



Water campaign information...

Good for kids good for life

Acknowledgement

This campaign has been adapted from the *Good for Kids, Good for Life* program, which was developed by Hunter New England Health and the NSW Department of Health in partnership with key stakeholders.

This booklet is designed for people who are interested in utilising the NSW Health *Good for Kids, Good for Life* Water Campaign to support their local strategies.

The booklet contains information about the campaign and support initiatives occurring across NSW.

A PowerPoint presentation has been included in the Campaign Kit which reflects the content of this booklet.

Information in this document was adapted from the NSW Healthy Kids website.

For more information on the NSW Campaign visit:
www.healthykids.nsw.gov.au

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Background



The prevalence of obesity and overweight is increasing and has been declared an epidemic in many countries. Obesity is one of the leading causes of premature death and illness and is estimated to cost governments, and the community, approximately \$1.3 billion per year.

Being overweight or obese substantially increases the risk of developing both acute health problems and chronic diseases. Together these account for a high proportion of illness, disability and premature death. However, overweight and obesity is not just a problem for adults.

Australian children and young people are not as healthy as they should be. Many of them are putting on excess weight and maintaining it as they get older. Between 1985 and 1995 the levels of obesity in Australian children tripled. The NSW Schools Physical Activity and Nutrition Survey (SPANS) conducted in 2004 showed that 25 per cent of boys and 23.3 per cent of girls were overweight or obese.

Young people who are overweight or obese have a 25 to 50 per cent chance of becoming overweight adults. With this progression come a number of associated co-morbidities. They include increased risk of coronary heart disease and stroke, hypertension and osteoarthritis, along with increased risk of psychological problems and a poorer quality of life.

Energy balance is the key to addressing overweight and obesity in children. If children take in more energy through food and drinks than they burn through activity, they will put on weight.

The fact is that getting active, in combination with healthy eating and drinking, is a great way for children, or anyone, to lead a healthy active life.

This is something that the whole community must consider including families.

NSW Health Good for Kids, Good for Life Water Campaign

Reducing obesity is a key priority within the NSW State Plan, *A new direction for NSW*. Specifically, the Plan aims to stop the growth in childhood obesity by holding childhood obesity at the 2004 level of 25 per cent to 2010 and reducing levels to 22 per cent by 2016.

The NSW Health *Good for Kids, Good for Life* Water Campaign is one of many NSW Health initiatives that have been implemented to address the State Plan targets.

This campaign has been adapted from the Hunter New England Health *Good for Kids, Good for Life* program, which promotes healthy eating and physical activity for children aged up to 15 years throughout the Hunter, New England and Lower Mid North Coast regions of NSW. For more information on what's good for kids visit www.goodforkids.nsw.gov.au

An overview of the campaign objectives and target audiences are outlined in the Campaign Summary on *page 5* of this booklet. The campaign promotes the importance of water consumption for children as a healthy alternative to cordial, fruit juices, flavoured mineral waters, sports drinks and soft drinks. The key message is

When it comes to thirst, drink water first.

This message is being promoted across NSW via television, radio and press during July through to September 2008 and directs people to the Healthy Kids website. For more details on the website go to *page 6*.

Research within Australia¹ has found that children aged 4 to 12 years who had 500ml or more of fruit juice or cordial per day are almost twice as likely to be overweight or obese as children who had no fruit juice or cordial. The findings were similar for soft drink. In NSW, 55 per cent of year 6 boys and just under 40 per cent of year 6 girls drink more than one cup of soft drink each day. By year 8, these figures rise to almost 60 per cent of boys and more than 40 per cent of girls.



Cordial, fruit juices, flavoured mineral waters, sports drinks and soft drinks are usually high in some form of sugar. A 250ml glass of apple juice or cola contains 6 teaspoons of sugar. Consuming just one can of soft drink per day adds up to 18 kilograms of sugar in a year. Even a glass of unsweetened orange juice contains four teaspoons of sugar. Water, however, has no added flavours, colours, sugars or energy.

Why focus on water?

Drinking tap water is the best way to quench thirst without getting the sugar and kilojoules found in fruit drinks and juices, soft drinks, sports drinks and flavoured mineral waters.



Drinking tap water instead of sweetened drinks helps prevent dental problems and the fluoride found in tap water also helps children develop strong teeth. Tap water also has the advantage of being inexpensive for families compared to other types of drinks.

1 Sanigorski, A.M., Bell, C., Kremer, P.J. & Swinburn, B.A. (2007). High Childhood Obesity in an Australian Population, *Obesity*, 15, 1908–1912

Campaign summary

Key campaign messages

- When choosing drinks for children, think water first.
- Tap water is the best way to quench your thirst and has no added sugar, flavours, colours or kilojoules.
- Sweetened drinks including fruit juice, cola and lemonade contain up to 6 teaspoons of sugar per 250ml.

Target audience

Primary audience

- Parents and people who care for children from 0–15 years of age.

Secondary audience

- Children aged 0–12.
- Teenagers aged 12–15.
- Key influencers, whose advice and opinions are taken into account by children and young people, including childcare professionals, teachers, education workers, health professionals and sports coaches.
- The wider NSW community.

Objectives

Primary objectives

- Increase awareness amongst the target audience of the high sugar content of sweetened drinks.
- Increase awareness amongst the target audience that water is a better option than sweetened drinks.
- Reduce the consumption of sweetened drinks among children.
- Increase the consumption of water among children.

Secondary objectives

- Reduce the consumption of sweetened drinks among adults.
- Increase the consumption of water among adults.

Healthy Kids website

www.healthykids.nsw.gov.au

The Healthy Kids website was developed in partnership with NSW Sport and Recreation, The National Heart Foundation – NSW Division and the NSW Department of Education and Training.

The website provides comprehensive information and supporting resources around the five key messages for a healthy lifestyle.

The 5 key messages the website promotes are:

- choose water as a drink
- get active for an hour or more each day
- eat more fruit and vegetables
- turn off the TV or computer and get active
- eat fewer snacks and select healthier alternatives.

The website contains information about the campaign and has a range of resources and fact sheets about how to maintain a healthy active lifestyle.

Click on the *Good for Kids, Good for Life* logo on the front of the Healthy Kids webpage to access the campaign information.



NSW Health programs

There is a range of NSW Health programs that support the NSW Health *Good for Kids, Good for Life* Water Campaign message, **Think water first**. These programs, funded by NSW Department of Health, promote healthy living among children, young people and families. The focus of the programs is on partnerships with early childhood centres, pre-schools and primary schools.

Programs available include:

- Live Life Well @ School
- Live Outside the Box
- Munch and Move
- Crunch&Sip®.

For more information on:

- Live Life Well @ School
- Live Outside the Box
- Munch and Move.

Visit www.healthykids.nsw.gov.au

For more information on:

- Crunch&Sip®.

Visit www.healthy-kids.com.au/page/87/crunch-and-sip





Live Life Well @ School is being offered to all NSW government primary schools from 2008 to 2011, and is a partnership between NSW Health and the Department of Education and Training.

The program aims to get more students, more active, more often, as well as providing a renewed focus on healthy eating habits.

The initiative provides professional learning workshops for teachers focusing on developing quality nutrition and physical education programs.

Schools can register individually or form a cluster group.

Register at www.curriculumsupport.education.nsw.gov.au/primary/pdhpe/prolearn/live_life001.htm

For further information about **Live Life Well @ School**, contact:

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LIVE OUTSIDE THE BOX

Live Outside the Box is a fun, interactive, 2 week challenge for years 5 and 6 primary school students, on how to maintain a healthy, active lifestyle.

Students are encouraged, with the support of their families and teachers, to **Live Outside the Box**. This means turning off the TV and computer games, getting outside, moving, playing and being more active. It also means reducing the amount of less healthy foods and replacing these with healthier alternatives.

Live Outside the Box is being promoted as part of the **Live Life Well @ School** program to all NSW Government primary schools. **Live Outside the Box** is also available as a stand alone program for all NSW primary schools, including non government schools. The program is free and comes as a complete package ready to implement.

Resources can be ordered through the Resource Distribution Unit, Better Health Centre.

Better Health Centre – Resource Distribution Unit
Attention. Centre Resources Officer
Tel. (02) 9879 0443
Fax. (02) 9879 0994
Email. tobinfo@doh.health.nsw.gov.au

For further information about the program contact your local NSW Area Health Service Health Promotion Unit.



Munch and Move is a fun, games-based program for NSW preschools. It supports the healthy development of young children by promoting healthy eating, physical activity and reduced small screen recreation (TVs, DVD, computers).

Children will have the opportunity to engage in skills-based active play and learn about healthy choices through a range of learning experiences.

Parent focused support materials, including fact sheets are also available as part of the program which provide simple tips and ideas for practicing healthy, active behaviours at home.

For more information about the **Munch and Move** program, and training opportunities in your local area, email munchmove@health.usyd.edu.au

Crunch&Sip[®]

Crunch&Sip[®] is a set break to eat fruit or salad vegetables and drink water in the classroom.

Students 're-fuel' with fruit or vegetables during the morning or afternoon – assisting physical and mental performance and concentration in the classroom.

The **Healthy Kids School Canteen Association** (Healthy Kids SCA) have received funding from the NSW Department of Health to roll out **Crunch&Sip[®]** across NSW primary schools.

This free program does not require schools to become members of Healthy Kids SCA to participate.

To register for the **Crunch&Sip[®]** program, visit www.healthy-kids.com.au/page/87/crunch-and-sip and complete the registration form.

For more information email **Healthy Kids SCA** info@healthy-kids.com.au



