

**Preventative Health Taskforce  
General Stakeholder Consultations  
Mount Gambier**

**Quality Inn Presidential**

**9.30am – 11.30am**

**30 January 2009**

**Facilitators:** Professor Paul Zimmet  
Professor Leonie Segal

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Thirteen participants attended the Preventative Health Taskforce Mt Gambier general consultations.

Professor Zimmet and Professor Leonie Segal provided an introduction and overview of the Preventative Health Taskforce and its work to date. Participants were then provide with three challenges in relation to questions asked in the Taskforce Discussion Paper *Australia: The Healthiest Country by 2020*.

Participants raised the following points:

**Innovative ideas, omissions and general comments**

- There is an underlying issue of mental health and self esteem.
- Holistic approach, both don't do's and do do's.
- Health preventions program need resources.
- Need for infrastructure and appropriate resourcing so that both prevention and clinical loads can be evenly balanced.
- Health promotions put on back burner, due to increase in work load.
- Nurses just don't have time for education; too busy doing day to day work.
- Indigenous area finding it hard to recruit good people, some have been trying to recruit for 3 years.
- Dentistry is another major problem, culturally appropriate for indigenous.
- Time limitation on service provider - people need to be connected.
- General care planning tool – Flinders University, chronic disease, self management plan quite intensive and time consuming – goal specific.
- Health literacy is narrow and should be broader.
- Social marketing campaign needs to be well tested.
- Urban environment – focus should be on building interesting playgrounds for small kids - rumble cage, soccer/basketball.
- There should be on a legislative requirement for council to provide footpaths and cycle ways.
- There is a food safety issues for lunchboxes – fridge in every classroom?
- Continuity of funding - ban pilot funding/projects.
- Need better access to rural services, there is fractured delivery of support services.
- Put cooking show on a TV channel dedicated to a range of programs showing how to cook, physical exercise and breastfeeding.

- Community gardens are a great idea - everyone learns.
- All information is out there, just need to present it differently to community.
- ‘Community Foodies’ program.
- Issue of stigma – only bad parents go to parenting class.

### **Obesity**

- High levels of alcohol in drinks contribute to obesity.
- Small measures contribute to change but need to change mindset.
- Some people don’t make the connection between soft drink and obesity.
- “Party food” was considered special occasion food (i.e. pies, chips, soft drink), but is now considered everyday food and the accessibility of those foods is too easy.
- Food composition – high sugar and salt contributes to behaviour.
- How can we enable parents to make better choices? A need to create an environment where parents can make better decisions.
- Real misconception of healthy food being too expensive as opposed to the price of fast food.
- Parents who are time poor don’t have time to feed kids healthy food.
- Lack of knowledge plays a major part.
- Generational change, loss of transfer of skills, mums don’t know how to boil eggs and kids don’t know how to make a sandwich.
- Kids should have some ownership of eating healthy.
- There is a need to educate at home not just at schools.
- Drug of choice is food for some people, can stop smoking or alcohol consumption but can’t stop eating.
- “Upsizing” is an issue.

### **Tobacco**

- Power of advertising - advertisements that try to shock don’t work, however the advertisement where boy cries and mother walks away is working.
- Tobacco strategies need to look at other psychosis.
- Health practitioners need to lead by example - smoking with patients (mental health).

### **Alcohol**

- Three key focus areas for harm minimisation relating to alcohol:
  - 1. Parenting;
  - 2. Police; and
  - 3. School.

Both the school and police are doing a good job, but parents aren’t as their vision is so short they are not looking beyond for health effects.

- The message is that you are stupid if you drink drive, but when you get a full license you can drink until you have a 0.05 alcohol level.
- Taxing alcopops hasn’t stopped drinking it has just shifted the trend to people now buying alcohol plus a mixer.
- Need to change culture - backyard BBQ.