



lifeSPAN strategy
ensuring a healthy lifespan for all Aussie kids

- S**chools as platforms for health
- P**ricing that's fair to families
- A**dvertising that supports our kids
- N**utrition labeling that makes sense

...of food and drink (2018)
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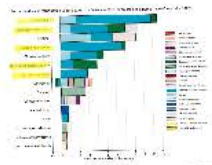


Why kids?
 1 in 4 of healthy weight kids become obese adults.
 1 in 10 of obese kids become obese adults.
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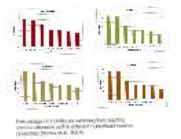


Item	Value	Item	Value
...

GMF 2017



GMF 2017



What are some of the costs of business as usual?
 ...
 ...
 ...

A 5 min national strategy for prevention...

Dr Alessandro Demaio



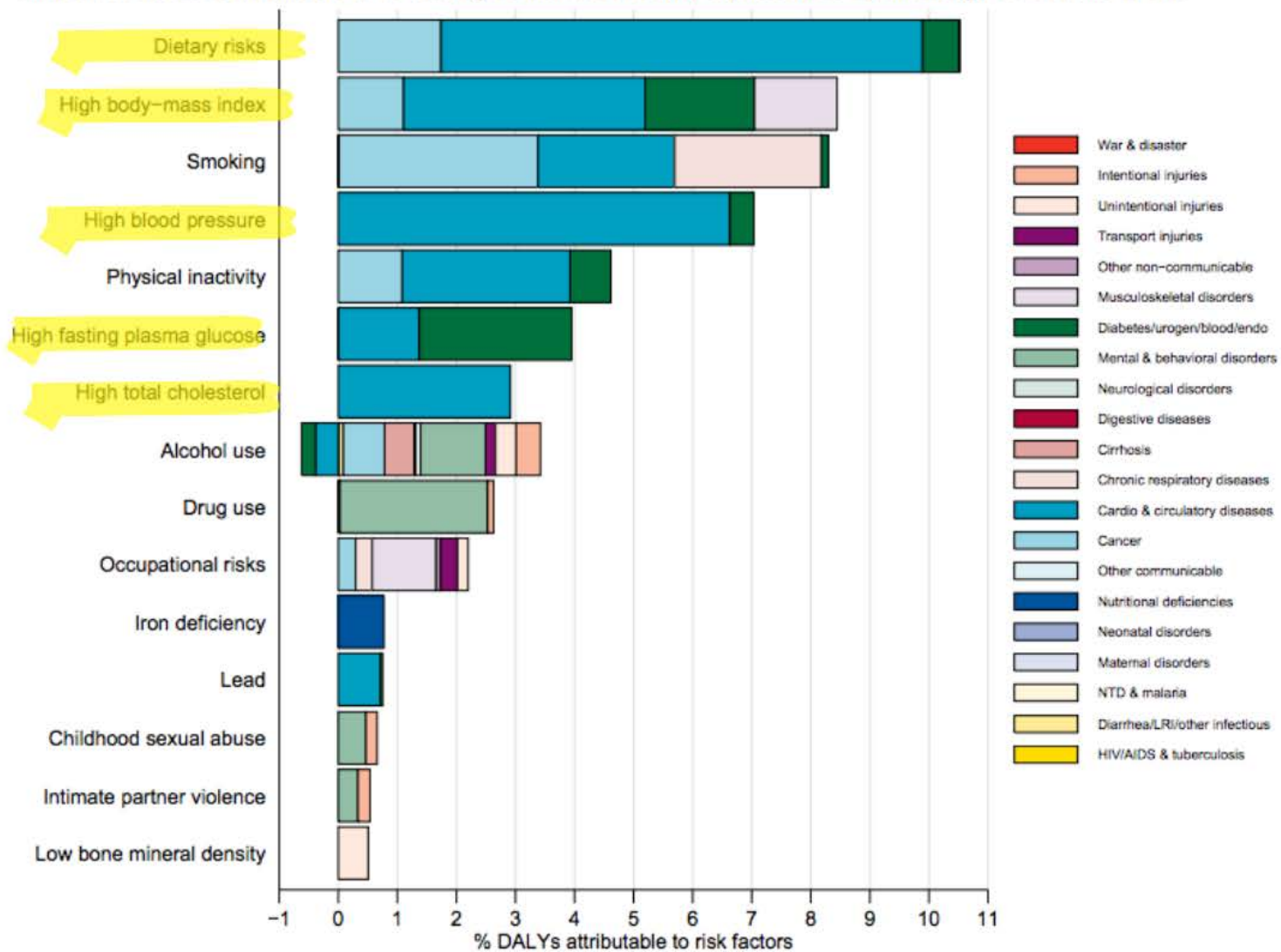
CAUSES OF PREMATURE DEATH

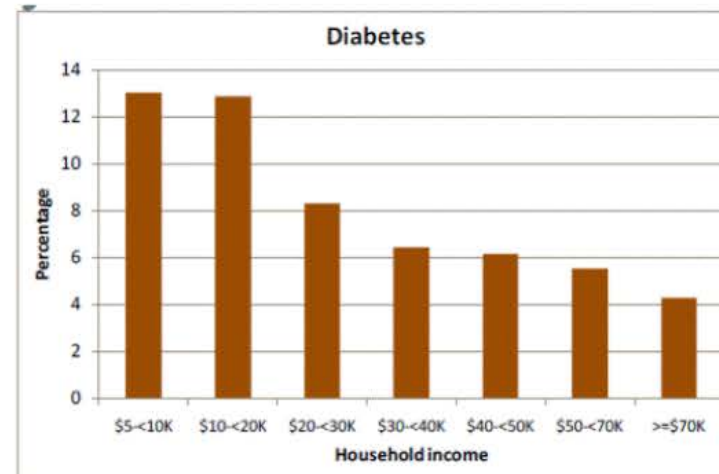
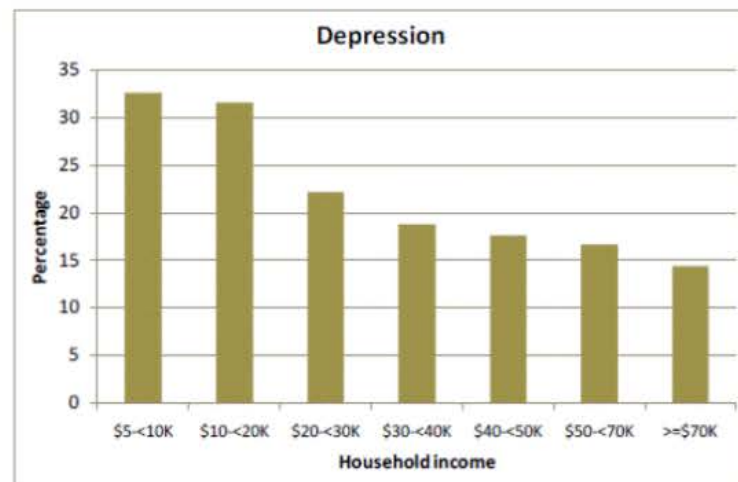
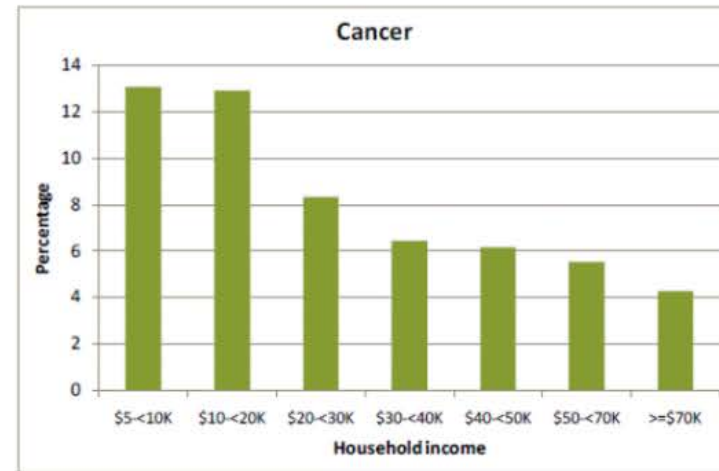
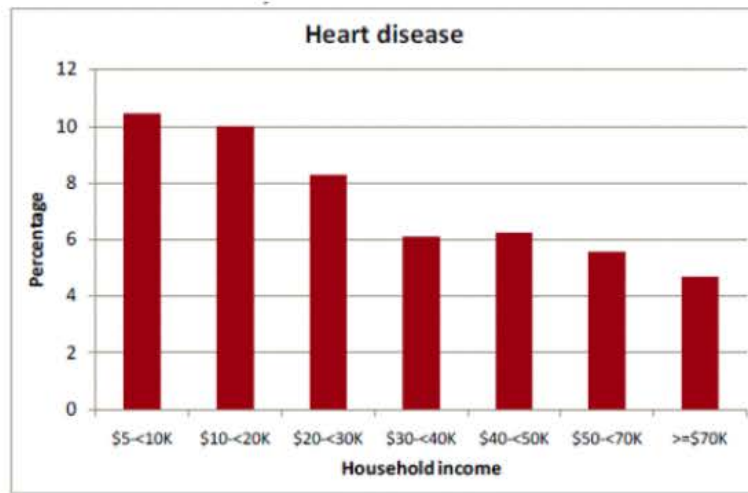
Years of life lost (YLLs) quantify premature mortality by weighting younger deaths more than older deaths.

Ranks for top 25 causes of YLLs 1990-2010, Australia

# YLLs in thousands (% of total)		Rank and disorder 1990	Rank and disorder 2010	# YLLs in thousands (% of total)	% change
498 (21.1%)	1	Ischemic heart disease	1 Ischemic heart disease	343 (15.0%)	-32
160 (6.8%)	2	Stroke	2 Lung cancer	142 (6.2%)	11
135 (5.7%)	3	Road injury	3 Stroke	129 (5.6%)	-19
129 (5.5%)	4	Lung cancer	4 Colorectal cancer	100 (4.4%)	18
103 (4.4%)	5	Self-harm	5 Self-harm	90 (4.0%)	-12
87 (3.7%)	6	COPD	6 Road injury	81 (3.6%)	-40
84 (3.5%)	7	Colorectal cancer	7 COPD	78 (3.4%)	-10
60 (2.5%)	8	Congenital anomalies	8 Breast cancer	62 (2.7%)	5
59 (2.5%)	9	Breast cancer	9 Alzheimers disease	58 (2.5%)	170
56 (2.4%)	10	Preterm birth complications	10 Diabetes	50 (2.2%)	40
36 (1.5%)	11	Diabetes	11 Prostate cancer	43 (1.9%)	47
34 (1.4%)	12	Cirrhosis	12 Pancreatic cancer	39 (1.7%)	46
32 (1.4%)	13	Lower respiratory infections	13 Lower respiratory infections	37 (1.6%)	15
30 (1.3%)	14	Leukemia	14 Leukemia	36 (1.6%)	21
30 (1.3%)	15	Prostate cancer	15 Cirrhosis	36 (1.6%)	8
28 (1.2%)	16	Other cardio & circulatory	16 Congenital anomalies	36 (1.6%)	-41
28 (1.2%)	17	Brain cancer	17 Non-Hodgkin lymphoma	35 (1.5%)	33
27 (1.2%)	18	Non-Hodgkin lymphoma	18 Other cardio & circulatory	33 (1.5%)	21
27 (1.2%)	19	Pancreatic cancer	19 Preterm birth complications	33 (1.4%)	-42
27 (1.1%)	20	Stomach cancer	20 Brain cancer	33 (1.4%)	19
24 (1.0%)	21	Cardiomyopathy	21 Chronic kidney disease	29 (1.3%)	37
24 (1.0%)	22	Melanoma	22 Drug use disorders	32 (1.4%)	22
23 (1.0%)	23	SIDS	23 Kidney cancers	26 (1.1%)	81
22 (0.9%)	24	Drug use disorders	24 Melanoma	26 (1.2%)	4
21 (0.9%)	25	Chronic kidney disease	25 Stomach cancer	23 (1.0%)	-16
	26	Alzheimers disease	26 Cardiomyopathy		
	35	Kidney cancers	45 SIDS		

Burden of disease attributable to 15 leading risk factors in 2010, expressed as a percentage of Australia DALYs





Percentage of individuals suffering from leading chronic diseases within different household income groupings (Korda et al, 2014)

What are some of the costs of business as usual?

\$87.7 billion in additional direct and indirect costs to Australia accumulated across the 10 years to 2025, from obesity.

(PWC, 2015)

The average annual healthcare cost per person with diabetes is \$4,025 if there are no associated complications.

(Diabetes Australia, 2016)

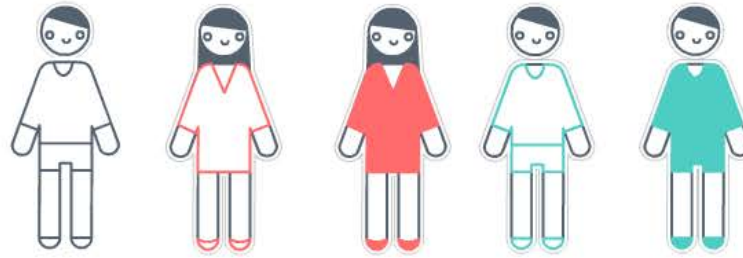
NCDs, including diet-related NCDs, now cause 91% of all deaths in Australia, and 18% of all GP visits (30% of health expenditure).

(Australian Government, 2015)



- Need strong **policy plan** for obesity and poor nutrition
- Needs to **start early** in life - with kids
- Must be guided, prioritised by **evidence**
- Must **support**, not blame, the vulnerable
- Fully leverage the **existing** opportunities

Why kids?



5% of healthy-weight kids become obese adults
Up to 79% obese children will never achieve healthy weight

School +10 year; time when major weight-gain occurs

Latest evidence shows early interventions can improve family health also

We have effective platforms and primed partners (schools & teachers)

Public accepting and supportive



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Schools as platforms for health

Pricing that's fair to families

Advertising that supports our kids

Nutrition labeling that makes sense

Schools as platforms for health





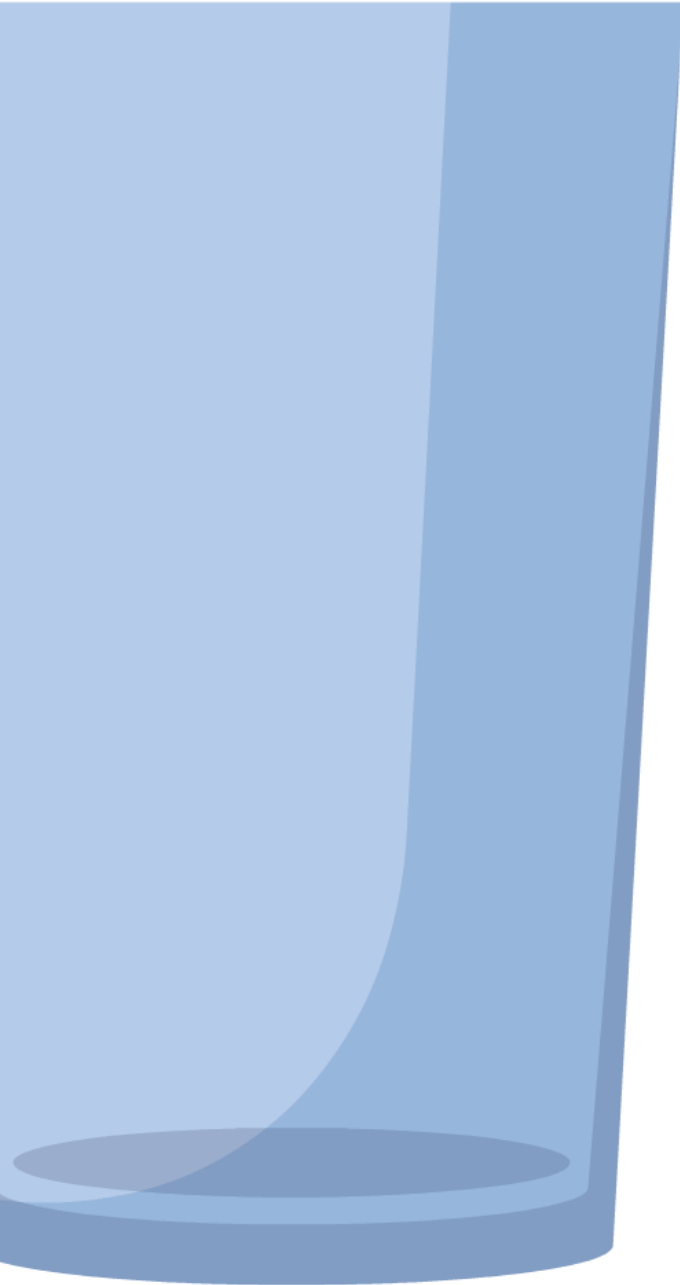
Schools as platforms for health

- Work with schools to develop **clear, mandatory guidelines on food in canteens** (\$1M)
- **Remove sugary drinks** for sale (\$2M)
- Food and nutrition **programs** in remaining primary schools (\$13M)
- \$5-10K for **infrastructure** that supports healthy eating and drinking (\$40M)

- Daily **school meal** in 6300 primary schools (\$130M to feed 1.7M kids each day, \$260M for 2 meals)
- \$140M left from sugary drinks tax for school **staffing** and programs for nutrition and PA



Pricing that's fair to families



- 20% increase in **sugary drinks pricing**, with phased expansion to fast foods
- \$400M initial annual revenue to add to \$100M for prevention
- \$600M+ in annual health savings
- Compensate farmers & small retailers (cost unknown, but likely small)
- Legislation supports industry to reformulate or reshape product portfolios for long-term market planning

(Veerman et al, 2016)

Pricing that's **fair** to families



It works

Public supports it

Done it before (GST)

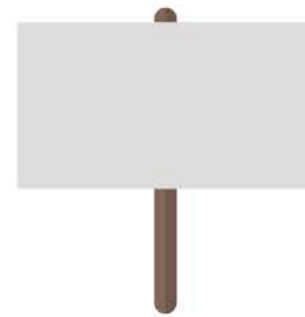
Progressive

Three clear outcomes



Not a sin tax

Not a ban



Advertising that supports our kids.

Advertising that **supports** our kids

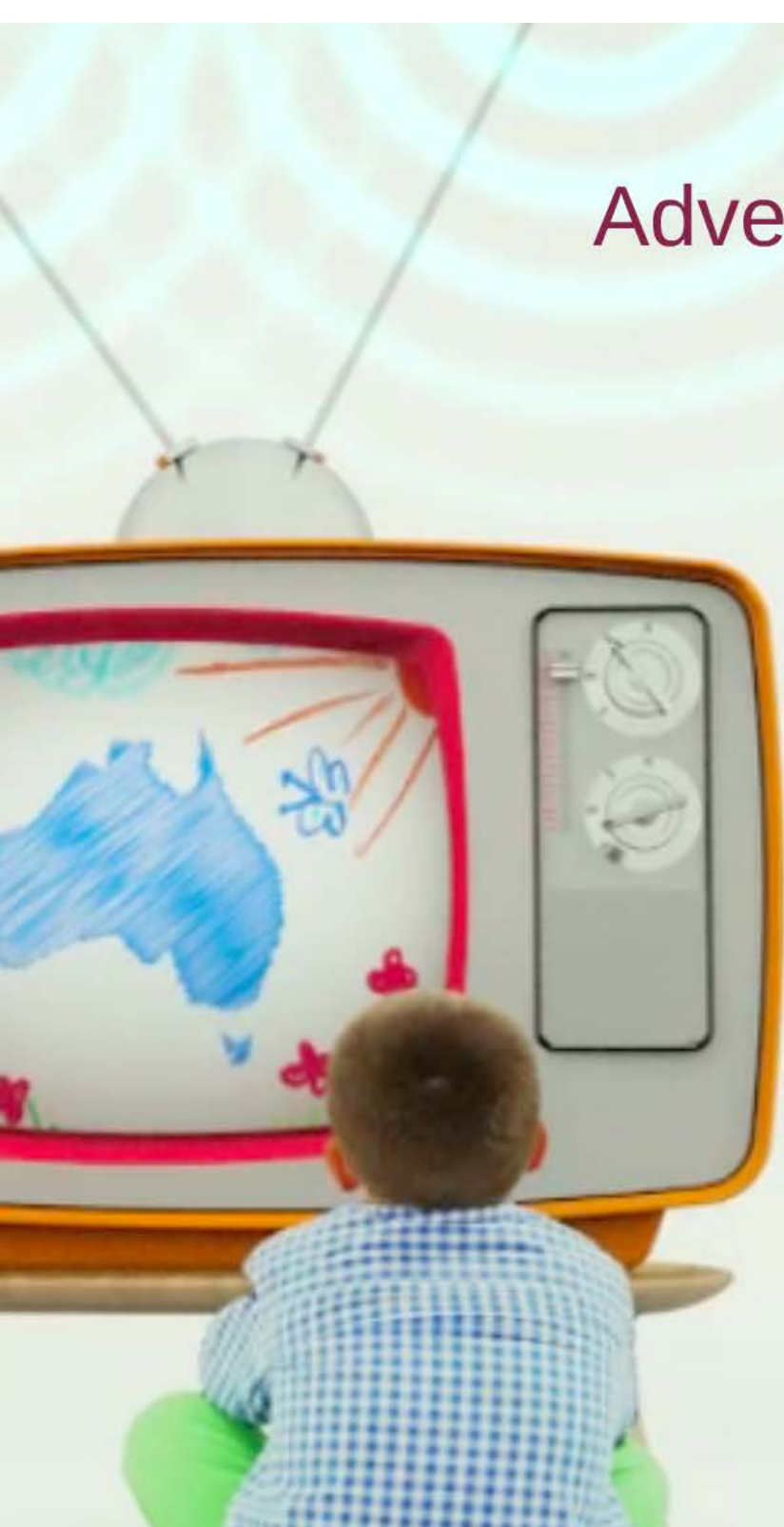
Highest number of TV food ads in the world

3 in 4 ads for unhealthier food

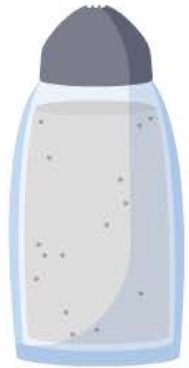


- **End all junkfood marketing** to children, and between 6am - 10pm on TV
- **End all use of cartoons**
- Replace sponsorships of events and sports with **healthy messages**, & lifeSPAN (\$30M)
- Phased, four-year end for all non-essential foods (GST language)

Advertising that **supports** our kids



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Nutrition **labeling** that makes **sense**

First:
well done!

Strengthen usability
Make mandatory
Focus on salt, fats and
sugar reformulation





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Prevention-focused
Path to the UN Decade of Action

UNITED NATIONS DECADE OF
ACTION ON NUTRITION



2016-2025



SUSTAINABLE, RESILIENT
FOOD SYSTEMS
FOR HEALTHY DIETS



ALIGNED **HEALTH SYSTEMS**
PROVIDING UNIVERSAL COVERAGE OF
ESSENTIAL NUTRITION ACTIONS



SOCIAL PROTECTION
AND NUTRITION EDUCATION



Pledge a prevention-focused commitment to the UN I



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SOCIAL PROTECTION
AND NUTRITION EDUCATION



TRADE AND INVESTMENT
FOR IMPROVED NUTRITION



SAFE AND **SUPPORTIVE**
ENVIRONMENTS FOR
NUTRITION AT ALL AGES



STRENGTHENED NUTRITION
GOVERNANCE
AND **ACCOUNTABILITY**



UNITED NATIONS DECADE OF
ACTION ON NUTRITION
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Pledge a prevention-focused commitment to the UN Decade of Action





...of healthy weight (BMI between 18.5 and 24.9) in both IV and out-of-IV (OOV) for 2014-15 and 2015-16 from quality of life for the nation - starting and programs for nutrition and IV.



Pricing that's fair to families



Pricing that's fair to families



Advertising that supports our kids



Nutrition labeling that makes sense

First, well done!



Why kids?
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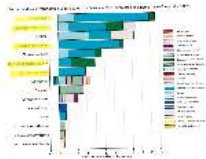
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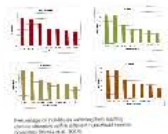
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- Nutrition labeling that makes sense

Category	Item	Value
Food	Apple	0.80
	Banana	0.60
	Orange	0.70
	Strawberry	1.20
Beverage	Water	0.20
	Milk	0.50
	Juice	1.00
	Soda	1.50
Snack	Crackers	0.80
	Chocolate	1.20
	Cookie	0.50
	Candy	0.80

2015-16



2015-16



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