

FACT SHEET

HEALTHY TASMANIA FIVE YEAR STRATEGIC PLAN

The Healthy Tasmania Five Year Strategic Plan outlines a fresh approach to help us achieve our vision for a brighter future, and for Tasmanians to enjoy our beautiful state in better health, living happier, longer lives.

The challenge we face is significant, and very real, with Tasmanians currently experiencing some of the worst population health outcomes in the country. Unfortunately our state experiences high rates of chronic disease and health risk factors like smoking, obesity, poor nutrition and low physical activity levels.

By reducing rates of lifestyle related chronic diseases, we can reduce their impact on individuals and their families as well as on our society and economy.

As people get healthier and feel better, they will use less health services and are likely to have higher rates of workforce participation and be more productive while at work.

We have consulted with experts and the general community about the best way to reform the approach to preventative health in Tasmania. Now we have released the Strategic Plan, which sets out how we as individuals, communities and government can work together to ensure people stay healthier for longer.

At its heart, this Strategic Plan is about people and the communities they belong to.

We are investing \$6.4 million over the next four years on actions that are designed to give people the information and tools they need to make positive and healthy changes in their lives.

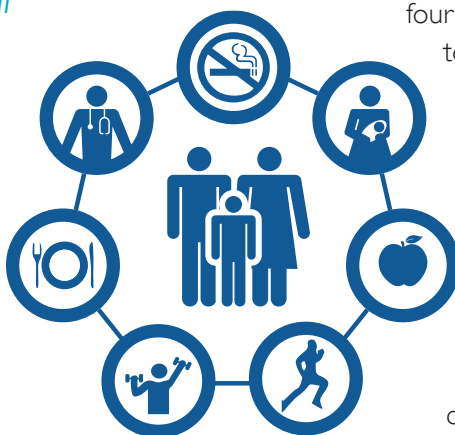
This Strategic Plan supports people from all walks of life to become more aware, interested, engaged and more in control of their own health and wellbeing. The Strategic Plan also fosters community connectedness in the process, bringing people together to support each other toward better health.

The Strategic Plan will help us achieve our goal to make Tasmania the healthiest population.

Given our health statistics, this is the only goal worth striving for.

Our actions centre on four priority areas:

- Smoking
- Healthy eating and physical activity
- Community connections
- Chronic conditions screening and management



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We are committed to taking the most cost-effective action that we can.

We will develop a tool and collect appropriate data to assess the cost-effectiveness of the action we take. Our progress will be measured against a set of new targets and made public via the Healthy Tasmania Portal, which will be a one stop shop for preventative health information in Tasmania.

\$6.4 million on new preventative health action across government

We have identified a range of new actions under four priority areas that are community-led, based on grassroots action and a shared responsibility for health and wellbeing.

Our actions have been developed to complement and better connect the good work already happening in Tasmania. Many of our agencies and government businesses will be involved in their implementation, reflecting the whole-of-government approach we are taking to preventative health.



SMOKING

It is clear from Tasmania's continued high smoking rates that more needs to be done. We will initially target our action towards those who supply tobacco and education and marketing to help people quit. Our main actions include:

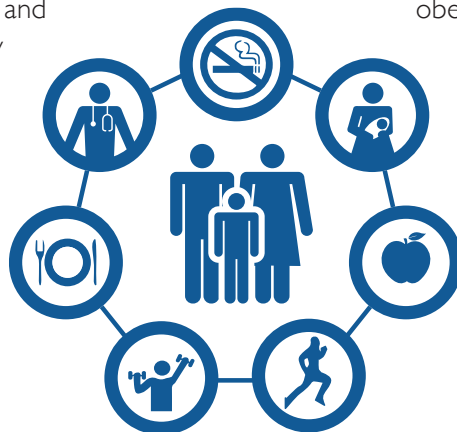
- Investing in additional social marketing and undertaking highly targeted quit campaigns
- Supporting pregnant women to quit smoking through a multi-strategy approach
- Tripling the cost of the Tobacco Seller's Licence fee and investigating options for the provision of additional quit smoking information at the point of sale



HEALTHY EATING AND PHYSICAL ACTIVITY

Tasmania has the highest overweight and obesity rates of any Australian state or territory. The action we are taking aims to reduce our overweight and obesity rates. We will:

- Increase student health and wellbeing through the Student Health Initiative
- Support Tasmanians to set and achieve activity and nutrition goals through the Healthy Tasmania Challenge
- Increase awareness of the risks of obesity and support healthy choices through LiveLighter – an evidence-based statewide public education campaign



COMMUNITY CONNECTIONS

People who are connected to their community live longer and healthier lives. We will enhance community connections by:

- Supporting innovative community partnership approaches to better health through the \$1 million Healthy Tasmanian Communities Innovation Pool grants program
- Increasing health literacy by supporting all State-funded health care services to champion prevention
- Better connect and engage Tasmanians of all ages with action ranging from a new model of care for the Child Health and Parenting Service to a new Active Ageing Plan



CHRONIC CONDITIONS SCREENING AND MANAGEMENT

While it is important to prevent people from getting sick in the first place, we also need to refocus our efforts to better support those people who already have a chronic condition. We will:

- Identify and trial new models of anticipatory care
- Use our communications channels to encourage all Tasmanians of appropriate ages to have their heart disease and diabetes risk assessed