 Obesity Advocacy Targets

Promoting fruit and vegetable consumption for all Western Australians

1. All Western Australians have access to secure and affordable housing, property maintenance and health hardware to safely store, prepare and cook nutritious meals.

2. All settings controlled or managed by State and Local Governments in Western Australia are free from the supply, sale, advertising and promotion of unhealthy food and drink.

3. Food education and literacy is a mandatory component of the school curriculum for all Western Australian students, supported by a mandatory component in tertiary training for teachers and educators.

4. Every childcare centre, kindergarten, school and youth centre in Western Australia is an accredited healthy food environment that ensures every child and young person in their setting has equitable access to healthy food and a sustainable community garden, every day.

5. An integrated State and Local Government Planning and Regulation System that makes health and wellbeing an enforceable and explicit requirement within the planning system, including mandatory Health Impact Assessments.

6. A targeted social marketing campaign to increase the consumption of fruit and vegetables by Western Australian children.

7. All food retailers and outlets in Western Australia source and supply fruit and vegetables locally, wherever possible.

8. A State Food Plan for a fair, diverse and sustainable food system for the benefit of all Western Australians.

9. A media advocacy campaign to promote primary producers of fruit and vegetables in Western Australia and their produce; and increase their share of voice and share of market across all media platforms.

10. A Parliamentary Friends Group is established and maintained to increase equitable access to safe, affordable and nutritious food for all Western Australians, supported by an alliance of professional and community experts.

Prepared by PHAIWA in consensus with sector stakeholders
Obesity Advocacy Targets

Improveing food labelling and food literacy for all Western Australians

1. An integrated State and Local Government Planning and Regulation System that makes fast food outlet exclusion zones an enforceable and explicit requirement within the planning system.

2. Mandatory implementation of consistent, evidence-informed menu labelling schemes across all Western Australian food retailers and outlets.

3. All settings controlled or managed by State and Local Governments in Western Australia are free from the supply, sale, advertising and promotion of unhealthy food and drink.

4. A strategic alliance (ie. taskforce) of committed individuals and organisations across all sectors to join and to act through a coordinated and collaborative approach to halt obesity in Western Australia; and, be part of the development and implementation of Obesity Policy and Programs such as the Sustainable Health Review.

5. Food education and literacy is a mandatory component of the school curriculum for all Western Australian students, supported by a mandatory component in tertiary training for teachers and educators.

6. 100% compliance with all food and menu labelling schemes implemented in Western Australia.

7. All Western Australians have equitable access to culturally and socially appropriate food literacy programs, supported by a state-wide public education program and interactive website.

8. An adequately resourced, implemented and evaluated state-wide comprehensive healthy food labelling scheme, supported by adequate investment in promotion of the Initiative.

9. Sustained education campaign to ensure all Western Australians understand the food labelling system, including menu labelling and product labelling.

10. A state-wide and comprehensive food education and literacy initiative, which is socially and culturally appropriate, has sustainable capacity building strategies, and can respond to the changing food environment.

Prepared by PHAIWA in consensus with sector stakeholders
Removing fast food sponsorship from sport in Western Australia

1. Increased and sustained funding for Healthway (the Western Australian Health Promotion Foundation) to increase the reach and impact of its sponsorship program.

2. A Healthy Sporting Environments initiative that supports the development of sustainable policies, programs and practice in sporting organisations to become healthy food environments.

3. Strategic partnerships established and maintained to influence key decision makers at all levels of government, sport clubs and associations to advocate for the removal of fast food sponsorship from sport in Western Australia.

4. A state-wide policy that every sport program, sport development program and sport setting is free from unhealthy brand sponsorship.

5. Healthy public policies are embedded in all sport clubs, associations and affiliations.

6. Targeted, well-funded and sustained grass-roots sports programs that are socially and culturally appropriate in areas with populations at-risk of obesity, poor nutrition and poor physical activity.

7. Advocate for a comprehensive, evidence-based campaign targeting children and youth, with a focus on junk food and sport.

Prepared by PHAIWA in consensus with sector stakeholders
Obesity Advocacy Targets

Improving nutrition for all Aboriginal people in Western Australia, particularly in rural and remote communities

1. A whole-of-government approach to ensure all Aboriginal People in Western Australian have access to culturally appropriate, secure and affordable housing, adequate property maintenance and functional health hardware to safely store, prepare and cook nutritious meals.

2. A State Policy that mandates healthy food supply and food availability as an enforceable and explicit requirement for regional and remote community stores, supported and governed by local community councils, developed in association with Aboriginal groups.

3. A State Policy that builds on existing legislation to create strong mandatory and enforceable requirements for the availability and access of safe drinking water for ALL Aboriginal communities, regardless of their geographic location in Western Australia.

4. A state-wide workforce strategy that supports the training, ongoing development and support for a larger Aboriginal workforce to work with regional and remote communities. For example, Aboriginal Health Workers, Aboriginal Environmental Health Workers and Aboriginal Liaison Officers.

5. A State Policy that mandates culturally and socially appropriate, consistent, evidence-informed healthy food labelling schemes across all Western Australian regional and remote community stores (eg. Skatte Tucker).

6. A well-resourced, sustainable and capable nutrition and obesity-prevention-related workforce that services regional and remote communities e.g. community nutritionists.

7. A social media campaign which effectively examines and publicises the role and influence of the ultra-processed food and drink industries in the marketing, availability and access of junk food and drink in regional and remote community stores in Western Australia.

8. Advocate for anecdotal “stories” and qualitative data to be considered credible sources of evidence in the application for funding, and in the reporting and evaluation of programs and services for Aboriginal people.

9. The Western Australian Indigenous Storybook is reinstated with sustained and increased funding to ensure it is integral to the planning, delivery and dissemination of Aboriginal public health projects across Western Australia.

10. A sustained and well-funded media advocacy campaign to promote public debate, and generate community support for changes in Aboriginal communities, specifically equitable access to safe and clean drinking water.

Prepared by PHAIWA in consensus with sector stakeholders
Improving nutrition for all Western Australian children

1. All Western Australians living and working in regional and remote communities have equitable access to safe, affordable, nutritious, healthy food and drink.

2. All settings controlled or managed by State and Local Governments in Western Australia are free from the supply, sale, advertising and promotion of unhealthy food and drink.

3. All Western Australian families are adequately supported to address the nutritional needs of their children from conception to two years of age (their first 8000 days of life).

4. Every public, private and independent school in Western Australia complies with the Healthy Food and Drink Policy.

5. State-wide policy developed for every childcare centre, kindergarten, school and youth centre in Western Australia is an accredited healthy food environment that ensures every child in their setting has equitable access to healthy food every day.

6. A whole-of-government approach to ensure every Western Australian child is protected from any exposure to the marketing and promotion of unhealthy food and drink on traditional and non-traditional media platforms, including online.

7. An integrated State and Local Government Planning and Regulation System that makes health and wellbeing an enforceable and explicit requirement within the planning system, including mandatory Health Impact Assessments.

8. A state-wide strategy and implementation plan (action plan) to halt obesity in Western Australia.

9. All children, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life.

10. Adequate and recurrent funding for the implementation of existing evidence-based, well-evaluated and effective child nutrition programs such as the Healthy Schools Project and School Breakfast Program in every public and independent school in Western Australia that demonstrates a need for the program.

Prepared by PHAIWA in consensus with sector stakeholders