

Kids – ‘Go for your life’

Developing a childhood obesity prevention program for early childhood services and primary schools in Victoria – Kids – ‘Go for your life’



Aim

Reduce the risk of overweight and obesity in Victorian children aged 0 -12 years



Kids – ‘Go for your life’ Award Program

Healthy schools and
early years services
- Award Program -

Support
and
training for
staff

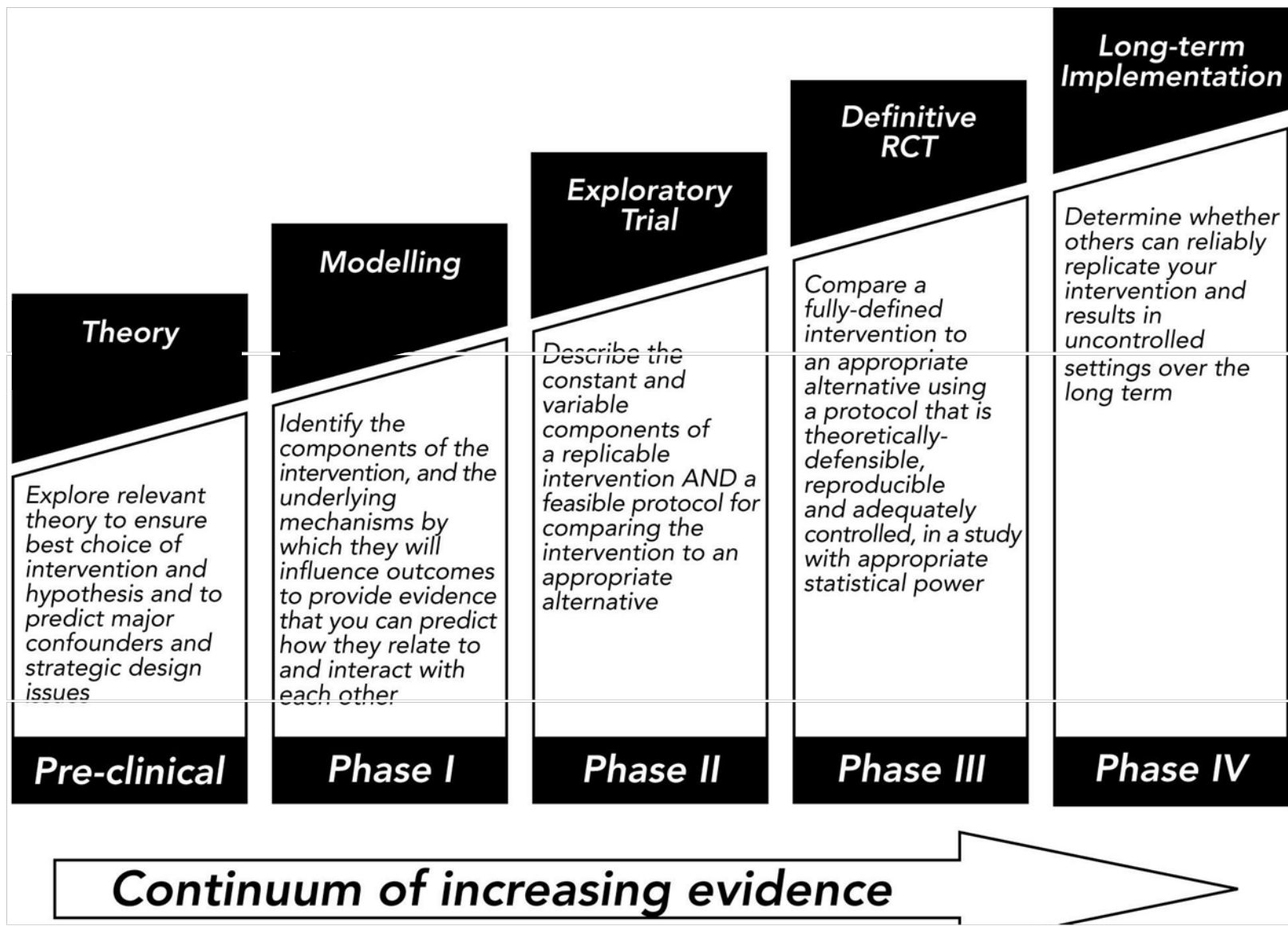
Info
for
families

Social
marketing

Health
professionals

Local
government
funding and
support

Medical Research Council (UK) framework for design and evaluation of complex interventions



Theoretical phase

Proximal objective: Determine the most appropriate model for a health-eating and physical activity framework for primary schools and early childhood services in Victoria

Methods:

- Kids - 'Go for your life' Advisory Committee planning session
- Review of school and service interventions, through literature reviews, interviews with local, nation and international programs
- Identification of relevant state and national policy requirements

Outcomes:

- Structural framework for an award program, based on a health promoting schools approach, chosen to promote healthy eating and physical activity within children's settings

Modelling phase

Proximal objective: Develop and define the model - award program, for children's settings

Methods:

- In-depth interviews with relevant settings staff to determine:
 - Rationale for involvement, features, feasibility and support required
- Expert opinion through primary school and early childhood working groups
- Setting based survey and focus group with health professionals working with settings to inform the refinement of the award program and associated resources

Outcomes:

- Award program design, including award criteria, and draft supporting resource defined and developed

Exploratory/trialling phase

Proximal objective: Ascertain the feasibility and accessibility of the award program

Methods:

- Feasibility and accessibility trial in one local government

Outcomes:

- Refined award program that is acceptable and feasible within children's settings

Summary

- Through the process of design and evaluation outlined, *Kids - 'Go for your life' Award Program* was developed to support children's healthy eating and physical activity and reduce the risk of childhood overweight and obesity
- The upcoming evaluation will focus on:
 - the reach of the program across a range of demographic categories, including rural and metropolitan areas and areas of low socioeconomic position
 - how the award program affects the policies and practices within children's settings
 - impact on children's healthy eating and physical activity behaviours.

Reference

Honisett S, Woolcock S, Porter C, Hughes I. **Developing an award program for children's settings to support healthy eating and physical activity and reduce the risk of overweight and obesity.** *BMC Public Health* 2009, 9:345.

View at <http://www.biomedcentral.com/>



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