



# Power of Partnerships

Lessons learnt from building alliances for change

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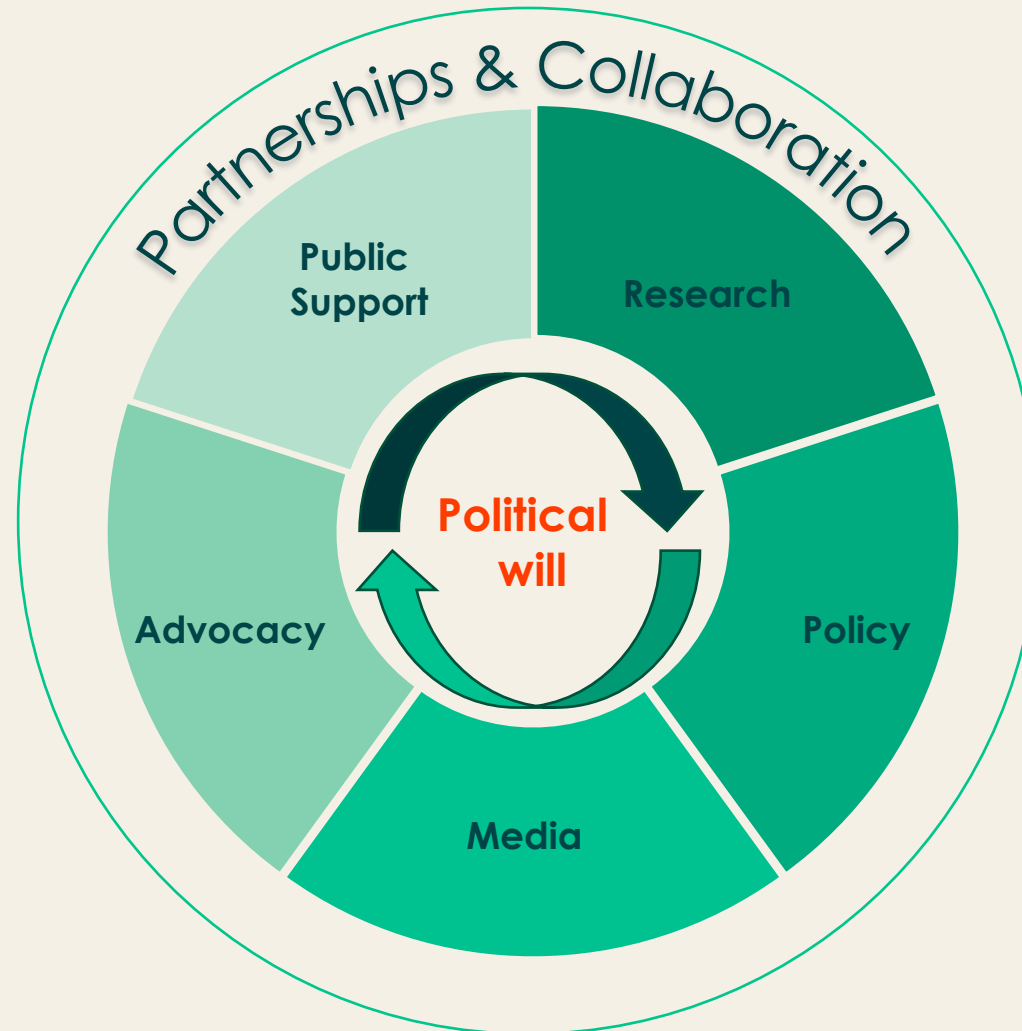




## Acknowledgement of Country



# Framework for Change





# Why work in alliances?

- Breaks down silos
- Presents united front
- Simplifies the 'ask'
- Spreads the risk
- Attractive to media
- Builds the support base
- Protects from 'capture'

# rethink sugary drink

## SUGARY DRINKS ARE FULL OF CRAP

Regular consumption of sugary drinks can cause tooth decay and, in the long run, unhealthy weight gain, increasing the risk of serious health problems.

Yet the beverage industry continues to entice young Australians into buying their products. Using seductive marketing tactics, sugary drink companies position their products as the key to all aspects of a better life.



How much sugar is in ...?

Facts

Tips and resources

For professionals



# Alliances to Oppose Policy Measures

## INDUSTRY SEEKS CONSTRUCTIVE RESPONSE TO OBESITY



The Australian retail, farming, grocery and beverage sectors contribute more than \$311bn to the economy each year, and account for approximately 15% of the total workforce in Australia.

Our industries understand that obesity is a public health problem in Australia, and that it is appropriate for calls to be made for Australians to modify and improve their dietary intake.

However, it is not beneficial to blame or tax a single component of the diet.

Obesity is a serious and complex public issue with no single cause or quick-fix solution. A new tax is not the way to make our nation healthier.

The McKinsey Global Institute, for instance, classifies taxation as one of the least effective obesity interventions, with 'No direct evidence for change in weight or change in consumption or physical activity levels.'<sup>[1]</sup>

- In fact, consumption trends show that the change such a tax seeks to effect is already happening.
- Recent Australian Bureau of Statistics (ABS) data indicates a decline in added sugar intake over time, yet obesity rates continue to climb.<sup>[2]</sup>

As a food supply sector, we recognise that we have a role to play in improving the food choices available for the Australian consumer.

We will continue to:

- Promote and support healthy balanced lifestyles that involve responsible eating habits and

# Health Minister's advice

“On obesity in particular, the mixed approaches from advocates and researchers about what is needed to be successful have made it more difficult for governments to act decisively.

When multifactorial approaches are likely to be needed, this can make the ‘ask’ confusing – governments often want a clear plan, or a clear starting point. In some public health areas, it is often hotly contested where one should start.”

Nicola Roxon, ex Health Minister, Australia

Roxon N. *Interview with the Hon. Nicola Roxon: getting evidence into health policy.* Public Health Res Pract. 2017;27(1):e2711701

# Building the Coalition

- Trust is key to relationships
- Bring in others who can help build the network
- Respect external constraints
- Show goodwill by offering resources
- Preparation is critical
- Develop a governance structure, Terms of Reference etc.
- Start small, then grow
- Must ensure representation of senior leaders



# Prevention platform

## Initial Collaborators

Auckland University  
Australian Chronic Disease  
Prevention Alliance  
Australian and New Zealand  
Obesity Society  
Baker IDI Heart and Diabetes  
Institute  
Cancer Council Australia  
Deakin University (School of  
Health and Social Development &  
Institute for Physical Activity and  
Nutrition)

Diabetes Australia  
Kidney Health Australia  
National Heart Foundation  
Obesity Australia  
Obesity Policy Coalition  
University of Melbourne  
University of Sydney (Charles  
Perkins Centre)  
LiveLighter WA

# Platform

- Build your position/s
- Evidence informed
- Flexible, p-value vs PR value
- Filter, need to consider context - current government approaches/constraints
- Framing to align with the political and policy landscape
- Balance between democracy and dictatorship

# Tipping the Scales

## 8 policy actions for obesity prevention

Here we outline eight actions for the Australian federal government, established by a comprehensive consensus process as agreed elements to underpin a national obesity prevention plan.

There is scope for state/territory governments to address some of these elements where they have jurisdiction. These policies are drawn from the many national and international recommendations on obesity prevention, have been endorsed by key national community, public health, medical and academic groups, and represent the most critical and urgent components of a national obesity prevention strategy.

[www.opc.org.au/tippingthescales](http://www.opc.org.au/tippingthescales)

September 2017



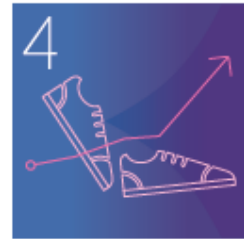
Legislate to implement **time-based restrictions** on exposure of children (under 16 years of age) to **unhealthy food and drink marketing** on free-to-air television until 9:30pm.



Set clear reformulation **targets for food manufacturers, retailers and caterers** with established time periods and regulation to **assist compliance** if not met.



Make the **Health Star Rating System** mandatory by July 2019.



Develop and fund a comprehensive **national active travel strategy** to promote **walking, cycling** and use of **public transport**.



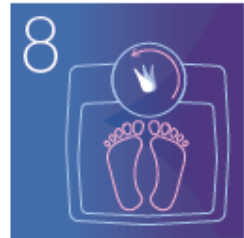
Fund high-impact, sustained public **education campaigns** to **improve attitudes and behaviours** around diet, physical activity and sedentary behaviour.



Federal government to place a **health levy on sugary drinks** to increase the price by **20%**.



Establish **obesity prevention as a national priority**, with a national taskforce, sustained funding, regular and ongoing monitoring and **evaluation** of key measures and regular **reporting** around targets.



**Develop, support, update and monitor** comprehensive and consistent diet, physical activity and **weight management national guidelines**.

# Consolidate the Coalition

- Develop a brand/campaign name
- Develop a shared agenda through discussion and consensus
- Develop a process for pro-active and reactive responses to inquiries, or media
- Consider bringing in a broad range of partners, eg sustainability, climate change, 'unusual suspects'
- Organisations' can take significant time for approvals, needs to be factored in



## Australian Chronic Disease Prevention Alliance



# Communication and Framing

- Frame the issue/s – eg resources to ensure that you are outlining the vision, problem and solution for the best chance of success.
- Lived experience, managing spokespeople and engagement.
- Ensure that you have trained spokespeople and media/comms support, ability to develop and disseminate stakeholder materials is important.

# Tipping the Scales: We must halt obesity to save Australian lives

19 Sep 2017

## 34 leading health orgs set out 8 urgent Fed Gov actions for first time

Thirty-four leading community, public health, medical and academic groups have today united for the first time to call for urgent Federal Government action to address Australia's serious obesity problem.

In the ground-breaking new action plan, Tipping the Scales, the agencies identify eight clear, practical, evidence-based actions the Australian Federal Government must take to reduce the enormous strain excess weight and poor diets are having on the nation's physical and economic health.

Led by the Obesity Policy Coalition (OPC) and Deakin University's Global Obesity Centre (GLOBE), Tipping the Scales draws on national and international recommendations to highlight where action is required. Areas

# Final thoughts

- Start small but with the right people
- Under promise and over deliver
- Ensure resources in the longer-term, develop a model for funding
- Be persistent, change take time
- Communication is critical:
  - Foster debate
  - Internally to demonstrate value and influence
  - Externally to build influence





# Thank you.

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