

23 July 2015

Make Healthy Normal

Health experts are encouraging residents to make simple diet and exercise changes with the launch of the new NSW Health campaign *Make Healthy Normal*.

SWSLHD Director Health Promotion Mandy Williams said the campaign is aimed at helping people become more physically active and promoting healthy eating in a bid to address the growing obesity problem.

“Evidence shows that for overweight people every kilogram of excess weight lost brings ongoing, long-term health benefits and modest weight loss significantly reduces an individual’s risk of chronic disease,” said Ms Williams.

“For example, a five per cent weight loss can lead to 40-60 per cent less chance of developing diabetes over three years.

“Healthy eating and physical activity are key factors in maintaining quality of life and preventing diabetes, heart disease, arthritis, stroke and some cancers,” she said.

With more than half of NSW adults and almost a quarter of children overweight or obese, NSW Health has devised the campaign to address the growing epidemic of unhealthy lifestyles and preventable diseases, largely caused by overweight and obesity –to help people reach a new normal, a healthy normal.

“In south western Sydney 56 percent of our adult population considered overweight or obese,” Ms Williams said.

“Only 51 per cent of people in the south west undertake adequate physical activity, 52 per cent eat the recommended amount of fruit and only seven percent eat the recommended amount of vegetables; putting them at higher risk of health issues such as high blood pressure and diabetes,” she said.

Ms Williams said making some small changes could make an enormous difference to a person’s overall health including:

- choosing smaller meal portions
- eating more fruit and vegetables
- making water your drink
- being active every day
- sitting less
- moving more.

For more information:

Make Healthy Normal website: www.makehealthynormal.nsw.gov.au

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