

Lose 2kg Planning our campaign







Meet the Leadership Group

Guiding Our Campaign Towards a Healthier Western Sydney



Dr Shopna Bag *Director,* Centre for Population Health, **WSLHD**



Stephen Bali MP Member for Blacktown



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Diabetes Prevention
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Morgan Stewart Group CEO, Workers Lifestyle Group



Rob Tassie General Manager Digital Health and Services Wesfarmers Health



Heloise Tolar eEngagement and Education Manager Western Sydney Diabetes, ICH, WSLHD



Public Notice: Fortify Your Health, Thwart Diabetes Through Weight Management

- Pre-Diabetes & Wellness: Trim 2kg and curtail diabetes risk by 30% in 10 years
- Diagnosed?: Lose 4kg+ to help check or even reverse diabetes progression
- Engage in our Quest: Soliciting cross-sector alliances for ideas and backing
- **Campaign Genesis**: Conceived with Stephen Bali MP in 2022, now bolstered by WSLHD, WSPHN, Diabetes Australia, PwC, Alliance Partners and more
- Achievements & Laurels: Spotlighted at Western Sydney Changing Diabetes Launch; Clinched a 2023 ClubsNSW Community Award
- Embark on Action: Contribute to strategy, champion the cause, volunteer
- Unified Objective: Battle diabetes; Carve a healthier, resilient community

Mobilising Collective Strength for Transformative Change

Weight Loss Benefit

Description

Weight loss

You will lose 2 kg by following a balanced diet and a personalised exercise plan

Energy and confidence

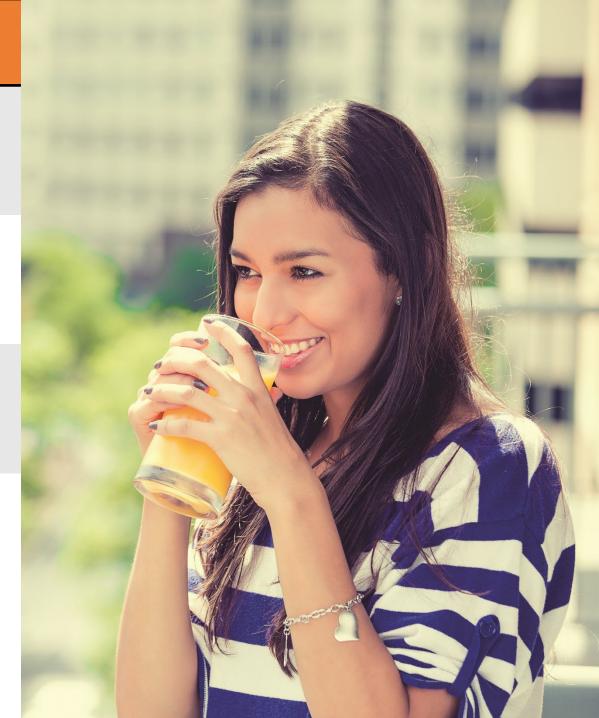
You will feel more energetic and confident as you shed the extra kilos and improve your fitness level

Mood and sleep quality

You will improve your mood and sleep quality as you reduce stress and anxiety

Health and well-being

You will reduce your risk of chronic diseases such as diabetes, heart disease and cancer as you lower your blood pressure, cholesterol and blood sugar levels



Embrace Health-Forward Lifestyle: Anywhere, Anytime!

At Home: Wholesome meals & home workouts!

On the Go: Opt for stairs, walk or ride a bike

At Work: Healthy snacks & stretch breaks

Socialising: Balance fun with nutritious choices

Outdoors: Parks and trails - nature's gym

In Western Sydney: Blacktown,
Parramatta, The Hills - this campaign is
for everyone





How? Transform Both the Body and the Mind



- **Set Goals**: Craft small, measurable goals as steppingstones to enduring change
- Forge Healthy Habits: Trade a coffee for a smoothie, take stairs over elevators
- Revamp Your Diet: Reach for nourishing snacks, meals, and drinks; curb sugars
- Track Progress: Weekly weigh-ins to gauge progress and finetune habits
- **Get Moving**: Boost step counts and blend regular physical activity into your days
- Savor Nature: Outdoor time lifts spirits and kindles physical activity
- Family Bonds: Rally the family shared wellness journeys are joyous
- Find Your Tribe: Plug into health-focused groups or clubs for collective motivation
- Applaud Achievements: Share and celebrate every triumph, big or small

Not Just Weight Loss – A Holistic Lifestyle Metamorphosis. Together, We Thrive!

'Lose 2kg' Campaign: Milestones & Achievements

- 1 Oct-Nov 2022: Conceptualisation of the 'Lose 2kg' campaign with Stephen Bali MP at WEXPO followed up by a Parliamentary Meeting with current Premier; promotion at WSCD launch at WLG
- 2 Jan 2023: Endorsement by WSD Executive Management Team
- 3 Feb 2023: WSLHD CE pledges leadership for workplace
- [4] **Feb 2023:** Leadership Group meeting; initial lead sites confirmed, and support committed
- 5 **Feb 2023**: PwC integrates campaign into *WSD Prevention Investment Cost Benefit Analysis*
- 6 **Feb 2023**: Support from SiSU and Wesfarmers, offering technology for tracking population weight changes
- 7 May 2023: Discussion of Federal/State WSCD exemplary project with Federal MP Dr Andrew Charlton
- 8 May 2023: Introduction of campaign to 100 participants, including 60 GPs, at WSCD GP and Clinical Dinner
- May 2023: WSCD wins Health Award at ClubsNSW's Clubs and Community Awards
- June 19, 2023: Planning Meeting





The 'Lose 2kg' Campaign: A Tapestry of Collaboration

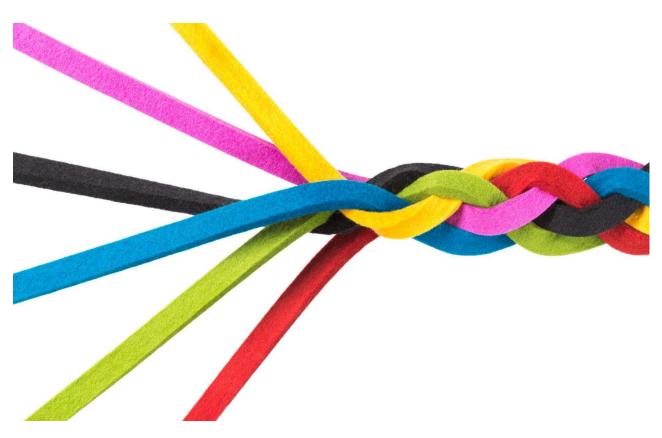
Integrating Sectors: Combining
Health, Community, Food, and Activity sectors
within our campaign

Resource & Expertise Network:

Leveraging a diverse array of resources and knowledge

Collective Impact: Empowering us to cultivate a healthier Western Sydney and combat diabetes more efficiently

Value Addition: Amplifying our impact through each partner's unique capabilities and resources



Engagement Strategy: Health Sector Partners



Federal & State Ministries of Health



Local Health Districts



R Primary Health Networks & General Practice

Community Allied Health professionals (optometrists, dieticians, exercise physiologists, psychologists)



Pharmacies

NGOs (eg: Diabetes Australia, Heart Foundation, Uncle Jimmy Thumbs Up! Ltd)



Private Health Insurers



Corporations (e.g. SiSU, Wesfarmers)

Collaborating for Comprehensive Healthcare





Engagement Strategy: Community Sector Partners

Social Groups & Clubs eg: Workers Lifestyle Group



Cultural Associations eg: Tamil Arts and Culture Association

Living Toongabbie

Living Toongabbie



Engagement Strategy: Food Sector Partners

Supermarket Chains

'Farm to Fork' Fresh Food Producers &
Suppliers



Engagement Strategy: Activity Sector Partners



Fitness Influencers & Trainers



Parks and Recreation Departments



Dance and Music Groups



Outdoor Activity Coordinators



Celebrity Champions: Amplifying Our Message

Why Celebrity Champions?







© Cultural Sensitivity & Diversity



Dr Jim Taggart, OAM

Icons of Health and Wellness: Inspiring Lives through Sport, Music, Medicine, Culinary, Fitness and the Arts

Sports Icons:

"Inspire Physical Activity

Music & Entertainment Luminaries:

Immense Popularity & Follower Base

a Catchy Medium for Health Messages

Medical Authorities:

Credible Endorsement

☐ Inform on Health Benefits

Culinary Masters:

Q Promote Nutritious Cooking

Endorse Healthy Food Options

Fitness Advocates:

Share Practical Health Tips

Motivate Healthy Lifestyles

Arts & Cultural Stalwarts:

© Creative Messaging

Reach Diverse Audiences



Graham 'Buzz' Bidstrup, CEO Uncle Jimmy
Thumbs Up! Ltd

Components of the 'Lose 2kg' Campaign

1. Communications:

- 1. Advocacy, Media & Education
- 2. Raise Awareness & Inform
- 3. Engaging, Clear Messaging

2. Interventions:

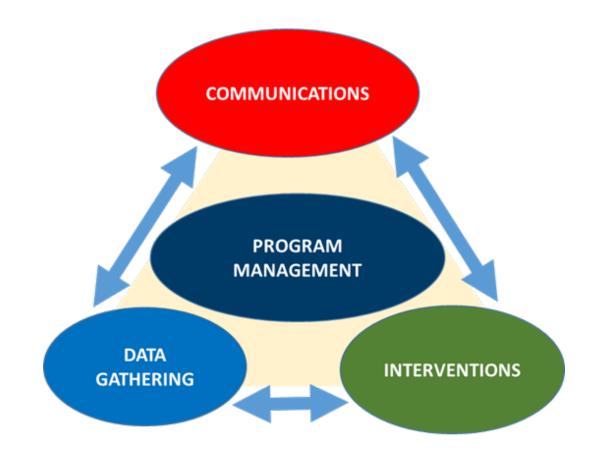
- 1. Partner Activation
- Incentives & Celebrations
- 3. Tostering Community Unity

3. Data Gathering:

- 1. III Track Progress & Impact
- 2. Analyze for Strategic Insight
- Inform Future Actions

4. Program Management:

- Resource Efficiency
- |S| Adaptability



Key Takeaway:



The combined and integrated efforts in each elements is what will propel the 'Lose 2kg' campaign.

Crafting Our Communication Strategy

- © Collaboration: Exploring partnerships with professional public relations firms
- Utilising Expertise: Leveraging the Leaders Alliance & partners' diverse communication resources
- Adaptability: Crafting adaptable messages based on on-ground insights
- Being aware and appropriate:
 Respecting all body types and shapes,
 avoiding harm or stigmatisation



Coordinated Yet Distributed Approach

- © Coordinated Messaging:
 Consistent overarching message
 across platforms
- Distributed Execution:
 Partners tailor messages for their audiences
- Unified Voice, Diverse Reach:
 Combining professional
 coordination with grassroots
 customisation



Intervening with Impact: Start with Four Programs

Western Sydney LHD: Engaging 12,000 staff in awareness and action

© Championed by CEO Graeme Loy & Prof Glen Maberly

Q Workers Lifestyle Group: Enhancing awareness through cooking demos and early detection

Engagement through GP: Early detection & lifestyle programs

Backed by WentWest

Sporting Organisations: Leveraging sports for health promotion

Stimulated by Stephen Bali MP



Expanding when we can: Our Multi-Tiered Strategy

Expanding Horizons: New opportunities to emerge after the planning meeting

Innovation and Readiness: Supporting groups with fresh ideas and execution capability

Two-Fold Approach: General advocacy for keeping weight loss and focused lifestyle modification programs

Incentives & Sponsorship: Exploring motivating factors through local support Target Reach: Engaging 50k-100k in

advocacy; 5k-10k in intensive programs



Data Gathering: Quantitative Analysis

Process Measures: Track participant engagement

Mumber of people reached and enrolled

🔟 Duration and level of participation

Weight loss achieved

Impact Measures: Evaluate health outcomes

Changes in HbA1C levels

Averted hospitalisations

Long-term risk assessment

Cost Measures: Assess economic impact

(§) Campaign service costs

Averted service costs

Cost-effectiveness analysis



Understand the campaign's effectiveness and finding ways to improve

Data Gathering: Qualitative Insights

Qualitative Measures: Understanding participant experiences.

- Satisfaction levels among successful participants
- Interviews with nonparticipants to understand barriers
- S Focus groups for insights on possible improvements



We aim to continually refine our 'Lose 2kg' campaign for greater impact

Program Management: Steering Success

Leadership Group: The Navigators

- (S) Guides campaign strategy, focus, and scope
- Facilitates partner inclusion and collaboration
- Advocates for essential investments
- **©** Ensures alignment with overarching goals

Autonomous Management: Decentralised Control

- Each organisation manages its domain
- Includes personnel and budgets
- © Encourages ownership and initiative
- Stays aligned under Leadership Group's guidance



Robust coordination between the Leadership Group and autonomous management, we are poised for success