

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2013-14, 5/6 & 7 June 2013

Question: E13-132

OUTCOME: 1 – Population Health

Topic: National Food Plan

Senator: Nash

Question:

Through the National Partnership Agreement on Preventive Health (NPAPH) we are investing a record \$932 million over nine years (2009-18) to implement initiatives that promote healthy behaviours and tackle the rising prevalence of lifestyle-related diseases, including obesity. Through this initiative, we aim to lay the foundation for healthy eating behaviours within communities, schools and workplaces, and increase the proportion of children and adults meeting nutritional guidelines. National Food Plan page 63.

- a) Can the department provide a break down over forward estimates how much funding will be allocated to rural and regional areas?
- b) What campaigns will be targeted to rural and regional areas in the future?
- c) The National Partnership Agreement was a 2008 announcement how many campaigns have been tailored to rural and regional health?
- d) How much money has been spent on campaigns that are tailored to rural and regional health?

Answer:

- a) Funding under the National Partnership Agreement on Preventive Health (NPAPH) is not specifically allocated to rural and regional areas. However, a number of the NPAPH initiatives incorporate these areas as part of their national focus. These include:
 - The Healthy Communities initiative provides funding of \$71.8 million over five years from 2009-10 to 2013-14. The initiative does not specifically target rural and regional areas, however grant funding is provided to 92 local government areas, including 27 (29 per cent) in rural and remote regions to implement a range of community-based healthy lifestyle programs that facilitate increased access to physical activity, healthy eating and healthy weight programs and activities.
 - Under the Healthy Children and Healthy Workers initiatives, up to \$244 million and \$216 million, respectively, is being provided as facilitation payments to the states and territories for seven years from 2011-12. State and territory funding has been allocated to health promotion activities targeting children aged 0 to 16 and workers/workplaces as detailed in state and territory implementation plans.

- The Social Marketing initiative provides \$151 million over seven years from 2009-10 for the Measure Up (MU) campaign and the National Tobacco Campaign (NTC). Neither of these campaigns are tailored to address rural and regional health specifically.

State and territory implementation plans for Healthy Children, Healthy Workers and Social Marketing initiatives are available at
http://www.federalfinancialrelations.gov.au/content/npa/health_preventive.aspx

- b) The NTC being delivered by Australian National Preventative Health Agency (ANPHA) will have a national focus over the next three years, targeting smokers in urban, regional and rural areas. Messaging will be extended to regional and rural communities through a community engagement program with tailored resources and merchandise promoted through local ambassadors, health services and workplaces.
- c) The NTC and MU campaigns were not tailored to rural and regional health specifically. The NTC is targeted to 18-40 year olds in urban, regional and rural areas that are smokers or recent quitters. MU was targeted at 25-50 year olds and parents in urban, regional and rural areas.
- d) ANPHA spent over \$2 million of the NTC in 2012-13 to reach individuals in rural and regional areas. There was no paid media for MU in 2012-13. The Department of Health and Ageing does not collect information from the states and territories on the use of funds for campaigns targeting rural and regional health.