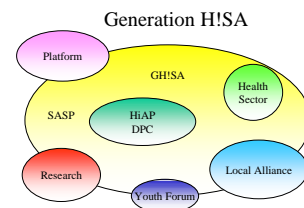


Generation H!SA

Concerted policy and action on wellbeing, healthy weight and obesity in South Australia

A work in progress



The key target group of the *Generation H!SA* approach is the next generation of South Australians. Childhood obesity in Australia is estimated to be rising at an annual rate of 1 per cent, meaning that half of all young Australians could be overweight by the year 2025.

There is a clear opportunity for South Australia to take **national and international leadership** on children's wellbeing and obesity. Action on Healthy Weight must be a high priority for **all of government and for society as a whole** and presents an exemplary opportunity for key interactions across South Australia's Strategic Plan.

Generation H!SA works with a combination of change approaches. The aim is to make the healthy choice the easier choice for children and their parents. Therefore *Generation H!SA* has a special focus on the social determinants of obesity and the obesogenic environment. It also includes broader issues around body image, self-esteem and health literacy and takes full account of the confirmed link between **childhood obesity and deprivation**. **Five key mechanism** drive *Generation H!SA*: two within and three beyond government. All work towards the same goals, adopt the same principles and are under the same "brand". They are supported by a **multi disciplinary research strategy**.

Within government: A Health in All Policies Strategy for Generation H!SA

Leadership by the Premier - High level *Generation H!SA* task force - child health impact assessments - regulatory measures - a dedicated tax - a Children's Health Act - integration of key issues into the new public health act and the new education act.

Within government: the critical role of the health sector in Generation H!SA

Priority action area for the health sector - high level leadership - enhancement of both prevention and treatment - full engagement of GP PLUS Centers, the children's centers (run together with DECS), children's hospitals, the Aboriginal health services, the mental health services - scaling up of successful initiative - standards for schools and work places of young people - self-assessment and Benchmarking tools for all institutions that deal with children.

Beyond government: Platform Generation H!SA

A high level SA Platform to engage and create incentives for the international food and soft drinks industry based in South Australia.

Beyond government: Local Alliance Generation H!SA.

The design of healthier communities, engagement of state and local government, for example in relation to healthy employees, land use, town planning, zoning laws and transportation, local food production, retail grocers, food processors and restaurants, entertainment and sports.

Beyond government: the Generation H!SA Youth Forum

Ensuring the voice of young people in shaping their future.