

## What is Good for Kids?

Good for Kids Good for Life is about the people of the Hunter, New England and Lower Mid North Coast leading the way in the implementation of Australia's largest ever program promoting healthy eating and physical activity for kids.

This pilot program is part of the NSW Government's Live Life Well campaign. It will be implemented between now and 2010 and focuses on kids aged up to 15 years.

The program will bring together a variety of agencies, community groups and industry to explore the effectiveness of a range of intervention strategies aimed at making it easier for kids to be active and to eat well. There will be practical information, as well as new programs and systems, to help children, parents, carers and the wider community, know more about healthy weight, nutrition and physical activity.

There is a specific focus on improving the health of Aboriginal kids in our region. Consultation with Aboriginal communities will inform the development of tailored, culturally safe and appropriate interventions for Aboriginal kids across all streams.

Specific interventions or actions include:

- Education and training programs for child care and school staff regarding healthy menus, lunchboxes and promoting physical activity
- Developing programs for childcare services and schools that target policy development, learning experiences, as well as parent communication, education and engagement in the areas of nutrition and physical activity
- Working with health care providers, including GPs, hospital and community health staff, to help them to identify children at risk of developing a weight problem, and to support all families in healthy eating and physical activity skills.
- Working with sports clubs to offer more opportunities for participation in physical activity and healthier menu options.
- An advertising and social marketing campaign.

## DID YOU KNOW?

One quarter of all NSW children are now overweight or obese. That figure is growing each year and has already reached 30 per cent in some age groups.

The impact of obesity in children is immediate and far reaching, with many children facing a gloomy health future. The time to act is now.

## SIMPLE THINGS CAN MAKE A DIFFERENCE

### 1. Get active, get out and play



Kids need at least an hour a day of physical activity.

Kids should not spend more than two hours a day watching TV or playing computer games.

### 2. Drink H2O – Think water first



Kids should drink water instead of fruit juice or soft drinks.

### 3. Eat more fruit and vegies



Kids need to eat fruit and vegies every day to help them grow and to help prevent diseases. The exact amount depends on their age. (See our website for details.) Limit less healthy snack foods including fruit bars, cereal/muesli bars and biscuits.