

PREVENTION 1st



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AUSTRALIA'S GREATEST HEALTH CHALLENGE

Chronic diseases are responsible for 83 per cent of all premature deaths in Australia, making it our nation's greatest health challenge.

Conditions such as heart disease, stroke, heart failure, chronic kidney disease, lung disease and type 2 diabetes, are all too common in Australia, placing great pressure on our healthcare systems as they struggle to deal with the increasing flow of patients.

Dealing with these diseases comes at a \$27 billion cost to the Australian community and accounts for more than a third of our national health budget.

Unless we act, these problems will worsen.

As the population ages, this burden will grow, placing an even greater pressure on our already overstretched healthcare system.

Australia urgently needs a strategy to prevent these conditions from occurring and to halt the increase in disease, disability and death.

This is where Prevention 1st comes in.

Prevention 1st is a campaign calling on all Australian governments and political parties to commit to a strong preventive health agenda to tackle Australia's greatest health challenge.

Prevention 1st will pursue every opportunity to express the need for action on public policy that the evidence shows will stop and prevent the rising burden of chronic disease.



AUSTRALIA'S COMMITMENT

To turn back the tide of disease, disability and death, prevention is key.

A focus on prevention requires addressing the four biggest drivers of chronic disease: physical inactivity, diet, smoking and consumption of alcohol.

The World Health Organization (WHO) has recognised the enormity of this health threat.

In 2013 Australia adopted the WHO targets to prevent non-communicable diseases (NCDs), including a commitment to reduce premature mortality from chronic disease by 25 per cent by 2025.

The NCD Global Monitoring Framework sets out nine global targets and 25 indicators aimed at combatting global mortality from the four main NCDs, accelerating action against the leading risk factors and strengthening national health system responses. These targets and indicators provide clear goals for governments to aim to achieve in order to prevent and control NCDs and also highlight the need for global action to tackle these deadly diseases.

We have only ten years remaining to achieve these targets.

GLOBAL ACTION PLAN FOR THE PREVENTION AND CONTROL OF NCDs - TARGETS



25
BY
2025

.....
25% REDUCTION IN
PREMATURE DEATHS BY 2025
.....



HARMFUL USE OF ALCOHOL

At least 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context.



PHYSICAL INACTIVITY

A 10% relative reduction in prevalence of insufficient physical activity.



SALT/SODIUM INTAKE

A 30% relative reduction in mean population intake of salt/sodium.



TOBACCO USE

A 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years.

OUR APPROACH

CHRONIC DISEASE

A focus on prevention to stem the tide of chronic disease in Australia.

A fundamental aim of any health system should be to prevent disease and reduce illness, so that people remain as healthy as possible for as long as possible. This can be achieved by implementing prevention policies that will reduce the burden of chronic disease.



Addressing the four major risk factors of chronic disease: alcohol, tobacco, diet and physical activity.

Chronic diseases are closely associated with modifiable risk factors such as tobacco and alcohol use, physical inactivity and diet. These behaviours contribute to obesity, high blood pressure, and high cholesterol levels, which in turn lead to chronic disease. Action to address these risk factors is needed to reverse the increasing burden chronic disease.



Using an evidence-based approach to minimise the ever increasing cost to our health system.

Prevention is not only good policy, it is good economics. There is no shortage of evidence that shows that prevention works and is cost-effective. Relying on the evidence to introduce policies which we know work will position Australia as a leader in preventive health.



Addressing the health inequality and disparity so everyone has the chance to live a healthy life.

Chronic disease is unevenly distributed, with higher rates of chronic disease and risk factors among disadvantaged populations. Prevention is for everyone, therefore a focus is required to ensure that preventive interventions have reach and effectiveness in populations groups that have poorer health outcomes.

WHAT WE'RE CALLING FOR

- 1** A commitment to achieve the World Health Organization's targets that Australia has adopted to prevent NCDs and to publically report against the progress in reaching these targets.

- 2** A tax system developed to minimise economic externalities, encourage healthier choices, and maximise the benefits to the community.

- 3** An informed community with access to information at the point of consumption through adequate labelling on alcohol, food and tobacco.

- 4** Government regulation of the promotion and marketing for products that are associated with increased risk of chronic disease.

- 5** A setting that provides individuals and communities the opportunity to live in safe environment that supports healthy decisions.

- 6** A greater provision of information to increase awareness and education on the importance of prevention, particularly in regard to the four common risk factors.

- 7** A commitment to increase the expenditure on preventive health to ensure that resources are appropriately allocated to address the burden of chronic disease.

ADD YOUR VOICE

Prevention 1st is a campaign backed by like-minded public health organisations, not-for-profits, and research and advocacy bodies.

Add your organisation's voice to the efforts to advocate for evidence-based policies and programs which will benefit all Australians.

By doing this you are sending a very clear message to our political representatives to prioritise public health prevention and reduce Australia's burden of chronic disease.

For further information contact Ms Amy Ferguson at amy.ferguson@fare.org.au or Ms Melanie Walker at mwalker@phaa.net.au.