include evidence-based, innovative research in healthy behaviours including: physical activity and nutrition; clinical and research excellence; leadership in health promotion and prevention; and program design to reduce health inequalities.

HWCRI is jointly funded by Health and Wellbeing Queensland and UQ, with a combined total investment of \$2.4 million over four years. It has attracted over \$6.5 million in external research grant funding and has, as of June 2024, 28 research projects targeting areas including health behaviours, mental health and wellbeing, physical activity and nutrition across the life course of diverse populations.

# Building better environments

We are committed to building resilient communities that prioritise health and wellbeing over the next decade.

As part of our *Making Healthy Happen 2032* strategy, we will expand on our work with *Do Your Thing* to implement similar programs across the state with councils, non-government organisations and community groups. These locally led initiatives will build communities' capacity to achieve their health and wellbeing goals by 2032.

Our vision is also to have healthy food and drink at every sporting venue during the 2032 Games. We will build on our A Better Choice strategy to promote healthy and affordable food that also highlights the locally available, quality produce and bush tucker using the Pick me initiative, as a starting point.

We will also work to influence the amount of marketing that promotes harmful products such as unhealthy foods and drinks.

Almost

# 90 per cent

of Australians

**believe sport brings communities together**



# Health legacy opportunity

**We are working with our partners and across industry to create a Games legacy that puts health first and delivers lasting benefits for future generations.**

Health and Wellbeing Queensland is a partner of The Queensland Centre for Olympic and Paralympic Studies, led by The University of Queensland, where together with other partners, we will work to ensure the Brisbane 2032 Olympic and Paralympic Games leave a positive legacy for our region and beyond. Almost 90 per cent of Australians believe that sport is good for bringing their community together<sup>17</sup>.

In the lead up to the Games, we will drive Healthy and Sustainable Communities projects that focus on sport, health and inclusion, and connecting people and places.

This will contribute to the evidence of what works to shift the dial on difficult health issues in the lead up to the Games.

## Our vision for 2032

“We have not stopped. Our agenda is broad but our passion is bigger. We have been working with the right communities at the right time and our workforce is strong.

We said we would work across government, in partnership with industry and academia and evaluate everything we did.

“**We said we would do things differently, we would listen to our communities, often supporting them to take the lead on our work and we would report our outcomes.**”

The GenQ Impact Report is the first report of its kind. It allows us to showcase what we have achieved and supports communities, consumers and partners to hold us to account. We already see change and we are delighted. It is our plan that these changes will collectively continue to shift the factors that hold chronic disease in place.

Our first five years have been a remarkable start. We have given ourselves the next eight years before we showcase what we have done as a Queensland community through prevention. We hope this will be the strongest health legacy a Games has delivered.”

**Dr Robyn Littlewood**  
Chief Executive Officer

<sup>17</sup> Australian Sports Commission. (September 2023). *Community Perceptions Monitor Annual Report 2022-2023*.







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