

108 NEXT STEPS AND TIMELINE

The increase in the prevalence of risk factors such as obesity coupled with the ageing population and rising health care costs means that preventable chronic disease continues to be a significant challenge for the health and wellbeing of the population and for the viability of the health system. Preventative health provides an effective mechanism for managing these challenges now and into the future.

Recognising the enormity of the task, the Commonwealth Government invested early in preventative health initiatives such as the National Partnership Agreement on Preventive Health, the National Partnership on Closing the Gap in Indigenous Health Outcomes, the National Binge Drinking Strategy, and in comprehensive measures tackling tobacco.

We now have the evidence and the critical infrastructure required to guide preventative health in Australia.

The Preventative Health Taskforce has provided the Government with the options that have led to the action that we are now undertaking. It will also help in guiding our action in the future.

The establishment of the Australian National Preventive Health Agency provides the leadership, research, evaluation and policy advisory capacity to guide the national preventative agenda.

The establishment of Medicare Locals will bring local tailoring, ingenuity and know-how to adopt national preventative health approaches to local circumstances.

Finally, investments in workforce training and innovation will increase the capacity of primary care to provide preventative health services.

This infrastructure will help deliver preventative health action in combating obesity, tobacco and alcohol abuse – but also in other preventative health areas such as immunisation, injury prevention, illicit drugs and mental health.

The Commonwealth has already taken action and will continue to do so into the future, monitoring trends, assessing outcomes, evaluating the evidence and building on recent investments. Investments are being made, policy decisions taken and our timetable of action being delivered.

Comprehensive approaches, such as those used on smoking, have been found to be the most effective in producing preventative health outcomes.

Like the Taskforce said, everyone has a role to play in prevention. We therefore call on all others to join the preventative health effort. Building on the work detailed in this document- individuals, families, communities, local, state and territory governments, industry and businesses all have a role to play in preventing chronic disease. Together we can ensure that Australia is the healthiest country by 2020.

TIMELINE FOR IMPLEMENTATION OF PREVENTATIVE HEALTH ACTIVITIES

Implementation timeline	Implementation activity
In 2010	<p>Infrastructure</p> <ul style="list-style-type: none"> • Establish the Australian National Preventive Health Agency (Agency), subject to passage of legislation, and appoint the Chief Executive Officer and Advisory Council. • Preventative health workforce audit to be finalised and carriage passed to the Agency. • The Agency to commence development of a strategy to remedy any gaps identified in the audit. • The Agency will develop an evaluation mechanism for the National Partnership Agreement on Preventive Health, in consultation with the Department of Health and Ageing and state/territory health departments. • The Agency, in consultation with National Health and Medical Research Council (NHMRC), to call for and award grants to the value of \$4 million on activities able to translate research to policy and program design. <p>Obesity</p> <ul style="list-style-type: none"> • From 1 July 2010, twelve communities will pilot healthy lifestyle programs (including physical activity and healthy eating) with funding provided through the Healthy Communities Initiative of the National Partnership Agreement on Preventive Health. The findings from the pilots will inform subsequent rounds of the Initiative. • National program grants awarded to enable organisations to provide healthy lifestyle programs nationally and in Healthy Communities sites. • Public awareness campaigns will provide individuals and families with advice on how to reduce their risks of chronic disease through healthy eating and physical activity. • Building on voluntary salt targets announced in March 2010, the Government will continue to work with industry through the Food And Health Dialogue to improve the health content of food (e.g. reduce saturated fat, sugar and salt levels and increase fibre) across the major food categories. • A charter supporting the use of workplaces as settings for health promotion activities reducing chronic disease will be established through consultation between the Government and peak employer and employee groups. • Commence third funding round for the Stephanie Alexander Kitchen Garden Program.

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In 2010	<ul style="list-style-type: none"> • Following review of the first phase of the Club Champions Program, the next phase will be developed. • From July 2010, COAG Closing the Gap in Indigenous Health Healthy Lifestyle workers employed in first 20 regions, commence training and begin to deliver healthy lifestyle programs in Indigenous communities. <p>Smoking</p> <ul style="list-style-type: none"> • From 30 April 2010, tobacco excise increased by 25 per cent, raising the price of a packet of 30 cigarettes by \$2.16. • From May 2010, work begins to develop and test plain packaging design for tobacco products. • From May 2010, legislation to restrict Australian internet advertising of tobacco products listed for introduction to the Parliament. • From May 2010, development work continues on \$61 million National Partnership Agreement on Preventive Health national anti-smoking social marketing campaign with first advertisements screened before end 2010. • From July 2010, development work commences on \$27.8 million anti-smoking social marketing campaign targeted to high-risk and hard-to-reach groups, including pregnant women and their partners, people living in disadvantaged neighbourhoods, people from culturally and linguistically diverse backgrounds, people with mental illness and prisoners. • July 2010 National Smoking in Prisons Summit. • From July 2010, COAG Closing the Gap in Indigenous Health Tackling Smoking measure workforce employed in 20 regions around Australia, commences training and delivery of regional anti-smoking campaigns. • November 2010 WHO Framework Convention on Tobacco Control Conference of Parties meets to consider next steps in development of Protocol to Eliminate Illicit Trade in Tobacco Products. <p>Alcohol</p> <ul style="list-style-type: none"> • From July 2010 – \$25 million National Binge Drinking Strategy Community Sponsorship Fund commences to provide an alternative to alcohol sponsorship for local community sporting and cultural organisations. • From July 2010 – \$20 million National Binge Drinking Strategy Community Level Initiative – funding rounds continue to support community-driven initiatives to tackle the culture of binge drinking, particularly among young people. • From July 2010 – \$5 million National Binge Drinking Strategy enhancement of telephone counselling services commences. • Possible continuation of National Binge Drinking Strategy social marketing activity, drawing on evaluation from first two phases of “Don’t Turn a Night Out into a Nightmare” campaign.

Implementation timeline	Implementation activity
In 2011	<p data-bbox="337 1443 360 1601">Infrastructure</p> <ul data-bbox="377 262 628 1601" style="list-style-type: none"> <li data-bbox="377 887 404 1601">• The Agency to develop preventative health workforce strategy. <li data-bbox="417 719 444 1601">• The Agency to publish a report on the state of preventative health in Australia. <li data-bbox="458 262 485 1601">• Data collection under the Australian Health Survey (nutrition, physical activity and chronic disease status) from April 2011. <li data-bbox="498 291 552 1601">• The Agency, in conjunction with the NHMRC, to call for and award grants to the value of \$4 million on activities able to translate research to policy and program design. <p data-bbox="565 1429 588 1601">In primary care:</p> <ul data-bbox="602 891 628 1601" style="list-style-type: none"> <li data-bbox="602 891 628 1601">• The first Medicare Locals will commence operation by mid-2011. <p data-bbox="646 1509 673 1601">Obesity</p> <ul data-bbox="690 243 1251 1601" style="list-style-type: none"> <li data-bbox="690 300 744 1601">• Consideration of report of the National Review of Food Labelling and its recommendations in relation to front of pack labelling. <li data-bbox="758 319 784 1601">• Public information campaigns will reinforce the importance of healthy lifestyles in reducing the risks of chronic disease. <li data-bbox="798 243 852 1601">• Individuals in an additional 80 communities (total of 90) will be able to access healthy lifestyle programs through the Healthy Communities Initiative. <li data-bbox="865 338 919 1601">• States and territories receive \$66 million in facilitation payments to roll out healthy lifestyle programs in workplaces (Healthy Workers) and child care settings, pre-schools and schools (Healthy Children). <li data-bbox="932 287 1026 1601">• Framework for Healthy Communities launched, outlining standards, principles and registration system for programs and providers funded through the initiative. This will ensure effective and evidence-informed programs are rolled out. An organisation will be funded to manage the Framework. <li data-bbox="1040 291 1094 1601">• Development of voluntary competitive benchmarking and nationally agreed standards for workplace based prevention programs. <li data-bbox="1107 453 1134 1601">• Presentation of national awards for employers demonstrating excellence in workplace health promotion. <li data-bbox="1147 291 1251 1601">• From July 2011, COAG Closing the Gap in Indigenous Health Healthy Lifestyle workers employed in a further 20 regions around Australia (now 40 in total), commence training and begin to deliver healthy lifestyle programs in Indigenous communities.

Implementation timeline	Implementation activity
In 2011	<p>Smoking</p> <ul style="list-style-type: none"> • Legislation drafted and introduced to mandate plain packaging for tobacco products. • \$61 million National Partnership Agreement on Preventive Health national anti-smoking social marketing campaign continues. • \$27.8 million anti-smoking social marketing campaign continues to target high-risk and hard-to-reach groups, including pregnant women and their partners, people living in disadvantaged neighbourhoods, people from culturally and linguistically diverse background, people with mental illness and prisoners. • From July 2011, COAG Closing the Gap in Indigenous Health Tackling Smoking measure workforce employed in a further 20 regions around Australia (now 40 in total) delivering smoking cessation support and regional anti-smoking campaigns. <p>Alcohol</p> <ul style="list-style-type: none"> • \$25 million National Binge Drinking Strategy Community Sponsorship Fund continues to provide an alternative to alcohol sponsorship for local community sporting and cultural organisations. • \$20 million National Binge Drinking Strategy Community Level Initiative – funding rounds continue to support community-driven initiatives to tackle the culture of binge drinking, particularly among young people. • \$5 million National Binge Drinking Strategy enhancement of telephone counselling services continues and possible extension of social marketing.

Implementation timeline	Implementation activity
<p>In 2012</p>	<p>Infrastructure</p> <ul style="list-style-type: none"> • Data from Australian Health Survey released, providing comprehensive information on the population's nutrient status, physical activity levels and chronic disease prevalence. • The Agency, in conjunction with the NHMRC, to call for and award grants to the value of \$3 million on activities able to translate research to policy and program design. <p>In primary care:</p> <ul style="list-style-type: none"> • All Medicare Locals in operation by mid 2012. • Practice Nurse Incentives program commences with \$390.3 million in funding over four years. • Coordinated care for patients with diabetes commences with \$449.2 funding over four years. <p>Obesity</p> <ul style="list-style-type: none"> • Community based healthy lifestyle programs continue in 90 communities through Healthy Communities. • States and territories receive \$128 million in facilitation payments to roll out Healthy Workers and Healthy Children. • Public information campaigns will reinforce the importance of healthy lifestyles in reducing the risks of chronic disease. • From July 2012, COAG Closing the Gap in Indigenous Health Healthy Lifestyle workers employed in a further 17 regions around Australia (now 57 regions in total), commence training and begin to deliver healthy lifestyle programs in Indigenous communities. <p>Smoking</p> <ul style="list-style-type: none"> • 1 January 2012 plain packaging legislation gazetted. • \$61 million National Partnership Agreement on Preventive Health national anti-smoking social marketing campaign continues. • \$27.8 million targeted anti-smoking social marketing campaign continues. • 1 July 2012 tobacco products must comply with plain packaging legislation. • From July 2012, COAG Closing the Gap in Indigenous Health Tackling Smoking measure workforce employed in a further 20 regions around Australia (now 57 regions in total) delivering smoking cessation support and regional anti-smoking campaigns.

Implementation timeline	Implementation activity
In 2012	<p data-bbox="185 1513 208 1601">Alcohol</p> <ul data-bbox="225 238 431 1601" style="list-style-type: none"> <li data-bbox="225 238 288 1601">• \$25 million National Binge Drinking Strategy Community Sponsorship Fund continues to provide an alternative to alcohol sponsorship for local community sporting and cultural organisations. <li data-bbox="297 238 360 1601">• \$20 million National Binge Drinking Strategy Community Level Initiative – funding rounds continue to support community-driven initiatives to tackle the culture of binge drinking, particularly among young people. <li data-bbox="368 238 431 1601">• \$5 million National Binge Drinking Strategy enhancement of telephone counselling services continues and possible extension of social marketing.

Implementation timeline	Implementation activity
In 2013	<p>Infrastructure</p> <ul style="list-style-type: none"> • The Agency to publish a report on the state of preventative health in Australia. • The Agency to call for and award grants to the value of \$3 million on activities able to translate research to policy and program design. • Indigenous data from Australian Health Survey released, providing comprehensive information on the Indigenous population's nutrient status, physical activity levels and chronic disease prevalence. • Preparation for the next Australian Health Survey begins. <p>Obesity</p> <ul style="list-style-type: none"> • Community based healthy lifestyle programs continue in 90 communities through Healthy Communities. • States and territories receive \$63 million in facilitation payments to roll out Healthy Workers and Healthy Children. • Up to \$123 million in reward payments made available to states and territories demonstrating improvements in healthy weight, fruit and vegetable consumption, physical activity and smoking. • Public information campaigns will reinforce the importance of healthy lifestyles in reducing the risks of chronic disease. <p>Smoking</p> <ul style="list-style-type: none"> • \$61 million National Partnership Agreement on Preventive Health national anti-smoking social marketing campaign continues. • \$27.8 million targeted anti-smoking social marketing campaign continues. • Up to \$123 million in reward payments made available to states and territories demonstrating improvements in healthy weight, fruit and vegetable consumption, physical activity and smoking. <p>Alcohol</p> <ul style="list-style-type: none"> • \$25 million National Binge Drinking Strategy Community Sponsorship Fund continues to provide an alternative to alcohol sponsorship for local community sporting and cultural organisations. • \$20 million National Binge Drinking Strategy Community Level Initiative – funding rounds continue to support community-driven initiatives to tackle the culture of binge drinking, particularly among young people. • \$5 million National Binge Drinking Strategy enhancement of telephone counselling services continues.

