



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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CEO, Diabetes Australia NSW & ACT



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Diabetes Prevention Manager, Western Sydney Diabetes, ICH, WSLHD



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Professor Glen Maberly
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Epidemiologist Western Sydney Diabetes, ICH, WSLHD



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Public Affairs Specialist Novo Nordisk Pharmaceuticals



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
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Weight loss	🏋️ You will lose 2 kg by following a balanced diet and a personalised exercise plan
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Energy and confidence	⚡ You will feel more energetic and confident as you shed the extra kilos and improve your fitness level
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Mood and sleep quality	😊 You will improve your mood and sleep quality as you reduce stress and anxiety
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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
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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


 Seize the Moment; Make Health Your Mission! 





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 fine-tune 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
- 9 **May 2023:** WSCD wins Health Award at ClubsNSW's Clubs and Community Awards
- 31 **June 19, 2023:** Planning Meeting




Celebrating Progress and Recognition

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



Collective Action for a Healthier Tomorrow


Engagement Strategy: Health Sector Partners

-  Federal & State Ministries of Health
-  Local Health Districts
-  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

 Councils

 Cultural Associations eg:
Tamil Arts and Culture
Association

 Local Initiatives eg: Healthy
Living Toongabbie



Building Bridges with the Community

Engagement Strategy: Food Sector Partners

 Supermarket Chains

 'Farm to Fork' -
Fresh Food Producers &
Suppliers



Nutritious Choices for a Healthier Lifestyle

Engagement Strategy: Activity Sector Partners

-  Fitness Influencers & Trainers
-  Parks and Recreation Departments
-  Dance and Music Groups
-  Outdoor Activity Coordinators



Encouraging Active Lifestyles for All

Celebrity Champions: Amplifying Our Message

Why Celebrity Champions?

- ✦ High Visibility
- 📢 Broad Audience Reach
- 🚀 Influence on Public Perception
- 🌐 Cultural Sensitivity & Diversity



Dr Jim Taggart, OAM

Harnessing the Power of Prominent Figures to Inspire and Encourage Healthy Choices Across Communities

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

Sports Icons:

- 🏆 Ideal Examples of Discipline & Healthy Living
- 🏃 Inspire Physical Activity

Music & Entertainment Luminaries:

- 🎤 Immense Popularity & Follower Base
- 🎧 Catchy Medium for Health Messages

Medical Authorities:

- 🩺 Credible Endorsement
- 💡 Inform on Health Benefits

Culinary Masters:

- 🔍 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
2. 🏆 Incentives & Celebrations
3. 🌐 Fostering Community Unity

3. Data Gathering:

1. 📊 Track Progress & Impact
2. 🔬 Analyze for Strategic Insight
3. 💡 Inform Future Actions

4. Program Management:

1. 🚀 Leadership & Strategy
2. 📁 Resource Efficiency
3. 🔄 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




The synergy of specialised skills and grassroots engagement

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



Harnessing the power of collective strength for wider impact

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

 **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



Paving the way for awareness, action, and adaptability

Data Gathering: Quantitative Analysis

Process Measures: Track participant engagement

 Number 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 non-participants to understand barriers
- 🌸 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

- 🕒 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