
Maria Szybiak - Senior Consultant, LiveLighter
Cancer Council WA

Deb Langridge – Stakeholder Coordinator
Cancer Council WA
Acknowledgement of country

We would like to acknowledge the Traditional Owners of the Land the Noongar/Whadjuk people.

We would also like to pay respect to the Elders past, present and emerging and offer our acknowledgment and respect to other Aboriginal and Torres Strait Islander peoples who are present.
What is the LiveLighter® Program?

LiveLighter® is funded by the State Government of Western Australia.

The comprehensive public education program was launched in 2012 in Western Australia and is now licenced for use in six Australian states and territories, and internationally.

- Victoria (2014)
- ACT (2014)
- New York City (2015)
- NT (2016)
- QLD (2016)
- NSW (2017)
- Tasmania (2017)
Why do we need the LiveLighter® Program? – Burden of Disease

National Health Survey: First Results, 2014-15
ABS 4364.0.55.001

Why do we need the LiveLighter® Program? – cost to the health system

▲ In 2011: $241.0 million
  ▲ 5.4% of all acute hospital expenditure
  ▲ Most costly conditions
    – Osteoarthritis
    – Ischaemic Heart Disease
    – Type II Diabetes
    – Ischaemic Stroke

▲ Projections for the year 2021 predict costs of $488.4
  ▲ 102.6% increase in costs compared to 2011.

Source: The cost of excess body mass to the acute hospital system in Western Australia 2011. Epidemiology Branch, Public Health and Clinical Services Division, Department of Health, Western Australia, June 2013
Why do we need the LiveLighter® Program? – neutralise the ‘manipulation’ system
LiveLighter® Program Imperatives

▲ Change the individual behaviour at a population level to help meet healthy weight, physical activity and Australian dietary guidelines.
▲ Build capacity for the development of public health policy for the prevention of obesity.
▲ Create debate about issues that impact weight, physical activity and nutrition behaviours.
▲ Contribute to the body of evidence for obesity prevention through robust evaluation and research implementation.
Does the LiveLighter® Program work?

Since 2012, the evaluation (n= >8000) has shown that the Program has led to:

- a substantial increase in, and maintenance of, public awareness of the Program;
- a significant increase in public knowledge of the health consequences of being overweight;
- changes in health behaviours related to the consumption of sugary drinks and junk food; and
- increased positive attitudes and beliefs about weight loss at a population-level. These positive attitudinal responses are more pronounced in those who are overweight or obese, an outcome not achieved by any previous Australian obesity campaign.
Service Delivery Model

Formative Research

International, National and Local Expertise
- Health Professionals
- Public Health
- Health Promotion Officers
- Lawyers
- Journalists
- Government
- Researchers
- Marketing
- Community

Healthy Lifestyle Promotion and Education Program Brand: LiveLighter®

Mass (Paid) Media
- Television
- Radio
- Print
- Online
- Outdoor
- In-store

PR and Communications
- Media releases
- Blog
- Social Media
- Public surveys and opinion polls
- Strategic research

Professional Engagement
- Policy development
- Professional development
- Newsletters and updates
- Partnerships and collaborations
- Bulk resources and merchandise
- Publications/Papers

Public Support
- Newsletters
- Information and advice
- Tools
- Resources and merchandise
- At-risk communities

Licence Management
- Liaison
- Support
- Information
- Risk mitigation

Evaluation
How we do it – mass media advertising for WEIGHT/OBESITY

Phase one problem insight (Individual Risk)

Phase two problem insight (Introducing the product)

Phase three problem insight: (the obesogenic environment)
How we do it – mass media advertising for NUTRITION

HELLO yellow
BRIGHTEN UP BREAK TIME

KEEN ON green
ADD SOME COLOUR TO YOUR LUNCHBREAK

CHEW blue
CURE 3PM CRAVINGS WITH COLOUR

PICK UP purple
TAKE HOME A COLOURFUL TEA TONIGHT

Buy more colour EAT BETTER

Go Green

BUY MORE COLOUR, EAT BETTER.
How we do it - profile, reputation, influence

More than $2 million of PR generated in the 2017 calendar year
How we do it – a website

For the Individual and their family

Livelighter online meal plans and downloads
We know that staying healthy is a long term commitment and having guidance is priceless which is why we’ve developed these free tools for you!

3-2-1 Meal Plan 5: The Last great 3:2:1 Plan of healthy dinners. You can find it on our website. It’s all about eating healthy and living a healthier life.

SUGARY DRINKS CALCULATOR

Get started now!

Have you ever wondered how much sugar and energy you consume from drinks? Enter your details to find out.

Gender (please select) Female Male

Age (years) 

Height (cm) 

Weight (kg) 

Health Professionals

Livelighter aims to support professionals in the health and community sector to help their clients eat better, exercise more and achieve a healthy weight.

For your practice

Useful resources for your clinic or workplace

For your clients

Tools and resources for patients and community members

Professional development

Learn more about obesity, healthy eating, physical activity and the Livelighter campaign

LIVELIGHTER FOR FAMILIES

Discover fun ways to eat well and get active together as a family

at school

at home

out and about

programs and services

livelighter.com.au
How we do it? - partnerships

• Research
• Policy
Building healthy public policy – state and federal reform

TIPPING THE SCALES
8 critical actions Australia must take to tackle obesity

1. Set food reformulation targets
2. Make Health Star Ratings mandatory
3. Develop an active transport strategy
4. 07:19
5. Toughen restrictions on TV junk food advertising to kids
6. Fund public health education campaigns
7. Add a 20% health levy to sugary drinks
8. /5:30pm

KELLOGG’S TO MODIFY COCO POPS TVC AFTER ASB RULING

HOME > STORIES > THE COCA-COLA CHRISTMAS TRUCK TOUR IS COMING YOUR WAY

The Coca-Cola Christmas Truck Tour is coming your way
By: Journey Australia Staff | 14/11/2017

JUNK FOOD IN SPORT, JUST ISN’T CRICKET.
Why Local Governments?

1. Build healthy and productive communities, build public support for local policy reform and also influence state policy reform (strategic).

2. LG can exercise policy power to positively influence the obesogenic environment with regard to land use, commercial licences and registrations, local food environments, and advertising on government-owned assets.

3. State-Local Partnership Agreement – ensures appropriate consultation is undertaken between the two spheres of government; and provides good governance for, and on behalf of, the people of Western Australia.
Residents angry McDonald's restaurant planned behind historic Guildford Hotel
Building healthy public policy – local government
Is there public support for policy reform?

Fig 1: Overall proportion strongly or somewhat in favour of various obesity prevention policies in Western Australia.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kilojoule menu labelling</td>
<td>83.9%</td>
</tr>
<tr>
<td>Government supporting campaigns like LiveLighter</td>
<td>83.7%</td>
</tr>
<tr>
<td>Health star ratings on packaged food</td>
<td>83.6%</td>
</tr>
<tr>
<td>Restricting junk food sponsorship at children's sport events</td>
<td>72.4%</td>
</tr>
<tr>
<td>Restricting sale and marketing of SSBs in government buildings</td>
<td>60.9%</td>
</tr>
<tr>
<td>Taxing SSBs to help reduce consumption</td>
<td>57.6%</td>
</tr>
<tr>
<td>Restricting junk food promotions on public transport</td>
<td>57.3%</td>
</tr>
<tr>
<td>Restricting junk food sponsorship at all sport events</td>
<td>56.3%</td>
</tr>
<tr>
<td>Restricting cheap fuel with junk food promotions</td>
<td>52.0%</td>
</tr>
<tr>
<td>Banning display of junk food at petrol station counters</td>
<td>47.0%</td>
</tr>
</tbody>
</table>

Notes: Unweighted frequencies. Sample sizes vary for each policy variable as not all were asked at each week and respondents who responded “Don’t know/Can’t say” were excluded from analyses.

a Questions asked week beginning 9th April 2018 to week beginning 23rd September 2018 (N = 1,842-1,852).
b Questions asked week beginning 28th May 2018 to 23rd September 2018 (N = 1,315-1,329).
c Questions asked week beginning 30th July 2018 to 23rd September 2018 (N = 663-666).
Still not convinced?

Meet Deb.
How does it relate to Obesity Prevention?

▲ Many people don’t understand the link between unhealthy weight and chronic disease (heart disease, type 2 diabetes and some cancers)

▲ Most people want to be a healthy weight (or, at least, weigh less)

▲ Most people *know* what to do (eat less, eat better, move more)...

…but they aren’t doing it.
How does Local Government fit with this?

- Public Health Planning
  - Obesity is “growing” problem – it’s everywhere! and will be an issue in every Local Government community health profile as something to ‘tackle’
  - But you don’t have to ‘solve’ it on your own
How does Local Government fit with this?

- *LiveLighter ®* addresses the key responsibilities of the Local Government remit;
  - Policy
  - Creating Supportive Environments
  - Supporting Healthy Behaviours
What does this ‘look like’?

- Working examples/pilots currently running;
  - Infrastructure and advertising
  - Sugary Drinks and Council-owned facilities
  - Food retailers and shopping centres
  - Promotion, education and information
  - Events
  - Social Media
  - Food Sampling
Co-Branding example with City of Melville
Infrastructure and Advertising
City of Kwinana, food retailers and shopping centres
Co-branding and Events

[Images of branded events and characters]
Food Sampling

MEDIA RELEASE

Pizza makers mislead consumers

09/01/2014

An analysis of takeaway pizzas, including those from major national chains, supermarkets and gourmet independent outlets, showed more than half of the pizzas tested had more salt, sugar or fat in their products than stated on the company’s nutritional panels.

The sampling of 174 pizzas was undertaken by the Local Health Authorities Analytical Committee which works with local governments in WA.

Pizzas produced by the major franchise operators Domino’s, Eagle Boys and Pizza Hut as well as independent or boutique outlets were analysed. Frozen pizza products (e.g. Mc Cains, Emilia, Dr Oetker, When in Rome and Woolworths and Coles own-brand products) were also included, with samples collected from various supermarket outlets.
Resources
What’s next?

▲ What is currently happening in the obesity prevention space in your Council?

▲ What team is doing this work?

▲ How can LiveLighter ® fit with this?

▲ What’s possible now? In the next 12 months?

Consider for the next PHP?
Who can help?

- LiveLighter® team at Cancer Council WA
- Teams and Units in your Council
  - Community Development – Health Promotion
  - Infrastructure and Assets
  - Recreation and Facilities
  - Media, Communications and Events
- Health Promotion Officers – Public Health Units (DoH)
- Other Councils – sharing process
Conclusion

As part of a sustainable and comprehensive approach to tackle significant public health issues, there is a role for mass-media led public education programs in local government settings, and to be delivered in partnership with local governments.
It takes a community to raise a public education program –
THANK YOU TO OUR PARTNERS

Cancer Council VIC
Cancer Council WA
Centre for Behavioural Research in Cancer
Department of Health WA
Edith Cowan University (SRC)
Eduka Pty Ltd
Gatecrasher Pty Ltd
Healthway
Initiative Pty Ltd
National Heart Foundation WA
WASCA
WACHPRU
Want to know more?

Deb Langridge
Stakeholder Coordinator
E: dlangridge@cancerwa.asn.au
P: 6389 7843
M: 0412 050 675

Maria Szybiak
M: 0410 460 001

CONTACT US OR FOLLOW US

info@livelighter.com.au

Facebook: Live_Lighter
Twitter: @Live_Lighter

Supported by

Government of Western Australia
Department of Health
Cancer Council Western Australia