



Food for All Program and VicHealth's Strategies to Promote Healthy Eating

**Food for All: Learning from the Field Forum
Todd Harper, 1 August 2008**

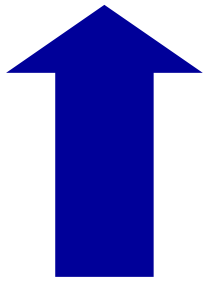


The origins of VicHealth

- * Established 1987
- * Funded by tobacco levy (Tobacco Act 1987)
- * Independent statutory authority
- * Tri-partisan support
- * Voluntary buy-out of tobacco sponsorship in sports and the arts

Our focus for promoting health

promotion | prevention | early intervention | treatment | rehabilitation



HEALTH PROMOTION

Enables people to increase control over and improve their health

Involves the population as a whole in the context of their everyday lives with a focus on inequality.

Activities are geared toward promoting health and preventing ill-health rather than focusing on people at risk for specific diseases

Strategies are based on understanding the social, environmental and biological determinants of health and wellbeing

VicHealth's Focus



Our changing understanding of health

“The greatest contribution to the health of the nation over the past 150 years was made not by doctors or hospitals but by local government.”

**Public Health Physician – Dr Jessie Parfit,
History of Health of Oxford, 1770-1974**



How can local government influence health and well-being?

For example as:

- Planners – in land use planning as well as availability of grocers in new housing development.
- Providers – Meals on Wheels, Senior Citizen Clubs
- Advocates – transport, water
- Community builder - volunteers



Food Security

- * Food security is about having adequate nutritious, affordable and culturally appropriate food to eat from non - emergency sources
- * Food insecurity can occur on a household as well as community level.
- * Community food insecurity is often more related to macro level production, marketing, distribution and acquisition of food by the population as a whole



Food and Health

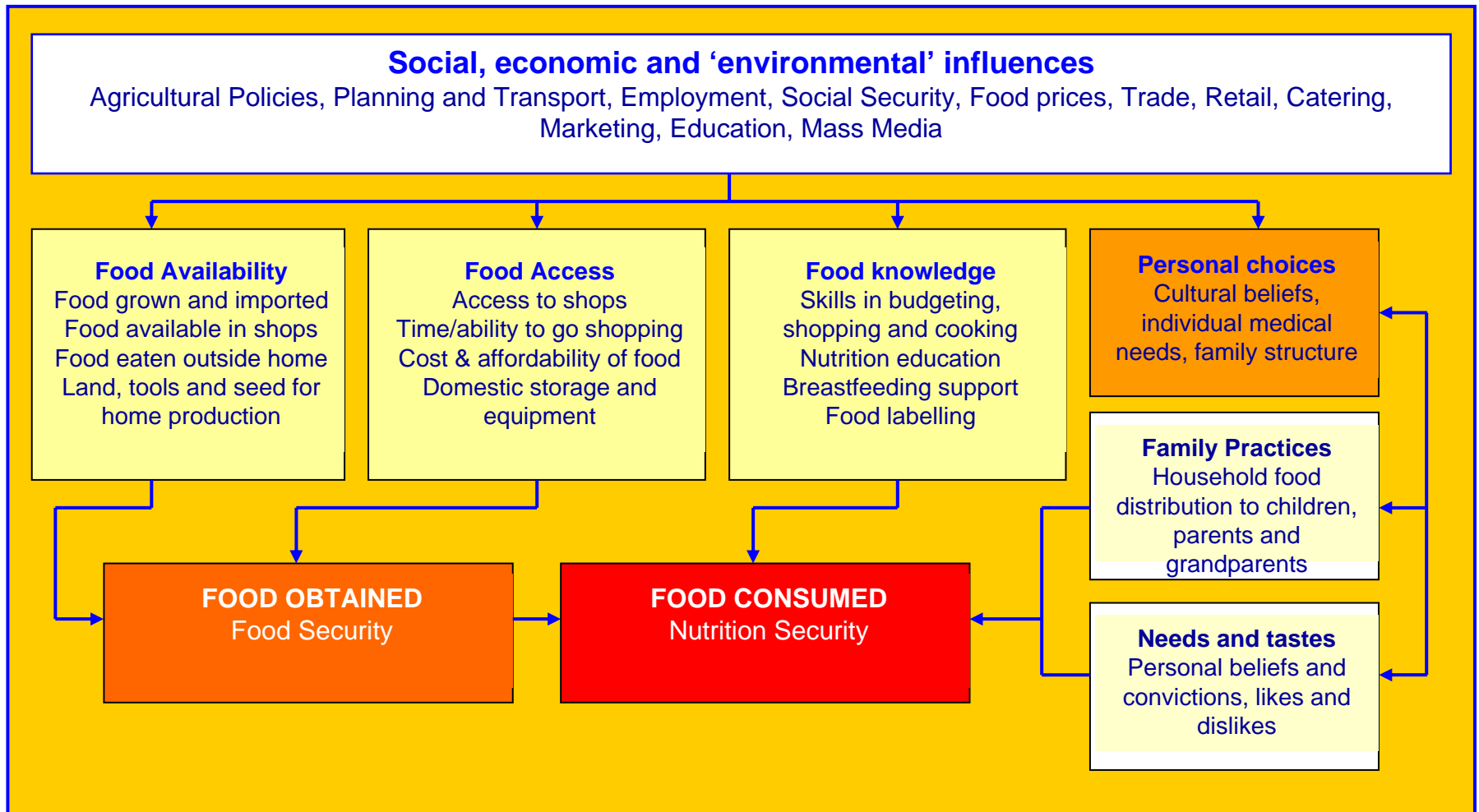
In Victoria

- * Less than one in ten persons aged 18 years and over eat 5 or more serves of vegetables per day.*
- * Only 3.8 % of males aged 25-34 years and 5.6% of females aged 18-24 years consumed 5 or more serves of vegetables per day.*

Leading diseases in Victoria

- * Bowel Cancer, Stroke, and Cardiovascular disease are 3 of the *leading killers* in Victoria.
- * Diabetes, Stroke and Cardiovascular disease are 3 of the most *disabling diseases* in Victoria
- * Nutrition plays a critical role in the development of all four diseases

Food choices are conditioned by a wide variety of factors



Adapted from World Health Organization (2002) *Food and Health in Europe*

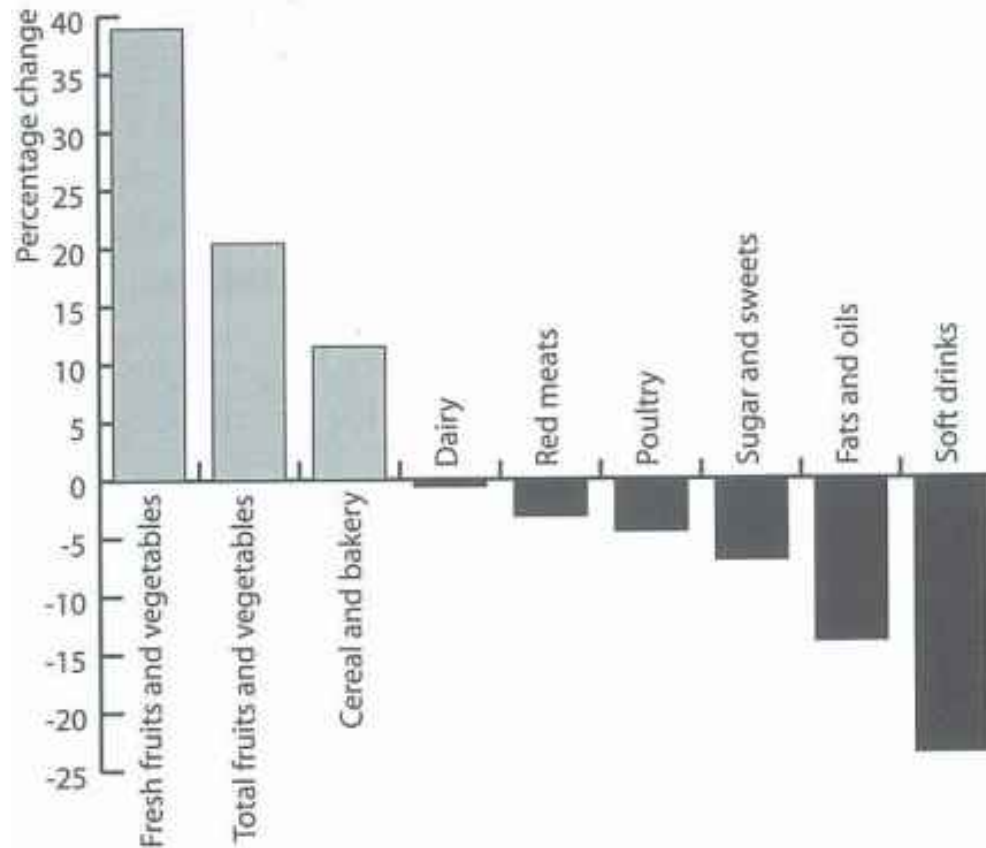


Key factors influencing choice of food

- * Price and portion size
- * Taste
- * Accessibility, availability (including seasonal availability) and convenience
- * Food marketing

Eating What You Can Afford

Change in food prices, 1985–2000
(real dollars)



Source: USDA ERS FoodReview, Vol. 25, Issue 3. Converted to real dollars.

Food is intensely marketed



Go for 2 fruit and 5 veges
for good health.



Four N Twenty Chunky Mix 4 Bk 700g 14.99
McCain SuperFries 3kg 12.00 save \$2.08



Biggest Advertisers in Australia

TOP 10 ADVERTISERS

RANK	ADVERTISER	\$m	CHANGE YOY
1	Harvey Norman	87.4	7%
2	Woolworths Supermarkets	61.3	22%
3	Coles Supermarkets	58.1	7%
4	Myer	50.6	-3%
5	McDonald's Family Restaurants	49.7	-8%
6	Bunnings Building Supplies	42.1	-8%
7	David Jones	39.4	-14%
8	Kmart	32.8	21%
9	KFC	31.3	7%
10	Domayne	31.2	7%
	Others not in Top 10	1,496	6%

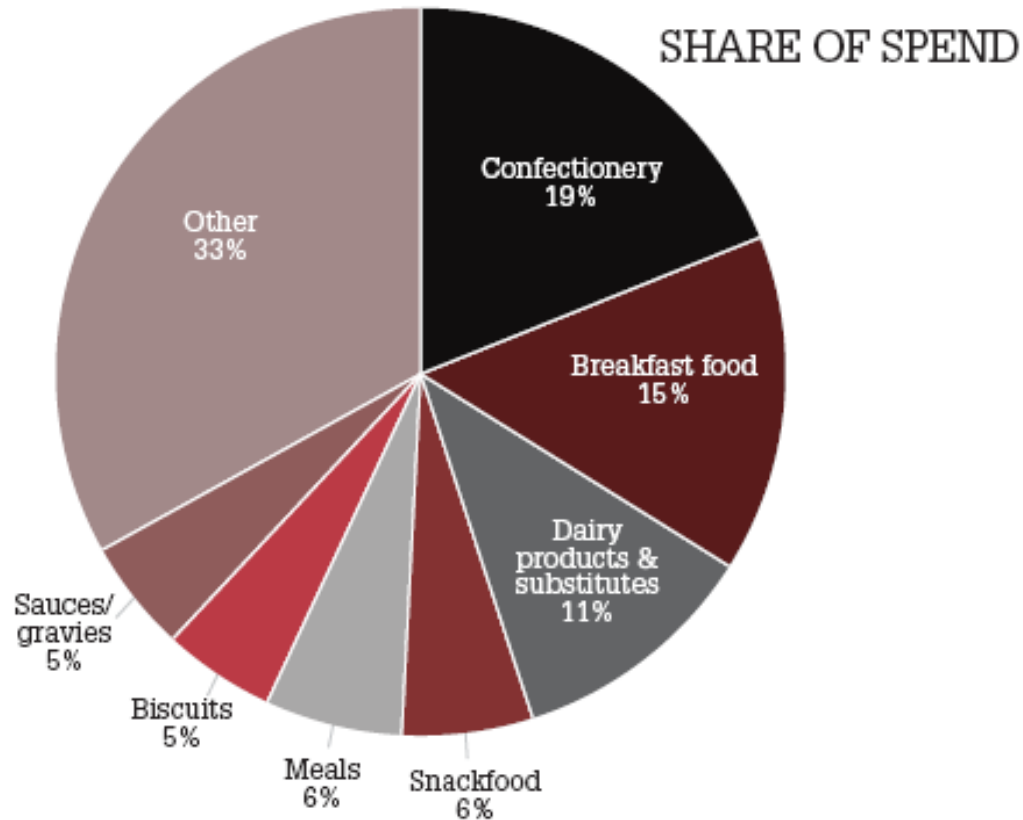


Biggest Food Advertisers in Australia

TOP 10 ADVERTISERS

RANK	ADVERTISER	\$m	CHANGE YOY
1	Kellogg	38.7	-4%
2	Nestlé	21.5	-23%
3	Cadbury Confectionery	20.9	-5%
4	Unilever Foods	19.4	7%
5	Uncle Tobys	15.3	83%
6	Simplot	14.6	23%
7	Kraft Foods	12.9	19%
8	MasterFoods	10.5	-51%
9	Sanitarium Health Food Co	10.4	-10%
10	Ferrero	10.3	9%

You are what you eat?



30% of food advertising is on biscuits, Confectionery and snackfood

SOURCE: Nielsen Media Research AdEx, January to December 2007



VicHealth's approaches to promote healthy eating and food security

- * Multi-strategy approaches
 - ➔ Program – e.g Food for All program
 - ➔ Research, Fellows and scholars – Cate Burns and Bebe Loft
 - ➔ Advocacy – submissions, media, Parents Jury
 - ➔ Information dissemination – publication and conferences
 - ➔ Translation & Innovation
 - ➔ Building capacity – Leading the Ways short courses,



Challenges

- * Climate change, global trade and rising costs- (food prices and housing)
- * Unequal marketing dollars between energy dense processed food and nutritious food.
- * State and federal legislative barriers
- * Food insecurity as an emerging issue
- * Lack of policy and data



Opportunities

- * Growing awareness, locally, nationally and internationally about food insecurity.
- * Climate change - greater interest in efficient use of water and protection of fertile lands.
- * Rising oil costs – less commercial fertilisers and pesticides
- * In Victoria, local government authorities election in November 2008.



Opportunities

- * Climate Change green paper – (federal government)
- * Senate inquiry into food production in Australia.
 - (www.aph.gov.au/Senate/committee/agric-ctte/food_production/tor.htm)