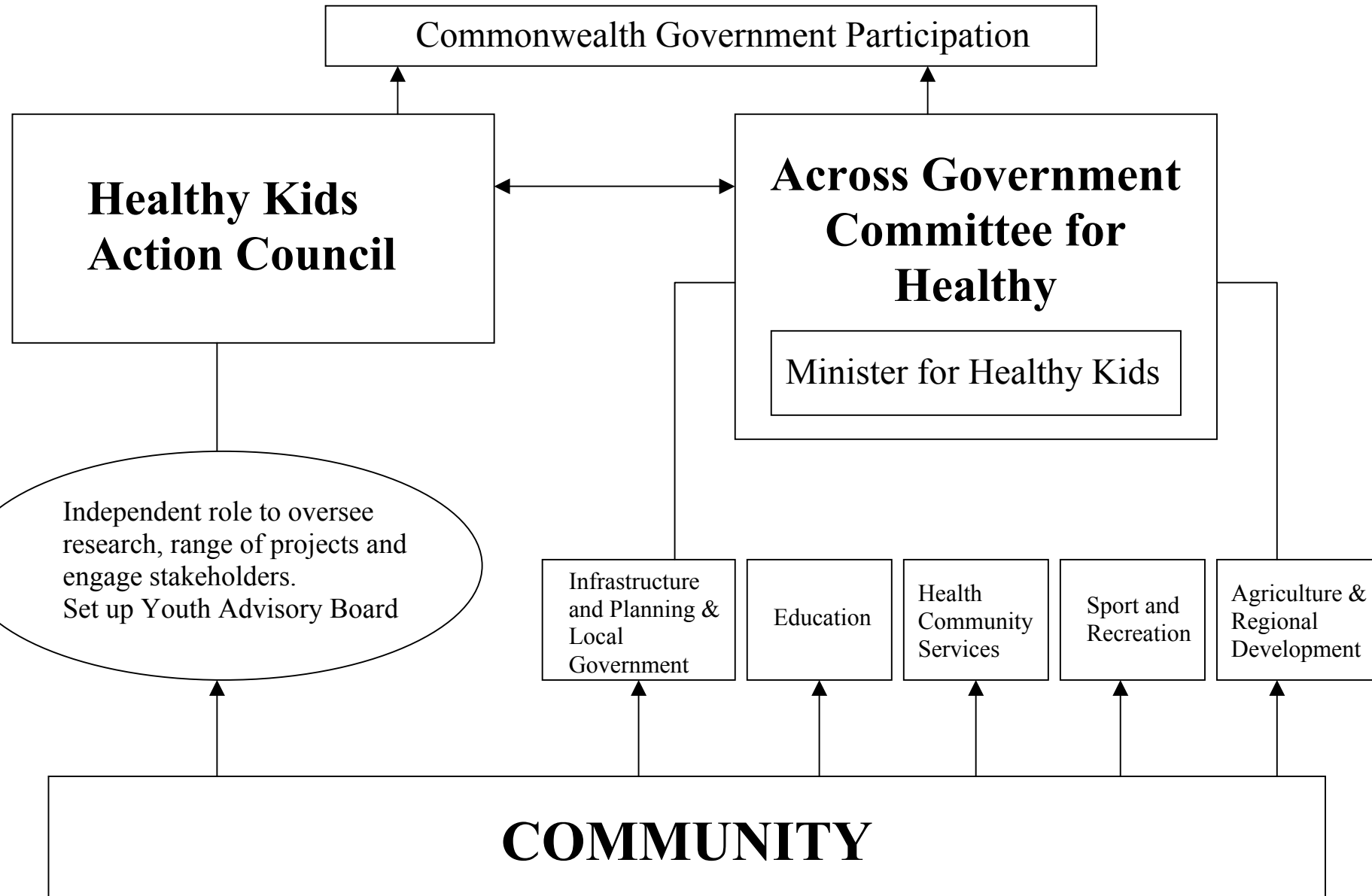


## A Healthy Balance: Victorians Respond to Obesity

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# IMPLEMENTING THE HEALTHY KIDS STRATEGY



## *Victorians Respond to Obesity - A Citizen's Summit*

### **PREAMBLE**

We, the members of the Citizens Panel, believe that the Victorian community faces a crisis – **the alarming increase in childhood obesity**. This must be addressed as a matter of urgency.

The projected cost to the health system of obesity of \$128 million per year can be reduced with investment in prevention programs.

Childhood obesity is not simply a health problem, it is a problem that crosses cultural, social, educational and environmental boundaries. Our children hold the future of this state and country in their increasingly chubby little hands.

To tackle this epidemic, all levels of government must take a leading role. However they cannot act alone. They must have the support and commitment of all Victorians and there must be a quantum shift in the community's attitude and awareness of the benefits of good food and activity - if we are to combat the crisis in childhood obesity.

This can **only** be done with a coordinated, integrated approach. The strategy to reduce our childhood obesity must encompass all stakeholders including government departments, local councils and sectors within the community. And because obesity starts before birth the strategy must include all parents, children and extended families if we are to achieve our goal: **the improved health of our children**.

All parents must be provided with useful and relevant information, strategies, facilities and opportunities to choose and access healthy, affordable and tasty food. They must also be able to access safe, fun and enticing facilities that encourage physical activity. They must be empowered, not blamed. By doing this we will make an on-going contribution to the healthy lifestyles of all Victorian children.

Everyone in our community must take responsibility for the current crisis and take ownership of the problem. Only then can we become part of the solution. We must take action **now**. By working together, we can tackle the whole range of factors which we have identified as contributing to childhood obesity.

The problem is a rapidly escalating one but we must act immediately. However we recognise that there is no quick fix. We believe that, with a long term commitment by all involved, we **can** tackle this huge problem. There are already small, isolated projects that have demonstrated that we can achieve our primary goal: Victorian children enjoying food, eating healthily and being active.

Victoria has led the world in changing community attitudes to health issues such as smoking, unsafe sex practices, drink-driving and skin cancer. Obesity is the next challenge.

We are confident that together we can succeed. But we must start now.

## INTRODUCTION

Obesity, particularly in children, is emerging as one of Victoria's most serious health problem. In 2001, one-in-five Victorian children aged 5 to 6 were overweight or obese, and 23% children aged 10 to 12 were overweight or obese with 10% being classified as obese.

Because overweight children become overweight adults it is important to address the problem early. Obese children have a 25-50% chance of suffering obesity as an adult, while obese adolescents have a 78% chance of becoming an obese adult.

The emotional consequences of obesity are particularly serious in the young. Obesity can contribute to psychological disorders and overweight children can experience social stigmatism. By being stereotyped as unhealthy, these children can become victims of low self-esteem, poor self-image and they may adopt risk-taking behaviours.

Action now will stem the yearly costs to our community of obesity, estimated at more than \$1200 million. After hearing the evidence, the anecdotes and the, often alarming statistics, we have prepared a series of recommendations. While these are detailed below - the cornerstone to our strategy is for the state government to urgently create a Healthy Kids Action Council which will ensure a coordinated approach across portfolios, councils, rural and metropolitan areas and stakeholders.

We, as the Citizens Panel, applaud the Victorian Government for having the courage to ask the community to come up with solutions to childhood obesity. There is an enormous wealth of information, commitment, passion and ideas amongst the people of Victoria. Rather than seeking the advice of professionals, the government has asked us to listen to the experts and to use our collective wisdom as parents, carers, educators and students to develop innovative ways to battle this disease. This is truly democracy-in-action.

We encourage all governments and decision-makers to adopt, and embrace, this process.

## RECOMMENDATIONS

The overall role for the Victorian State Government is to demonstrate a serious commitment to the issue of childhood obesity by providing the necessary resources, funding and infrastructure. We believe it would be short-sighted and ultimately ineffective for one government department to lead the fight against childhood obesity. Childhood obesity crosses a number of portfolios within government and there must be coordination rather than competition between departments for obesity to be eradicated.

If childhood obesity remains unchecked, the increased demand of the disease on the health system will require the building of two more Royal Children's Hospitals. It is clearly cost-effective to allocate significant funding to measures that can prevent the need for this. If reducing childhood obesity is truly a priority then we urge government to adopt these recommendations, and to do so soon.

### **The Victorian Government must aim to:**

- Establish a Healthy Childrens Council, which brings state government departments of education, health, infrastructure, sport and recreation, together with industry, local councils and the communities of Victoria.
- Accurately determine the extent of childhood obesity in Victoria by end of 2003. Baseline data is urgently needed so that we can monitor and evaluate the efficacy of research projects.
- Establish projects within schools, community and research institutions which act on the evidence already to hand. While further research is needed, we also need immediate action using the information and research we already have.
- Provide resources to monitor and evaluate existing projects to ascertain what works.
- Ensure that children's registration for sport and other organised physical activities is either tax deductible, earns a tax rebate or attracts a cash rebate for families in need.
- Encourage the federal government to introduce Medicare rebates for families with Healthcare cards who participate in sport and other physical activities.
- Urgently address the public liability issue. Children must be able to play without their parents or schools fearing that they will suffer legal consequences. Our schools are the centre of our community. They should not be shut at 3:30 or for weeks at a time over the holidays. They are a resource we can use to encourage our children to be active and to have fun.

### **Proposed Healthy Kids Action Council:**

We also strongly recommend that the state government establish a new independent body, similar to VicHealth, which can oversee the development and efficacy of the Healthy Kids Action Council. We hope that the creation of such a body will ensure that the commitment to tackling childhood obesity will remain a bipartisan commitment, beyond the influence of elections or government trends.

We also wish to encourage the government to review funding to VicFit. The organisation already holds the health of Victorian children in its heart and, from the

evidence we heard, have programs in place that could assist in the improved nutrition and activity of our kids.

Finally we were impressed with the repeated advice that families who eat together – at least some days during the week – develop a love of food, an understanding of what is healthy and they also get to talk to one another. We recommend that the Victorian government develop a media campaign aimed at promoting the physical and emotional benefits of the “family meal”.

## **STRATEGIES AND THEIR TARGETS**

**The hospital costs of obesity will double over the next 20 years to at least \$300 million annually. We recommend that at least 10% of this amount – ie \$30 million – be allocated by the Victorian Government *now* on an annual basis to fund prevention programs and research. This sum will more than pay for itself in terms of lives saved, hospital admissions avoided and improved health and well-being.**

### ***COMMUNITY***

We recommend that the Victorian Government and other organisations use this process to create a debate about work/life balance, what society values about family life as well as the development of family-friendly workplaces.

### ***POLITICIANS***

To ensure that there is a sustained effort that remains after election votes have been counted, the problem of childhood obesity must be embraced by all politicians – **in all parties**. We recommend that:

- An annual report is presented to parliament by the Healthy Kids Action Council (the Council) which monitors the progress of all program and research
- There be bi-partisan participation in the Council
- That each MP should be provided with an annual report on the state of health of children in their electorate.

## ***PARENTS***

**Parents – for your kids’ sake, we urge you to become involved in the solution. Parents are the key influence in the prevention of childhood obesity. It is imperative that we engage them, not blame them. We want to empower parents to get their kids eating healthily and being active by:**

- Giving them practical ideas and strategies to reduce TV viewing hours and to encourage other healthier pursuits eg bike riding
- Making parents aware of the facts of obesity and helping them to get help in addressing it. This intervention must come when the parents and children are open to learning about the issue – this is the “teachable moment” and health professionals must be trained in recognising it and using it.
- Providing information on what is a healthy diet while making food fun
- Ensuring that sport and activity is often ignored because it is too expensive for a family. There must be subsidies to the supplier of sporting equipment or facilities or Medicare rebates to the participating parents to encourage families and children to be active.

## ***EDUCATION***

**Obesity starts before birth. By school many of the behaviours that hasten children on the path to obesity that have already been set in place. We recommend that:**

- Parents be given Healthy Kids Passports. Based on the maternal and child health booklets that are given to new parents, these booklets act as a reminder and health check for children after their first year through to high school.
- The pre-enrolment medical check include body:mass index (BMI) along with immunisation and other screening tests. Conducted in grades 1, 3 and 6, these checks can act as “teachable moments” – times when health professionals have the ear and minds of the parent, carer and child. ***This is the time when words about health eating and exercise will be heard.***
- A state-wide program of encouraging schools to create their own kitchen gardens (using the Collingwood College model) where students grow their own vegetables and fruits and then prepare and learn to cook this produce. Such practical skills are particularly useful in appealing to boys. We recommend that this program be introduced into 15 rural and metropolitan state primary schools in co-operation with school councils within 12 months. The program should be launched with the gift of a fruit tree to every school on the first curriculum day of 2003.
- A program providing free fruit or vegetables for primary school children be initiated on a daily basis as was the case in the days of free milk.
- A coalition of health professionals be convened to develop healthy schools canteen menus, with financial/book/computer incentives to schools that reduce or eradicate unhealthy foods in their canteens.

- Establish an Excellent Schools or Lighthouse program that recognises and publicises the activities of schools that are actively and innovatively trying to improve the health of their students eg Tucker Road Primary School.
- Revisit and revitalise the daily physical education component of curriculum following the Monaghetti Report.

### ***PLANNING AND PUBLIC TRANSPORT***

**If the environment feels unsafe, is uninviting, seems dangerous, is poorly lit or unattractive – then we do not step outside the door. Urban planners have enormous power to influence the health of our children and we ask that they take up the challenge by recreating the sorts of communities and villages that we once enjoyed. This can be done by:**

- Working with local governments and schools to open school spaces for recreation outside school hours and during holidays. The government must address the public liability concerns that are preventing schools again becoming the centre of our communities.
- Encouraging councils to assist local communities in taking pride in their streets, which will promote the safe use of our local areas. Again the public liability issue must not stand in the way of our kids being able to safely play outside their homes.
- Promoting the widening of footpaths so that cyclists and pedestrians can safely co-exist with motorists.
- Supporting a return to ‘traditional urbanism’ which features interconnected streets, open space and access to public transport
- Taking a more socially responsible approach to the granting of planning permits – such as the placement and size of car parks, the siting and visual impact of shopping malls and the density of fast food outlets, particularly in lower income areas.

### ***YOUTH***

We believe that only young people know what young people really want. To this end, they must be included in all healthy kid strategies. **We recommend that, rather than telling kids what they should be doing, you ask them!** We:

- Encourage local councils to provide safe, attractive environments for children and teens to meet and be active such as skate parks, bike paths and low-cost organised sport. Ask the kids what they want.
- Suggest the use of celebrities such as Rove McManus, Jessie Martin and Dr Feelgood to act as Ambassadors promoting healthy eating and activity.
- Including members from the state's Youth Representative Committees (within some local councils) on the Healthy Kids Action Council.
- Getting students actively involved – at both primary and secondary levels – with healthy living programs in schools.

### ***LOCAL GOVERNMENT***

**We believe that it is supremely important that local councils take a lead in re-creating the communities that we once had: where people could walk to the post-box, could ride their bikes on the footpath, could walk their dog at night and would meet in the local playground to talk and enjoy the neighbourhood.**

**Through the presentations we were given, we believe that much more can be done by local councils and that – with a minimal investment – real changes can be made such as:**

- Expanding the safe food handling and monitoring by local councils of school canteens to encouraging schools to provide healthy foods in their canteens. This could include incentives such as Health Canteen Awards with books, computers etc as prizes.
- Maintaining footpaths, lighting, playgrounds etc so that the community feels safe and are encouraged to get out and about.
- Promoting and supporting local initiatives aimed at getting children moving eg the “walking bus” – using the lollypop people program to provide the “drivers” – and Street Reclamation.
- Including information on obesity, nutrition and exercise in parenting programs.

## ***ADVERTISING***

**The panel does not accept the argument presented to us by the advertising industry that there is no causal link between the advertising of food and the rise in childhood obesity.**

**Both the advertising industry and the media acknowledged that they have the power to heavily influence the general public. There was some willingness by the advertising peak bodies to be involved in strategic solutions and we applaud that – however we expect that greater commitment will be needed to affect change.**

We encourage the:

- Review of all Codes of Conduct relating to the advertising of food particularly to children. The language must be tightened so that breaches can be more quickly identified and there must be policing of the codes so they have real sanctions when they are breached.
- Banning by the federal and state governments of advertising of high energy fast food, soft drinks and confectionary on TV and radio before 8:30 pm in the same way that alcohol ads have been banned.
- Introduction of a tax on fast food advertising which can provide revenue for prevention programs coordinated through the Healthy Kids Action Council.

## ***THE FOOD INDUSTRY***

**We were shocked and disgusted that invited representatives from the fast food industry chose not to speak at the summit. We are concerned that this lack of involvement points to a contempt not only to the panel but also to Victoria's children. However we believe there is an opportunity for the fast food industry to work in partnership with the other stakeholders to ensure that our children have a healthy future.**

**The panel are outraged and insulted by the argument presented that consumers create the demand for fast foods.**

We recommend that the taskforce work with the fast food and related industries to:

- modify menus to reduce the amount of fats and sugars in foods
- provide nutritional information at the point-of-sale about their products

While we recognise that these companies have a commercial bottom-line, we encourage them to recognise that there is growing consumer demand for healthy food and also to consider the health impacts of new food products in the development stage.

## ***MEDIA***

**In recognition of the power of the media to influence our young we ask that print, television, internet and radio support us in teaching kids that it is not only important, but can be enjoyable, to eat well and be active.**

**Please use the successes of previous public health campaigns (for which Victoria has an international reputation) such as the Norm: Life Be In It Campaign as a blueprint for a health lifestyle campaign. Any successful campaign must be strategic, targeted and measure if we are to make a significant impact on the weight of our children.**

**Please use your power – and your opinion makers – to help us in our quest to create a healthy Victoria.**

**We implore you to use good news stories to promote healthy lifestyles.**

## ***GP's AND COMMUNITY HEALTH CENTRES***

**GPs and community health centres play a crucial role in supporting the family be preventing or treating obesity. In order to maximise the use of “teachable moments”. They must have:**

- Appropriate information on healthy eating, exercise, activity and its outcomes.
- Tools such as the “Active ‘Script” – prescriptions for types of activities tailored for patients.

We recognise that GPs are struggling to see their patients in the time that they have. Too often, they can only deal with medical problems after they have occurred. We encourage bodies such as the Australian Medical Association and the Royal Australian College of General Practitioners to lobby the government to provide incentives for GPs to educate their patients.

## ***PHYSICAL ACTIVITY***

**Physical activity is in serious decline. Significant increases in levels of physical activity throughout the community must be promoted and resourced. This can be done by:**

- Developing media campaigns aimed at encouraging families to be active rather than necessarily involved in organised sport.
- Allocating funds for preventative measures. Currently the direct health costs of obesity amount to \$128 million annually. We propose that the 10% of that budget be allocated to programs such as the Victorian Walking Strategy. This must be viewed as an investment that will cost-effective in the short-term.

## *A Healthy Balance: Victorians Respond to Obesity*

### **THE CITIZENS PANELS CHOICES OF QUESTIONS AND SPEAKERS FOR THE OBESITY SUMMIT**

Questions are listed in the order in which they were tackled on Wednesday October 23 and Thursday October 24, 2002. Each question and its sub-question should be taken as a whole (with the sub-questions acting as signposts to the direction the citizens panel asks speakers to follow).

#### **1. Childhood Obesity**

- **why is the issue important to Victorians?**
- **what are the health implications?**
- **what is the current "state of play" with respect to childhood obesity?**
- **what factors influence the rise in childhood obesity?**

*Speakers: 9:30-10:30 a.m. Professor Paul Zimmet, Director of the International Diabetes Institute; Associate Professor David Crawford, Physical Activity and Nutrition Research Unit, Deakin University; Dr Jo Salmon, VicHealth Public Health Research Fellow, Physical Activity and Nutrition Research Unit, Deakin University.*

#### **2. Social and Environmental Change**

- **what social trends and environmental changes contribute to increasing overweight and obesity in children?**

*Speakers: 11:00-12:00 Mr Warren Cann, Director, Victorian Parenting Centre; Ms Stephanie Knox, Acting Executive Officer, Planning Institute of Australia; Ms Bernadette George, Director, BG Urban Solutions.*

#### **3. What Works**

- **what interventions do we know will work in getting people, particularly children, to engage in physical activity and healthy eating?**

*Speaker: 12:00-12:20 p.m. Professor Boyd Swinburn, Professor of Public Health Nutrition with the Physical Activity and Nutrition Research Unit, Deakin University*

#### **4. Health and Health Promotion**

- **what role do health services and the health sector have to play in preventing increasing rates of overweight/obesity?**

*Speakers: 12:20-12:40 p.m. Dr Rob Moodie, CEO of the Victorian Health Promotion Foundation (VicHealth); Professor Doris Young, Chair and Head, Department of General Practice, the University of Melbourne.*

## 5. Education

- **what opportunities are there for school communities (from curriculum to school council to parents) to overcome the barriers that exist now and make changes that will help students in establishing and maintaining healthier life choices?**

*Speakers: 2:00-3:00 p.m. Mr John Allin, President Tucker Road Primary School Council; Dr Jeff Walkley, Executive Board Member, Australian Council of Health, Physical Education and Recreation; Ms Sandra Fordyce-Voorham, President, Victorian Home Economics and Textile Teachers Association.*

## 6. Communities, Family and Parents

- **how can communities and families provide supportive environments for families and children to make healthier life choices?**

*Speakers: 3:30-4:50 p.m. Professor Frank Oberklaid, Director, Centre for Community Child Health, Royal Children's Hospital; Ms Helen Broderick, Manager, Resources and Training, Lady Gowrie Child Care Centre; Councillor Meredith Butler, Mayor City of Boroondara; Ms Sara Wise, Principal Research Fellow, Australian Institute of Family Studies.*

## 7. Physical Environment

- **what changes need to occur in the physical environment/urban planning to support and encourage the general population towards participation in regular physical activity?**
- **what can local government do to make sure that facilities are available to the community and local neighbourhoods are built in a way that encourages healthier life choices?**

*Speakers: 9:00-9:40 a.m. Ms Wendy Morris, Director, Environmentally Sustainable Design; Ms Val Kneebone, Manager, Community Planning, Kingston City Council.*

## 8. Sport and Recreation

- **what needs to be done to enable more people (including children) to participate in active recreation or other forms of incidental physical activity into their everyday life?**
- **how can sporting organisations motivate young people who are not going to be top athletes and their families to continue participation in sport?**

*Speakers: 9:40-10:20 a.m. Mr Ian Kett, Executive Director, Victoria Council on Fitness and General Health (VICFIT); Mr Ray Allsopp, Resources Officer, Football Victoria.*

## 9. Media

- **how can the media and advertisers influence children and families to participate in physical activity and healthy eating?**
- **how can we use the media and marketing to promote health weight?**

*Speakers: 10:50-12:30 p.m. Mr Con Stavros, Lecturer (Marketing), RMIT; Mr Russel Howcroft, Victorian Chairman, Advertising Federation of Australia; Ms Lee Burton,*

*Education Manager, Australian Children's Television Foundation; Ms Kay Carey, Board Member, Australian Association of National Advertisers and Brand Development Director, Unilever Australia; Dr Sally Cockburn, Radio Commentator and General Practitioner.*

**10. Food Consumption and Healthy Eating**

- **how does the way we talk about, present and use food contribute to current levels of overweight and obesity and what do we need to do to change this?**
- **how can parents be supported to create and maintain a healthy culture about enjoying food and eating in balance?**

*Speakers: 1:30-2:50 p.m. Ms Stephanie Alexander, Food commentator; Dr Rosemary Stanton, nutritionist; Ms Kay Gibbons, Head of Nutrition Services, Royal Children's Hospital; Mr Ian Lindenmayer, Managing Director, Food Standards Australia New Zealand (FSANZ).*

**11. Producing and Selling Food**

- **how can food labelling help people make informed choices about the food they purchase?**
- **what about non-packaged and take-away foods?**
- **what regulatory controls could be used to control the energy content of foods or does this have to be left up to the manufacturer?**
- **what can the food industry do to increase the availability, accessibility and demand for healthy food?**
- **how are the content and preparation methods of foods (including sugar and fat content) decided?**
- **what role can the food industry play in making information about healthy eating more easily available?**

*Speakers: 3:20-4:20 p.m. Dr David Roberts, Scientific and Technical Director, Australian Food and Grocery Council; Mr Stan Moore, Policy Director, Australian Retailers Association.*

## *A Healthy Balance: Victorians Respond to Obesity*

### **A CITIZENS PANEL: HISTORY AND PROCESS**

The key issues in the prevention of childhood obesity are healthy eating and physical activity which have complex, underlying influences.

The Victorian Government recognised the importance of both the views of the community and roles they can play in addressing the issue along with other stakeholders and arranged a public forum with a citizens panel.

This report is the result of the two-day forum during which a citizens panel heard from and questioned a range of experts in fields as diverse as child health, nutrition, education, urban planning, media and physical activity.

The panel of twelve people were randomly chosen to represent the Victorian community. The panel encompassed the spectrum of ages, professions and ethnic origins as well as coming from areas across the state.

They were asked to consider the question “*What can the people and organizations of Victoria do to promote physical activity and healthy eating and prevent obesity in children?*”

Prior to the Forum in Melbourne on 23-24 October 2002 the panel was provided with a briefing paper and spent two days together identifying issues and a list a questions for the speakers to respond to.

Consistent with the citizen panel model these questions were used to develop the overall forum program.

After the two-day forum, the panel spent the following day reviewing the information and producing, with a writer and facilitator, a series of recommendations outlined in this Report which will be made available to Government, industry, the media and the community to be considered as they respond to obesity.

The Citizens Panel consists of twelve members from all walks of life. The only commonality they share - apart from being Victorians - is a willingness and interest in providing their time, experiences and focus to offer a series of recommendations that can be used to tackle the increasing problem of obesity amongst Victoria's children.

The innovative use of a citizens panel is due to the increasing recognition that obesity must be fought from the family dinner table upwards. Without understanding what makes people eat the foods they eat and have an active, rather than sedentary life - the true causes and consequences of obesity will not be understood.

The youngest member of the Citizens Panel is 14, the oldest is 71. Their occupations include horticulturist, administrative worker, self-employed, homemaker and teacher/trainer. They include people of Aboriginal, non-English speaking and English

speaking backgrounds. In short they represent not all Victorians but a *slice* of Victorian and Australian society. And, as you will see from their report, they have a lot of unique, incisive and important things to say.

*A Healthy Balance: Victorians Respond to Obesity*

**CITIZENS PANEL MEMBERS**

Shelley Wood	Melbourne resident, parent of a six year old, Horticultural Consultant for Historic Gardens.
Margaret Alexander	Melbourne resident, parent, carer of aged Mother.
Georgia Miller	Melbourne resident, 14 years old, student, Member of Local Government Youth Representative Committee; active participant in a variety of sports.
Barry Stannard	35 year old single male with no children. Interested and involved in community issues such as the Wendouree West renewal. Has Multiple Sclerosis and is deeply interested in community health.
John Evans	Melbourne resident, parent, 50 years in education. Currently a Technology adviser.
Joe Cauchi	Father of two young children; ethnic background and active member of local community; Customer Service Officer.
Debra Lynch	Mother of three, married, resides in Bendigo.
Caroll Mills	Aunt, carer and youth leader in Bendigo.
Kevin King	Aboriginal Community Member, Mildura
Ian Taylor	Melbourne resident, 55 years old. Parent, recently retired State Special School Principle, active in sports.
George Zhang	International student at Monash University; been in Melbourne for 18 months; 26 years old, frequent fast food, lacks family support.
Kathie Miller	Melbourne resident; mother, professional educator, interested in nutrition and healthy lifestyles.

Marlene Rothwell participated in the preparatory week-end, but was unwell and unable to attend the forum. Marlene is a Ballarat resident, mother, grandmother and researcher. She is concerned about the health of future generations.

Conference Facilitator

Sheena Boughen

Conference Writer

Tania Ewing

Conference Manager

Julie Hoy, Department of Human,  
Services

Communications Consultant

Jude Bourguignon, 03 9349 1099

For further information see the website

[www.dhs.vic.gov.au/phd/obesityforum/](http://www.dhs.vic.gov.au/phd/obesityforum/)

**A Healthy Balance: Victorians Respond to Obesity**

**REFERENCE COMMITTEE**

	<b>Address</b>
Professor John Catford (Chair of Conference)	Dean, Faculty of Health & Behavioural Sciences, Deakin University
Ms Robyn Charlwood	CEO, National Heart Foundation
Dr Rob Moodie	CEO of the Victorian Health Promotion Foundation (VicHealth)
A/Professor Suzanne Russell	Consumer science consultant
Mr Peter Fitzgerald	Director, Growth Solutions Group
Professor Doris Young	Head, Department of General Practice, The University of Melbourne
Mr Ian Kett	CEO, Victorian Council on Fitness and General Health (VicFit)
Professor Frank Oberklaid	Centre for Community Child Health Royal Children's Hospital,
Ms Bernadette George	Director, BG Urban Solutions
Ms Jan Norton	Director, Social and Environmental Health (Department of Human Services)
Ms Jennifer McDonald	Manager, Food and Health Development (Department of Human Services)
Ms Julie Hoy	Conference Manager (Department of Human Services)
Mr Rowland Watson	Manager Healthy Living Strategies (Department of Human Services)
<b>Inter-government Group</b>	
Susan Tait	Department Education and Training
John Allman	Department Education and Training
Jan Watson	Department Education and Training
Fiona Crawford	Department Tourism, Sport & Commonwealth Games
Jane McInnis	Department Tourism, Sport & Commonwealth Games
Anita Canals	Department Tourism, Sport & Commonwealth Games
Phil Harbutt	Department of Infrastructure
David Ware	Department of Premier & Cabinet
Megan Cotton	Department Innovations, Industry and Regional Development