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Ms Jenny Mannering
Assistant Committee Secretary
Legislative Council Government Administration Committee 'A'
Parliament House
HOBART 7000

Dear Ms Mannering

On behalf of the Tasmanian Government, I enclose a response to the report of Government Administration Committee 'A' into the Public Health Amendment (Tobacco Free Generation Bill) 2014. I have further enclosed a copy of the Government's preventative health strategy, the Healthy Tasmania Five Year Strategic Plan, for the Committee's reference.

I thank you for the opportunity to provide a response to this report and commend the Committee for its diligent work in delivering it.

Yours sincerely

Michael Ferguson MP
Minister for Health

31 January 2017

Legislative Council

Government Administration
Committee A

Report on
Public Health Amendment (Tobacco Free
Generation) Bill 2014

TASMANIAN GOVERNMENT RESPONSE



Tasmanian
Government

Key issues

The Government commends Government Administration Committee A for its diligent work in examining all considerations relating to the Tobacco Free Generation Bill (the TFG Bill) as part of its inquiry.

While the Government commends the intent of the TFG Bill, it continues to hold concerns about its workability and practicality and does not believe that imposing an effective ban on tobacco sales over time is the most realistic way to approach the need to reduce smoking rates.

The Government demonstrated its support for the broad intent of that Bill when it itself proposed to raise the Minimum Legal Smoking Age, a different concept designed to achieve similar outcomes.

Committee Members would be aware of that proposal, which was included in the December 2015 Consultation Draft of the Healthy Tasmania Five Year Strategic Plan. The Minister for Health acknowledged that it was a challenging proposal, which was aimed at striking a more sensible balance between preserving individual adult rights and freedom of choice with the desire to reduce youth smoking.

After careful consideration, the Government decided not to proceed with any change to the minimum smoking age. After wide consultation and a review of the evidence, on balance it was concluded that any change to the legal smoking age is not the best policy option at this time. At the same time, the Government made clear that it would not be supporting any change to the smoking age, including the TFG Bill.

The Healthy Tasmania Five Year Strategic Plan does, however, state that if its new smoking reduction targets are not met as a result of upcoming reforms (including changes to the *Public Health Act 1997*), the Government will reconsider stronger measures, including raising the Minimum Legal Smoking Age.

Notwithstanding these interim events, the Government's position on the TFG Bill itself has not changed from that which was stated by the Leader of the Government in the Legislative Council during the Bill's second reading speech in March 2015. The Government maintains concerns about the appropriateness of effectively creating two classes of adults with different rights, and imposing what is effectively a blanket ban on legal tobacco sales over time.

The Government's position is supported by the key findings of Government Administration Committee A's report, which found that although there "does not appear to be any significant legal impediment to the operation of the Bill in delivering the policy intent" ... "the Parliament should take a measured and cautious approach in considering a Bill which could limit or 'extinguish' fundamental rights relating to age, equality and liberty."

Healthy Tasmania Five Year Strategic Plan

The Government takes the smoking challenge very seriously and its response to the smoking challenge is bold, as outlined in the *Healthy Tasmania Five Year Strategic Plan*. The plan outlines a range of targets and actions designed to deter smoking uptake, encourage smokers to quit and prevent the renormalisation of smoking.

This includes a commitment to permanently boost the level of education and social marketing, which has been welcomed by stakeholders as one of the single most important evidence-based strategies to support smoking reduction. This is supported by an increase to the Tobacco Seller's Licence Fee, with new regulations capturing the changes having commenced on 1 January 2017.

The Government is also introducing a range of other reforms, including raising penalties for sale and supply of tobacco to underage people and controls on the sale, use and promotion of e-cigarettes. These will be captured in a Bill to amend the Public Health Act 1997, to be introduced during the 2017 parliamentary year.

HEALTHY TASMANIA FIVE YEAR STRATEGIC PLAN

JULY 2016





FOREWORD

We know that the solution requires grassroots partnerships and innovation



Since coming to office in 2014, the Hodgman Liberal Government has been pursuing an ambitious reform agenda in our health system. We've made it clear that building and

strengthening core services, including health, is one of our top priorities. We know how important these services are to Tasmanians, as some of the essential building blocks for us to lead good lives. That is why we have developed bold strategies to reform our health system from end to end, from our One Health System reforms through to our Rethink Mental Health Plan and our Suicide Prevention Strategy.

As we work to deliver these improvements to our acute and primary health services, there is another critical piece of the 'puzzle' which we must also address. This is what we call preventative health. This is how we as individuals, communities and government work together to ensure people stay healthier for longer.

The challenge is significant, and very real, with Tasmanians currently experiencing some of the worst population health outcomes in the country. Unfortunately, and as we extensively outlined in our Healthy Tasmania Consultation Draft, our state experiences high rates of chronic disease and health risk factors like smoking, obesity, poor nutrition and low physical activity levels. For example, although Tasmanian smoking rates have decreased significantly over the last decade, we still have the second highest rate of current daily smokers in the country,

at 19.3%. In addition, the prevalence of overweight and obese adults in Tasmania continued to increase between 2011–12 and 2014–15 to 65.9%, compared to a slight decrease in the national rate. This has led to significant increases in our health budget but it also undermines social and economic development in Tasmania.

That is why the Hodgman Liberal Government came to office in 2014 with a goal to make Tasmania the healthiest population by 2025, supported by a new preventative health strategy. Given our health statistics, this is the only goal worth striving for. We have consulted with experts and the general community, and now I am pleased to deliver the next part of our work to overhaul our health system, the Healthy Tasmania Five Year Strategic Plan on behalf of the Tasmanian Government.

Leadership for our vision is being provided at a whole-of-government level, with additional input sought from all government agencies and government businesses at a Heads of Agency and CEO forum co-chaired with the Premier earlier this year. Actions from multiple agencies are included in the Strategic Plan and will continue to emerge.

We are committed to measuring our progress and have set new targets for one of our key priority areas for action – smoking.

For Tasmanians under the age of 25, our target is to halve the gap between the Tasmanian and national smoking rates by 2020 and we will have smoking rates better than the national average by 2025.

For all ages, we will aim to reduce the Tasmanian smoking rate down to 10% by 2020, in line with the current Tobacco Control Coalition target, and down to 5% by 2025. If this target is not met, we will revisit other policy options, including the Minimum Legal Smoking Age proposal we included in the Consultation Draft.

At its heart, this Strategic Plan is about people and the communities they belong to. Its actions are very deliberately designed to give people the information and tools they need to make positive and healthy changes in their lives. This Strategic Plan supports people from all walks of life to become more aware, interested, engaged and more in control of their own health and wellbeing. The Strategic Plan also fosters community connectedness in the process, bringing people together to support each other toward better health.

We know that this community ownership is crucial – the solutions require grassroots partnerships and innovation. We want Tasmanians to further tell us what is important to them and what they would like to see happen in their communities.

The Tasmanian Government would like to acknowledge and sincerely thank the many organisations and people who contributed to, challenged and helped develop our strategic thinking as we crafted this Strategic Plan. It is my hope that Tasmanians will continue to enjoy that commitment to work positively together as the Strategic Plan is progressively put in place.

I commend this Healthy Tasmania Five Year Strategic Plan to you as a fresh approach to help us achieve our vision for a brighter future, and for Tasmanians to enjoy our beautiful state in better health, living happier, longer lives.

Hon Michael Ferguson MP
Minister for Health



“A priority area for action is to develop and resource strategies that ensure people in Tasmanian communities have ease of access to making healthy choices.”

Tasmanian Council of Social Service, submission on the Consultation Draft



OUR PRIORITIES FOR ACTION

The Tasmanian Government will take the lead in preventative health by supporting Tasmanians to initiate and maintain healthy choices through our priority areas for action

It is critical that we develop new approaches to support our communities to get engaged and to encourage each other to make healthy lifestyle changes.

We have identified a range of new actions under four priority areas that are community-led, based on grassroots action and a shared responsibility for health and wellbeing.

Our actions have been developed to complement and better connect the good work already happening in Tasmania. The Tasmanian Government already invests approximately \$70 million per year across all sectors on activity that has a positive impact on our health and wellbeing.

To build on our response to preventative health, we will invest an additional \$6.4 million on new actions over the next four years.

The new initiatives have been designed to engage Tasmanians in new ways to encourage us all to take steps to adopt a healthier lifestyle. The Tasmanian Government considers the community to be a key partner in these initiatives as we will all need to work together to achieve positive health outcomes.



SMOKING

- 1** Invest in additional social marketing at the levels the evidence tells us will make a difference in Tasmania, as well as undertaking highly targeted quit campaigns
- 2** Supporting pregnant women to quit smoking through a multi-strategy approach
- 3** Target a decrease in smoking rates through additional enforcement and targeted educational material, subject to tripling the cost of the Tobacco Seller's Licence fee and pursuing options for the provision of additional quit smoking information at the point of sale
- 4** Target smoking uptake by young people through additional enforcement activity, including increasing penalties for supplying a tobacco product to someone underage to match the highest penalties in Australia, currently \$18 120
- 5** Target smoking uptake by young people by hiring more compliance and education officers to undertake additional enforcement activity
- 6** Controlling the sale, use and promotion of electronic cigarettes to prevent normalisation of smoking and sale to children
- 7** Action to target the illicit tobacco trade



HEALTHY EATING AND PHYSICAL ACTIVITY

- 8** Increase student health and wellbeing by supporting school and community partnerships through the Student Health Initiative
- 9** Help kids make healthy choices by providing a toolkit of resources to support parents, carers and educational settings through Healthy Kids Tasmania
- 10** Incentivise Tasmanians to get healthier through the Healthy Tasmania Challenge
- 11** Inform people of the risks of obesity and support healthy choices through the LiveLighter campaign
- 12** Establish new ways to encourage Tasmanians to use our parks and reserves to increase their physical activity
- 13** Increase physical activity via low cost promotion of active tourism through our significant physical and digital footprint
- 14** Help workplaces turn their good intentions into sustainable healthy habits through the Tasmania Healthy and Safe Workplace Initiative



COMMUNITY CONNECTIONS

- 15** Support innovative community partnership approaches to better health through the Healthy Tasmanian Communities Innovation Pool grants program

- 16** Support community planning by mapping preventative health and community activity
- 17** Get people connected to community activities and educational resources through the Healthy Tasmania Portal, a one stop shop for preventative health information
- 18** Increase health literacy by supporting all State-funded health care services to champion prevention
- 19** Work with the media to spread positive health messages
- 20** Engage older Tasmanians in creating a productive, inclusive and supportive community through a new Active Ageing Plan
- 21** Strengthen the Child Health and Parenting Service's (CHaPS) role in providing child health information and parenting support



CHRONIC CONDITION SCREENING AND MANAGEMENT

- 22** Support people with chronic conditions to manage their condition at home and in their community by identifying and trialling new models of anticipatory care
- 23** Encourage all Tasmanians of appropriate ages to have their heart disease and diabetes risk assessed
- 24** Ensure Tasmania benefits from future national reforms to coordinated care and chronic condition management by working with the Australian Government and Primary Health Tasmania

TARGETING ACTION ACROSS THE LIFE STAGES

We will support Tasmanians to make healthy lifestyle changes across all stages of life

EARLY YEARS

The health of a child is influenced by the mother's health and nutritional status prior to and during pregnancy.

Supporting parents to adopt healthy attitudes and practices right from the start, such as breastfeeding, builds the foundation of life-long health.

Our actions include:

- Child Health and Parenting Service reforms to models of care
- Healthy Kids Tasmania
- Student Health Initiative

SCHOOL YEARS

Teaching children and young people about the health benefits of physical activity, nutrition and respectful relationships, and encouraging these behaviours is important. It helps them to maintain good health for growth and development.

Our actions include:

- Student Health Initiative
- Healthy Kids Tasmania
- Healthy Tasmania Challenge
- Increased licence fees for tobacco sellers

- Increased fines for retailers and others who supply tobacco products to someone underage
- Increasing social marketing on the dangers of smoking
- School nurses to support student health and wellbeing

YOUTH AND ADOLESCENT

Adolescence is an important transition period where we need to support young people to continue healthy habits and resist unhealthy ones, such as smoking, as they start to make choices more independently.

Our actions include:

- Student Health Initiative
- Healthy Tasmania Challenge
- Smoking related actions, as per school years
- Youth Suicide Prevention Plan for Tasmania (2016–20)

WORKING AGE

Many adults are leading more sedentary lifestyles, often as a result of the type of work that they do, and this is a risk factor for ill health. Engaging adults to make healthy lifestyle choices can protect against these risks.

- Healthy Tasmania Challenge
- Tasmanian Healthy and Safe Workplaces Initiative
- LiveLighter
- Contribute to Fifth National Mental Health Plan
- Rethink Mental Health Plan and Suicide Prevention Strategy
- Assessment of heart disease and diabetes risk
- Trial new anticipatory care models
- Work with Australian Government on national chronic condition reforms

OLDER AGE

Early detection and control of disease, healthy eating and engaging in physical activity are important components of health and wellbeing as people get older. Physical activity can also help older people stay connected to their communities, particularly where activities are undertaken in groups.

- Healthy Tasmania Challenge
- Contribute to Fifth National Mental Health Plan
- Rethink Mental Health Plan and Suicide Prevention Strategy
- Assessment of heart disease and diabetes risk
- Active Ageing Plan
- LiveLighter
- Work with Australian Government on national chronic condition reforms
- Trial new anticipatory care models

ALL AGES

The following initiatives should assist Tasmanians to live healthier lives at all stages of life:

- Healthy Tasmanian Communities Innovation Pool
- Health Care Services Champion Prevention initiative
- Mapping of preventative health and community activity
- Healthy Tasmania Portal
- Cost-effectiveness Assessment Tool
- Health-in-all-policies
- Preventative health commissioning
- Contribute to Fifth National Mental Health Plan
- Rethink Mental Health Plan and Suicide Prevention Strategy

“Menzie’s recognises the importance of investing in the early years, but given Tasmania’s ageing population and the opportunities to effectively promote health at all ages, we believe a focus on prevention across the life-course is needed” – Menzie’s Institute for Medical Research, submission on the Consultation Draft.

SMOKING

The Tasmanian Government will commit \$1.8 million over four years to increase smoking control, education and targeted intervention activity

Tobacco smoking kills more than 500 Tasmanians each year and imposes a significant burden on individuals, families, communities, businesses and governments. It is clear from Tasmania's continued high smoking rates that more needs to be done.

As part of our commitment, we are setting ambitious targets to reduce smoking. For people under 25, we are committing to halving the gap between the Tasmanian and national youth smoking rates by 2020 and to reduce smoking rates to better than the national average by 2025.

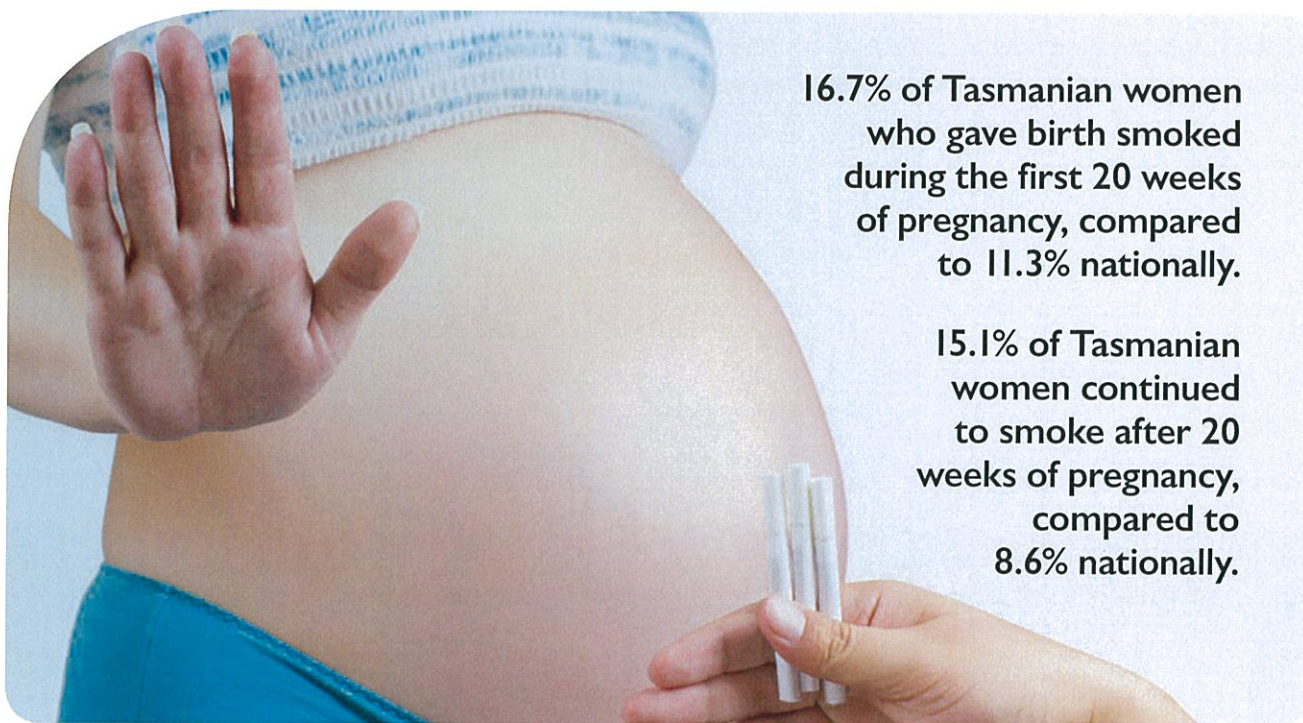
For all ages, we are aiming to reduce the Tasmanian smoking rate to 10% by 2020 and down to 5% by 2025. This is in line with targets set by the expert Tobacco Control Coalition group.

We have consulted on the best approaches to targeting smoking throughout the development of the Strategic Plan. It is clear that this is a complex issue and there are a wide variety of views on what action should be taken.

We will initially target our action towards those who supply tobacco and education and marketing to help people quit. We will continue to review our approaches to smoking and if our targets to reduce youth and overall smoking rates are not met within the designated timeframes, we will reconsider stronger measures including revisiting the concept of raising the Minimum Legal Smoking Age.

18.9% of Tasmanian adults are current smokers, compared to 16% nationally.





16.7% of Tasmanian women who gave birth smoked during the first 20 weeks of pregnancy, compared to 11.3% nationally.

15.1% of Tasmanian women continued to smoke after 20 weeks of pregnancy, compared to 8.6% nationally.

1 Invest in additional social marketing at the levels the evidence tells us will make a difference in Tasmania, as well as undertaking highly targeted quit campaigns.

We are committed to retaining social marketing activity at optimal levels for Tasmania. This means advertising that is on air for 32 weeks a year (or 700 Target Audience Rating Points). Advertising at this level will commence subject to an increase in licence fees. Increasing licence fees will enable us to resource this activity on an ongoing basis.

We will also invest in highly targeted quit campaigns to direct our resources at key groups, such as young people.

2 Supporting pregnant women to quit smoking through a multi-strategy approach.

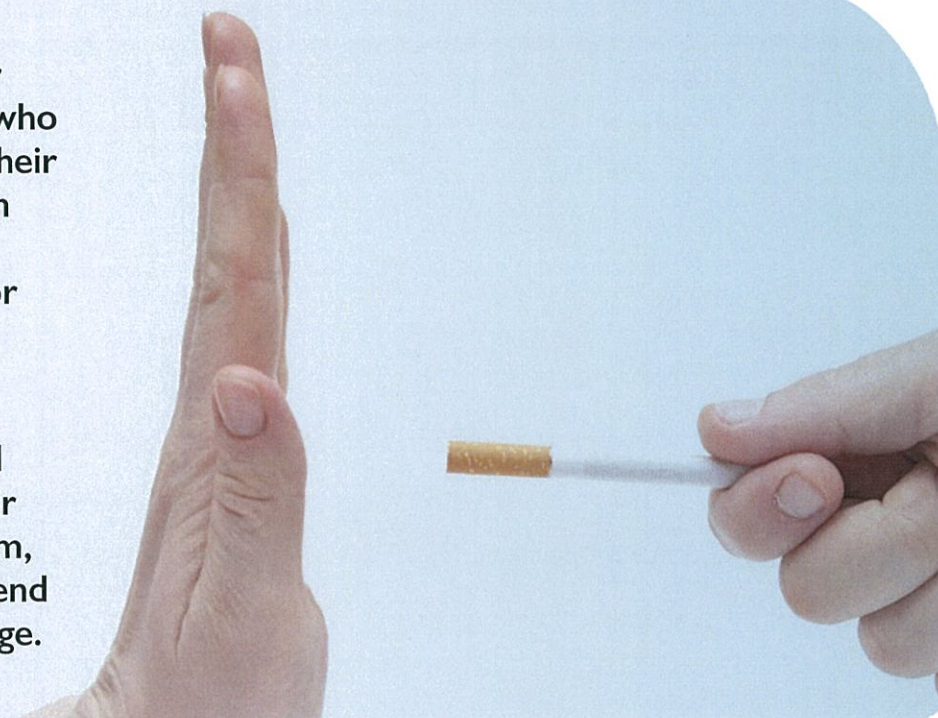
Through this approach we will seek to partner with health professionals in a range of settings, including GPs, pharmacists, ante-natal staff and midwives to make sure that pregnant women fully understand the ongoing danger to their baby from smoking.

Building on the action we are already taking, it will enable us to better support pregnant women to quit smoking before they conceive or from the earliest stages of pregnancy.

We will engage with Primary Health Tasmania and other relevant bodies during the second half of 2016 to establish approaches that will best support health professionals to relay messages about smoking harm, including the development of educational materials.

44% of 12–17 year olds in Tasmania who smoke obtained their last cigarette from a friend, 25% had someone buy it for them and 6% got it from a parent.

Of those who had someone buy their cigarettes for them, 79% were by a friend over 18 years of age.



3 Target a decrease in smoking rates through additional enforcement and targeted educational material, subject to tripling the cost of the Tobacco Seller's Licence fee and investigating options for the provision of additional quit smoking information at the point of sale.

We will increase our licence fees to reflect the full cost of regulation, administration, enforcement and compliance of the licensing regime. The fee increase will be phased over a two year period, rising to \$731.34 on 1 January 2017 and approximately \$1 097.00 from 1 January 2018.

By taking this step we will be able to undertake additional compliance and control activity. Recovering the full cost of our regulatory action through licensing fees will also enable us to fund additional social marketing and education activity (as outlined under Action 1).

We will also pursue options for the provision of additional quit smoking information at the point of sale.

4 Target smoking uptake by young people through additional enforcement activity, including increasing penalties for supplying a tobacco product to someone underage to match the highest penalties in Australia, currently \$18 120.

In Tasmania it is an offence for any person to sell, lend, give or supply tobacco products to someone underage. The new fine represents a significant increase from the current level of \$7 850.

Reducing the uptake of smoking by young people is critical to reducing smoking rates over time – evidence suggests that if a young person is not smoking by their early twenties, they are unlikely to ever start.

Many underage smokers in Tasmania source their cigarettes from friends and family. Taking action to reduce this secondary supply of tobacco through increased fines will have a positive impact on smoking rates by reducing the uptake of smoking.

5 Target smoking uptake by young people by hiring more compliance and education officers to undertake additional enforcement activity.

It is an offence in Tasmania for a person under the age of 18 to smoke, use or possess tobacco. Our approach to enforcement is an educative one, where young smokers are provided with warnings and approved information, supplemented by the consequence of having tobacco products in their possession seized by an authorised officer.

Subject to increasing the Tobacco Seller's Licence fee, we will hire new compliance and education officers to enable more work to be done to educate underage smokers on the dangers of smoking, through these enforcement mechanisms.

6 Controlling the sale, use and promotion of electronic cigarettes to prevent normalisation of smoking and sale to children.

We will take action to improve public education regarding electronic cigarettes and establish a monitoring and compliance system. However, we will prohibit the sale of electronic cigarettes to people under the minimum age, display and advertising and use in smoke free areas.

While we will leave open the option of supporting electronic cigarettes as a cessation aid in the future as further evidence emerges, our approach seeks to strike a balance and provide responsible education for Tasmanians about the potential health risks associated with these products. This way we can prevent the re-normalisation of smoking-like behaviour and ensure that uptake is minimised (particularly by young people).

These actions are based on the best available evidence and the feedback we received through consultation. A number of states and territories have also acted to regulate electronic cigarettes in various ways.

7 Action to target the illicit tobacco trade.

The Tasmanian Government works in partnership with the Australian Government to target the illicit tobacco trade, however there is potential for us to do more.

A number of other states and territories have legislated additional powers to target this trade, including fines for tobacco retailing or wholesaling businesses for possessing illicit tobacco products and providing inspectors with the power to seize illegal tobacco products.

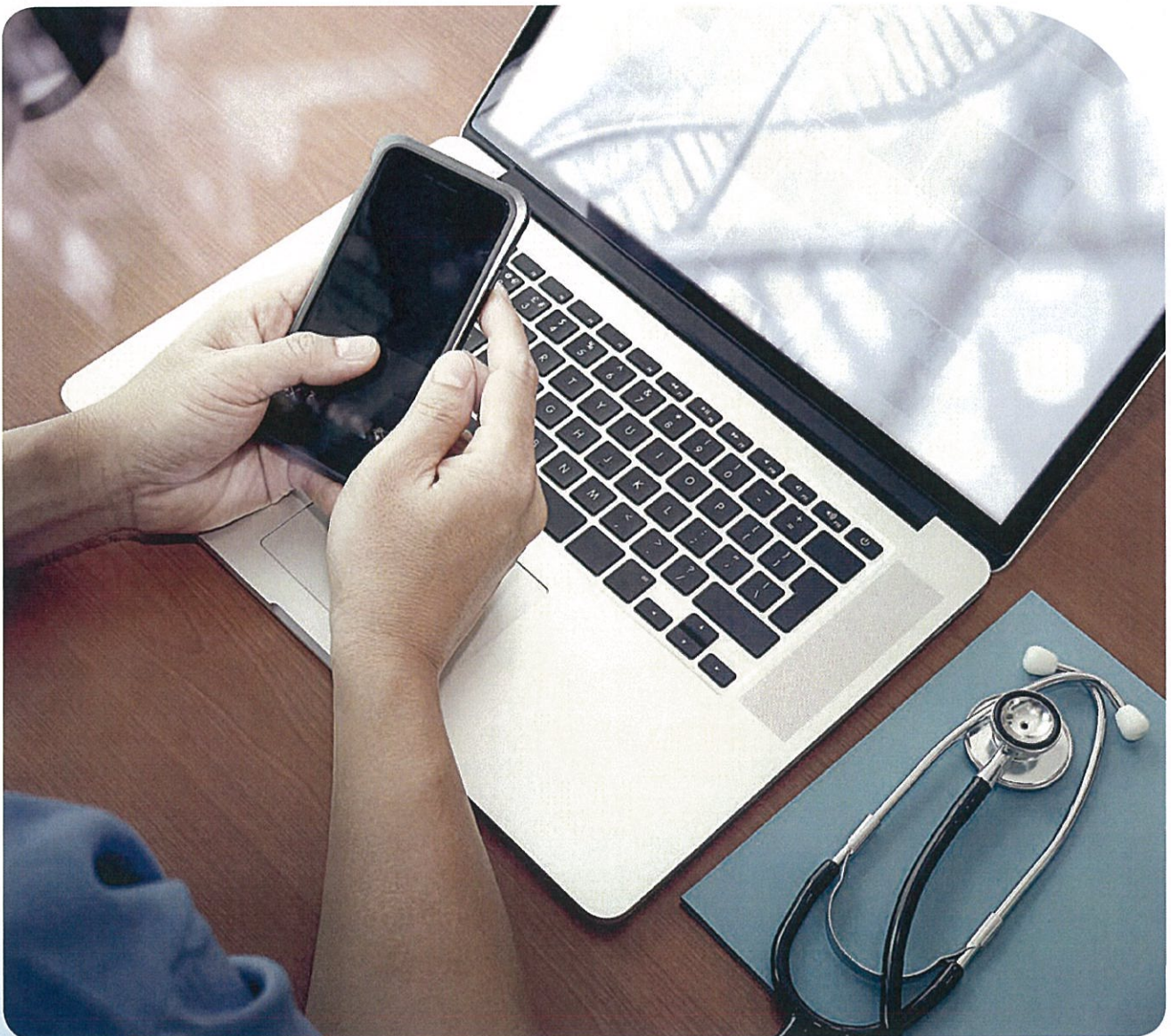
We will investigate and implement the options for targeting the illicit tobacco trade that would work best in the Tasmanian context.

All required regulatory and legislative amendments to give effect to the actions listed in this section will be tabled in Parliament as a priority.



“An investment in social marketing and a clever ‘healthy living’ campaign would have a large benefit to support the key cancer risk areas.”

Cancer Council, submission on the Consultation Draft



HEALTHY EATING AND PHYSICAL ACTIVITY

The Tasmanian Government will invest \$3.5 million in activity to support and incentivise communities and individuals to take positive steps towards a healthier lifestyle

Healthy eating and active living are key factors in maintaining good health. Overweight and obesity are associated with a number of chronic conditions, and losing weight lowers your risk of developing them.

Tasmania has the highest overweight and obesity rates of any Australian state or territory. The action we are taking aims to reduce our overweight and obesity rates. It also aims to prevent young people who are a healthy weight now from becoming overweight or obese later in life.

8 **Increase student health and wellbeing by supporting school and community partnerships through the Student Health Initiative**, our flagship initiative for children and young people, supported by \$2 million over four years.

Engaging children to make sure that healthy habits are learned early will ensure good health later in life. This initiative will help us achieve generational change and is the most cost-effective way that we can make a real difference over the long term.

It will encourage partnerships between schools and communities to promote opportunities for students to contribute to building positive school environments that supports healthy, safe and active choices.

School and community partners will be encouraged to focus on activity related to:

- Healthy school canteens and breakfast clubs
- Kitchen garden and agricultural initiatives
- Physical activity
- Drug education and relationships

Activity will commence in Term 1 of 2017 and will be supported by the Department of Education.

In addition, by no later than 2020, all Government schools will have commenced a process to achieve canteen accreditation.

9

Help kids make healthy choices by providing a toolkit of resources to support parents, carers and educational settings through Healthy Kids Tasmania.

Healthy Kids Tasmania is an integrated program, which will build on existing platforms to provide lots of resources and online support for parents, carers, early childhood centres and schools to assist them with educating children on nutrition and physical activity.

Alongside the Student Health Initiative, Healthy Kids Tasmania resources will be designed to strengthen links with parents and local communities. They will be made progressively available from the start of 2017.

29.8% of 2–17 year old Tasmanians are overweight or obese, compared to 25.8% nationally.

10

Incentivise Tasmanians to get healthy through the Healthy Tasmania Challenge. Through the Challenge, Tasmanians will be supported to set activity and nutrition goals appropriate to their health status and age to guide health improvement.

While individuals will be able to participate, we will encourage people to enter the Challenge as part of a team, which could be based on their community, their workplace or school, or any other network or club they belong to.

The Challenge will encourage everyday activity such as walking buses or park and walk schemes.

A fund will be established to reward teams that achieve their goals. It will fund rewards such as community infrastructure and activities to encourage healthy eating and physical activity in Tasmanian communities.

The Challenge will be launched in 2017.

11

Inform people of the risks of obesity and support healthy choices through the LiveLighter campaign.

We will work with the Department of Health of Western Australia to bring its LiveLighter campaign to Tasmania.

LiveLighter is supported by the Heart Foundation and Cancer Council and has been taken up by a number of other states and territories with positive results.

It is a comprehensive, evidence-based statewide public education campaign which aims to raise awareness of the serious health effects of being an unhealthy weight and motivate active living and healthier eating. It will also provide Tasmanians with a toolkit of practical resources to help them make healthy choices, including recipes and meal and activity planners.

12

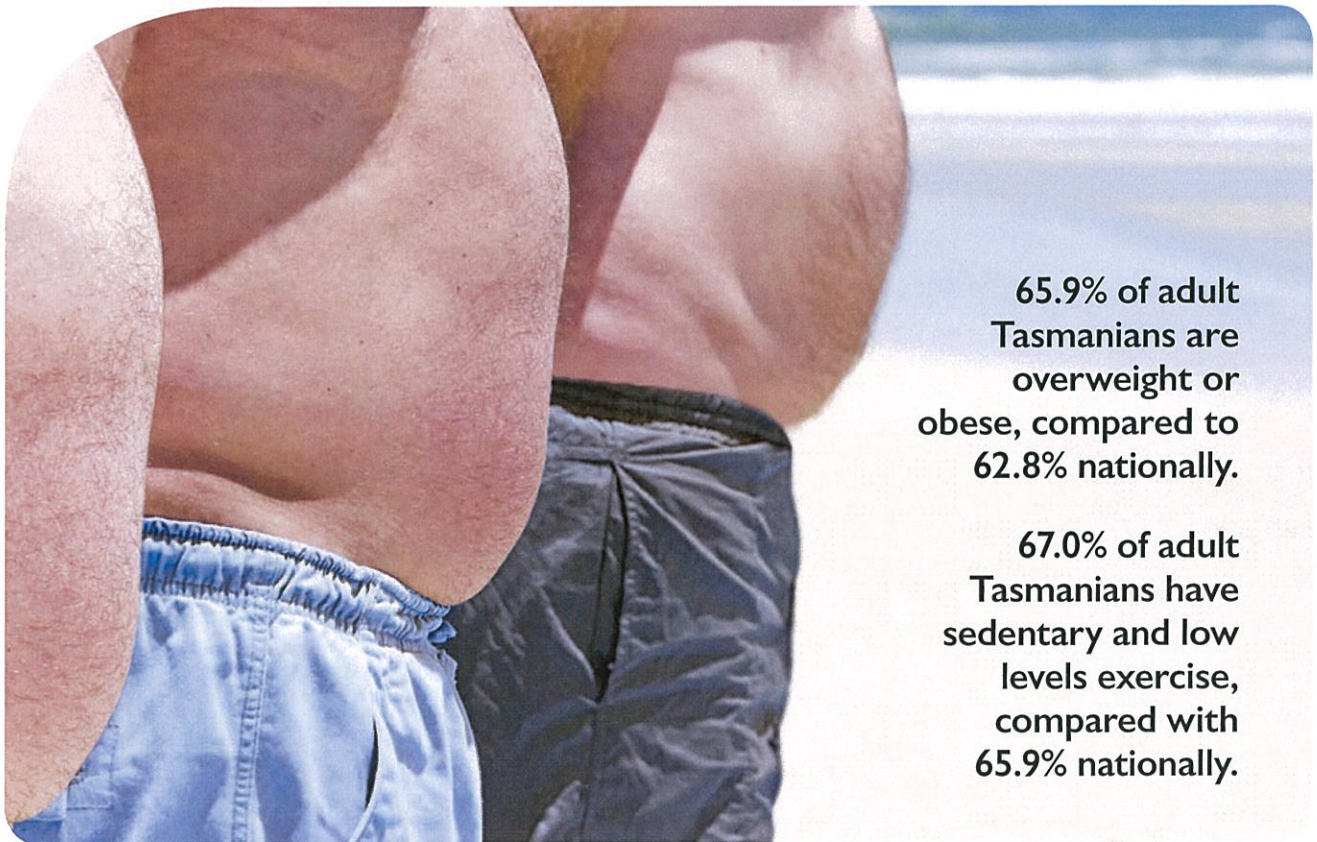
Establish new ways to encourage Tasmanians to use our parks and reserves to increase their physical activity.

Time spent being active outdoors is great for our mental and physical health. With national parks and reserves accounting for approximately 50% of our state, Tasmanians, wherever they live, are ideally placed to reap the benefits of this outstanding public asset.

This initiative will include a range of activities to encourage Tasmanians to use our parks and reserves more often to be more active. This will include open days to select parks and increasing opportunities for volunteer involvement in education and management initiatives.

We will explore innovative partnerships across government and with other sectors to encourage and support Tasmanians to take part in healthy activities in our parks and reserves.

This initiative will be launched alongside the Healthy Tasmania Challenge.



65.9% of adult Tasmanians are overweight or obese, compared to 62.8% nationally.

67.0% of adult Tasmanians have sedentary and low levels exercise, compared with 65.9% nationally.

13 Increase physical activity via low cost promotion of active tourism through our significant physical and digital footprint. This initiative will provide at cost advertising opportunities for places and events that encourage us to be physically active. Advertising opportunities will be provided across the Tasmanian Government's physical and digital assets.

This initiative will also have benefits for our wellbeing, as well as increase economic activity and employment, particularly for regional areas.

14 Help workplaces and communities turn their good intentions into sustainable healthy habits through the Tasmania Healthy and Safe Workplaces Initiative.

As an employer of over 27 000 Tasmanians, the Tasmanian Government seeks to be a leader in workplace health, safety and wellbeing. Promoting healthy lifestyle choices in the workplace can have a positive impact on the prevention of injury, illness and absences from work.

Worksafe Tasmania and the Department of Premier and Cabinet will partner with employers, peak industry groups and service providers to deliver the Tasmania Healthy and Safe Workplaces Initiative.

The initiative will focus on a holistic approach to both physical and psychosocial lifestyle habits and will build on existing resources, tools and partnerships.

COMMUNITY CONNECTIONS

The Tasmanian Government will invest \$1.1 million in activity that drives community partnership approaches to find innovative place-based solutions to poor health

People who are connected to their community live longer and healthier lives. Community connections help initiate and maintain healthier choices and lifestyles and support better mental health. Understanding community needs allows services to be better focused and more accessible.

We will enhance community connections in the following ways:

- Encouraging people to engage more with their community, providing physical activity and mental health benefits
- Providing incentives for communities to support and encourage each other to make changes to achieve better health and develop their own preventative health Community Action Plans
- Enhancing the way we provide information so that individuals and communities can better understand their own health needs and form partnerships to plan activities and responses
- Changing our models of care to provide the right mix of services in the right places so that communities can connect and access them easily

A number of our actions primarily related to healthy eating and physical activity will drive community partnership approaches and innovative place-based solutions to poor health, including the Student Health Initiative.

The Healthy Tasmania Challenge also incentivises communities to support each other to take healthy action. Additional new actions are listed below.

15 Support innovative community partnership approaches to better health through the Healthy Tasmanian Communities Innovation Pool grants program.

We will invest \$1 million in seed funding for community driven approaches to improving health and wellbeing.

Community-led approaches are of growing importance to improving health and reducing health inequalities. They empower communities to shape and build the services and programs they need and use.

The grants will be particularly targeted at communities that have the poorest health outcomes. These communities will be encouraged to identify the risks they want to address and how potential new activities will support or fill gaps in current approaches.

We will help communities to do this by mapping activity and including it on the Healthy Tasmania Portal (Actions 16 and 17). We will also provide resources to guide communities to develop their Community Action Plans for preventative health.

The Innovation Pool will encourage communities to develop partnerships, including with health providers and commercial enterprises or businesses.

The first grant round will be held in 2017.

16 Support community planning by mapping preventative health and community activity across Tasmania and make this information publicly available. This will assist individuals and communities to get connected, get involved and get healthier.

There is so much great activity already happening in our communities and it is important for people to know what is out there and how it might be built on or linked to new ideas.

It will also help communities to plan activity that might receive seed funding through the Healthy Tasmanian Communities Innovation Pool.

17 Get people connected to community activities and educational resources through the Healthy Tasmania Portal, a one stop shop for preventative health information.

The Portal will include information and links on activity, community health profiles and other information to support community planning and the development of Community Action Plans.

The Portal will also house a toolkit of educational resources to guide preventative health activity that could be used by Neighbourhood Houses, Community Health Centres, Child and Family Centres, GPs, seniors groups and other community organisations. In addition, it will link to resources provided through our Healthy Kids Tasmania and LiveLighter initiatives.

The Portal will help individual Tasmanians to get connected to organisations in their local community to encourage physical, social and recreational activities.

The Healthy Tasmania Portal will be developed during 2016. Information will be uploaded as it becomes available and will be monitored and kept up to date with new activity and information.

18 Increase health literacy by supporting all State-funded health care services to champion prevention.

This will increase patient skills and knowledge so that individuals can act on their own health.

Our hospitals and health care services will work to find more and different ways to set an example for health promotion and prevention. This will include looking at options to provide environments that better support healthy choices and behaviours, including increased healthy food options.

We will connect our hospitals and health care services with the community through supporting them to develop Community Action Plans for preventative health or through partnerships for projects under the Healthy Tasmanian Communities Innovation Pool.

19 Work with the media to promote positive health messages.

We will work with Tasmanian media to promote messages such as the benefits of healthy lifestyles and encouraging people to make healthy choices.

This will include messages about quitting smoking, the importance of good nutrition and being physically active.

20 Engage older Tasmanians in creating a productive, inclusive and supportive community through a new Active Ageing Plan.

A new Active Ageing Plan will build on current activity and identify new actions that capitalise on Tasmania's ageing population profile and engage older Tasmanians in creating a productive, inclusive and supportive community.

We have provided funding of \$125 000 to the Council of the Ageing (COTA) to commence work on the Plan.

21 Strengthen the Child Health and Parenting Service's (CHaPS) role in providing child health information and parenting support.

CHaPS is a community based child health service that focuses on the early years of a child's life, from birth to age five. CHaPS is currently undertaking a review of its Model of Care (MOC) with the aim of the redesign being to prioritise clinical service delivery in partnership with families to meet the family's identified goals. It is anticipated that the MOC will improve access and appropriateness of service by including service pathways which recognise that individual families require service models which have the flexibility to respond to family need.

The MOC will allow a multidisciplinary team of clinicians to offer a full range of child health services. The MOC will also incorporate collaborative service planning and case management with other service providers where appropriate. Options to better align CHaPS with other relevant health services are also being considered with the aim of strengthening present governance arrangements.

The new CHaPS MOC is focused on supporting and strengthening parenting across the community.



“Community led approaches to build community capacity are well recognised as a strategy to increase health and wellbeing”

Local Government Association of Tasmania, submission on the Consultation Draft



CHRONIC CONDITIONS SCREENING AND MANAGEMENT

The Tasmanian Government will support those people who are at risk of, and who live with, chronic conditions to remain healthier at home and in their communities

While it is important to prevent people from getting sick in the first place, we also need to refocus our efforts to better support those people who already have a chronic condition.

Increasing rates of chronic conditions, along with the pressures of an ageing population, are contributing to growing health expenditure across all governments.

Prevention is an important element in health care, and we will look for new ways to embed prevention, early intervention, self-management and care coordination across all of our health and community care services.

This approach picks up on the key theme in the *White Paper on Delivering Safe and Sustainable Clinical Services*, which shifts focus to a greater emphasis on primary and community care.

22 **Support people with chronic conditions to manage their condition at home and in their community by identifying and trialling new models of anticipatory care.**

This work will focus on priority risk factors and providing care in the community for people with chronic conditions.

The approach will embed prevention across the continuum of care and will assist in strengthening participation and relationships across a broader range of stakeholders, including acute and sub-acute care services.

The Department of Health and Human Services and the Tasmanian Health Service will seek to partner with Primary Health Tasmania and key chronic disease community sector organisations to develop and implement anticipatory care approaches that will help Tasmanians with chronic disease to remain well in their home and community.

This will also include engaging with the Australian Government, including Primary Health Tasmania, to ensure that any new anticipatory care models work well with any future national reforms and that our health professionals are supported to trial and implement them.

23**Encourage all Tasmanians of appropriate ages to have their heart disease and diabetes risk assessed.**

Heart disease and diabetes are very common chronic diseases in Tasmania. These diseases are associated with heart attack, stroke, chronic kidney disease and other health problems that impact on the lives of many Tasmanians.

A person's risk for heart disease and diabetes can be assessed and managed to prevent them from developing these diseases.

We will use our available communication channels to encourage all Tasmanians 45 years of age and older (35 and older for Aboriginal Tasmanians) to have their risk for heart disease assessed, and Tasmanians 35 and older (18 and older for Aboriginal Tasmanians) to have their risk for diabetes assessed by their GP.

24**Ensure Tasmania benefits from future national reforms to coordinated care and chronic condition management** by working with the Australian Government and Primary Health Tasmania.

The Australian Government has signalled a commitment to collaborate with states and territories to better coordinate care between health services.

We have successfully worked in partnership with Primary Health Tasmania in the past to develop coordinated care models for people with chronic conditions. We will build on this relationship as new opportunities arise.

Our high rates of lifestyle-related risk factors have contributed to Tasmania having higher rates of multimorbidity (three or more self reported chronic conditions) than any other jurisdiction and this problem is getting worse.

50.3% of Tasmanians had three or more chronic conditions in 2014–15, increasing from 41.8% in 2011–12.

Our new approaches aim to prevent the development of chronic conditions as well as support people to better manage a condition if they have one.

By reducing the prevalence of risk factors and rates of chronic conditions, we can reduce their impact on individuals and their families, but also on our community and economy. When people are healthier and feel better, they will not need to use health services as much, and are likely to have higher rates of workforce participation and be more productive while at work.

CURRENT APPROACHES AND ACTIVITY

The Tasmanian Government currently invests \$70 million per year on preventative health activity across all of our agencies and businesses



SMOKING

- Support people to quit through Quitline support, social marketing of quit campaigns and brief interventions by health professionals
- Support pregnant women to quit through *A Smoke Free Start for Every Tasmanian Baby: A Plan for Action*
- Reduce smoking uptake through the *Smoke-Free Young People* resources
- Monitor the compliance of tobacco sellers and at smoke free areas, including operations to test compliance with age based laws
- Improve the health of prisoners and staff via smoke free prisons policy



HEALTHY EATING AND PHYSICAL ACTIVITY

- Deliver healthy food messages via community nutrition programs
- Promote good nutrition and physical activity for children through Child and Family Centres' healthy start to life programs and through programs in early childhood and school settings
- Improve access to affordable and nutritious food, via programs such as food cooperatives, school breakfast programs and emergency food relief

- Encouraging families to be active in our parks and reserves through Discovery Ranger Program, delivered by the Department of Primary Industries, Parks, Water and Environment
- Increasing physical activity with support to sporting clubs
- Increase participation in sport and recreation by Aboriginal and Torres Strait Islanders and people with disability through targeted programs
- Planning, facilities and environments investment, including infrastructure to support physical activity, sport and recreation, delivered by the Departments of Premier and Cabinet and State Growth
- Encouraging activity by expanding bus services to facilitate walking between destinations and bus stops
- Promoting bush walks of varying lengths and difficulty through the 60 Great Short Walks brochure
- Provide low cost, positive, sporting, recreational, social and cultural programs for 'at risk' youth through Police and Community Youth Clubs, delivered by the Department of Police, Fire and Emergency Management



COMMUNITY CONNECTIONS

- Support families to establish healthy habits early in life through Child Health Centre Network and Parenting Centres services
- Increase health literacy via approaches, such as 26Ten campaign and Health Literacy Network, and health promotion activity, education and program support, delivered by the Departments of Health and Human Services and Education
- Help people to increase control over and improve their health through Adult Day Centres
- Create strong social bonds within groups via physical activity in a natural setting, supported through the Wildcare Volunteer Partnership
- Build the social inclusion of culturally and linguistically diverse groups via Get Outside with Community activity
- Prevent intimate partner violence, which contributes more to the disease burden than any other risk factor in women aged 18–44 years, through *Safe Homes, Safe Families*
- Administer grants related to community life, sport and recreation
- Focus on early childhood development, economic participation and support for Aboriginal children to be safe in their families and communities via the *Resetting the Relationship with the Aboriginal Community in Tasmania* agenda
- Test if lead support coordination improves outcomes for families at risk and clients with multiple and complex needs through Joined Up Human Services Project

- Prevention and early intervention approach to supporting at risk families through Child Protection Redesign reforms
- Increase volunteering by support for volunteer-involving organisations



CHRONIC CONDITION SCREENING AND MANAGEMENT

- Early detection of cancer via screening services, and community education, prevention and early detection programs
- Support GPs to refer patients to services that respond quickly in a non-hospital setting via Community Rapid Response trial
- Reduce likelihood of developing a chronic condition, disease or disorder through nurse led primary health programs
- Chronic condition promotion and support activity, including information provision, education and condition management and coaching, obesity clinics, rehabilitation programs and falls and balance clinics
- Development of coordinated care models for people with chronic conditions, in partnership with Primary Health Tasmania



“The necessity to collect timely, regular data cannot be understated to measure the effectiveness (or otherwise) of our interventions, and to give a sense of the health of our population”

Tasmanian Chronic Disease Prevention Alliance, submission on the Consultation Draft

Prevention
is better
than cure!

GOVERNANCE AND EVALUATION

Our governance and evaluation arrangements reflect a whole-of-government approach and our commitment to taking cost-effective action

A HEALTHY TASMANIA IS EVERYBODY'S RESPONSIBILITY

The reforms and initiatives outlined in the Strategic Plan are designed to engage each and every Tasmanian in activity that will improve their health. We will not achieve the outcomes we are striving for unless we all take responsibility for our own health.

We can also take steps to encourage our friends and family to make healthy choices, and participate in conversations and activities within our communities that aim to drive good health.

IMPLEMENTATION AND OVERSIGHT

The Minister for Health will oversee the delivery of the Strategic Plan and will be responsible for monitoring progress.

The Department of Health and Human Services will be responsible for overseeing the implementation of the bulk of the reforms outlined in the Strategic Plan, with support from other agencies where relevant.

To assist the Minister for Health to monitor progress against the Strategic Plan, the Department of Health and Human Services will work with other agencies across government to prepare an annual report for the Minister.

PRINCIPLES FOR ACTION

When implementing our actions, we will be guided by the following principles, established by the Healthy Tasmania Committee of the Health Council of Tasmania:

- Focus on people and communities
- Facilitate coordination, communication and collaboration between sectors to improve health outcomes
- Take action that promotes health through responsible partnerships
- Reduce inequities in health
- Make health information publicly accessible
- Strengthen prevention by building the evidence-base and understanding of what works

A NEW ROLE FOR THE PREMIER'S PHYSICAL ACTIVITY COUNCIL

The Premier's Physical Activity Council will be renamed and have its remit extended to provide strategic advice across government in alignment with the Strategic Plan.

TAKING A HEALTH-IN-ALL-POLICIES APPROACH

Life factors for good health and the systems that influence the health status of populations often sit outside of the health sector. They include employment, education, income, housing, transport and the creation of environments that support personal responsibility and individuals to make healthier choices.

The Tasmanian Government will support our agencies and government businesses to better understand and consider the health impacts of their policies through improved information sharing utilising the new Healthy Tasmania Portal and support from the refocused Premier's Physical Activity Council. Critically, an annual Heads of Agency forum will provide the leadership across the state service to ensure we are working across government to develop long term solutions to address the social and economic factors that influence poor health outcomes.

MEASURING SUCCESS

The Tasmanian Government is undertaking the next Tasmanian Population Health Survey in 2016. This will provide a picture of Tasmania's health status at the beginning of the Strategic Plan. Future surveys will help us measure progress.

We committed to a range of existing targets for preventative health in the Consultation Draft of the Strategic Plan.

We will also establish the following smoking rate targets:

- For Tasmanians under the age of 25, we will halve the gap between the Tasmanian and national smoking rates by 2020 and we will have smoking rates better than the national average by 2025
- For all ages, we will aim to reduce the Tasmanian smoking rate to 10% by 2020, in line with the current Tobacco Control Coalition target, and down to 5% by 2025

In addition, we are committed to setting new targets related to reducing health inequities. This will be an important measure of our progress, given the significant impact that social and economic factors can have on health outcomes.

ASSESSMENT OF PROGRAMS

Our first step will be to develop an assessment tool that is based on recent evidence about the most cost-effective action to prevent and manage lifestyle-related chronic diseases. The tool will use existing studies which have been developed by preventative health experts, including the Assessing Cost-Effectiveness in Prevention Report (ACE Prevention Report)¹.

The assessment tool will take into account the quality of the evidence that is available to measure the effectiveness of preventative health programs, as well as the context for delivering programs in Tasmania. It will also consider issues such as the impact of delivering multiple programs in one location, which might increase the effectiveness of a program when compared to being delivered in isolation.

¹Vos T, Carter R, Barendregt J et al. for the ACE Prevention team. Assessing Cost-Effectiveness in Prevention. Final Report. Melbourne: University of Queensland, Brisbane and Deakin University; September 2010

The assessment tool will be developed in quarter two of 2016 (by the end of September). It will first be used to help us understand the effectiveness of programs we are already delivering. The results of these assessments will be announced in quarter four (by the end of March 2017). The tool will also be used to assess new initiatives, after they have been implemented and have been given a chance to demonstrate their impact.

Making sure we collect the right data to evaluate new activities is important. We will also support organisations that deliver programs for us to measure and demonstrate evidence of their impact on health outcomes.

Along with the findings from the assessment tool, the data we collect will help us to understand the effectiveness of the approaches we are taking, including the new initiatives outlined in the Strategic Plan.

The Strategic Plan is a guide to the type of action the Tasmanian Government will take over the next five years. We will continue to adapt and improve our actions, taking into account any lessons learned through these assessment and evaluation processes.

PREVENTATIVE HEALTH COMMISSIONING MODEL

The Tasmanian Government will implement a commissioning model for preventative health programs and activity over the life of the Strategic Plan.

The commissioning model will allow us to identify and prioritise needs and opportunities for good health based on the best available evidence on the effectiveness of programs.

We will work closely with Primary Health Tasmania on the development of a commissioning model for preventative health to make sure that the programs we fund are well integrated.

Local government will also be important players in conversations about the most appropriate preventative health programs to commission.

Increasing health literacy rates and supporting community planning through our new initiatives will assist local governments and their broader communities to take part in the identification of activity that best suits their needs. This will build capacity within communities to shape the services and programs they need and use and will ensure future approaches are locally driven.

OUR COMMITMENT TO CONSULTATION AND PARTNERSHIP

We will have ongoing conversations with the community and stakeholders about our actions

CONSULTATION

The Tasmanian Government's Healthy Tasmania Consultation Draft was released on 20 December 2015. We received over 100 public submissions in response to the Consultation Draft over a two month period, to the end of February 2016.

We held four community forums around the state in February 2016, facilitated by the Health Council of Tasmania. The Department of Health and Human Services also ran four forums in conjunction with local councils.

We would like to thank everyone who took the time to reflect on the Consultation Draft and provide us with your feedback. It has been invaluable in developing the approach outlined in the Strategic Plan.

The heads of each Tasmanian Government agency and government business met in early 2016 to discuss the Healthy Tasmania agenda. This forum highlighted the wide range of activity we already undertake and some new actions outlined in the Strategic Plan, such as the initiative to get people more active in our parks and reserves. It underscored the commitment we have as a government to work together to improve the health of Tasmanians.

We also acknowledge the important work of the recent Joint Select Committee Inquiry into Preventative Health. The Strategic Plan and the Joint Select Committee's report contain several themes and ideas in common.

The Tasmanian Government will continue to welcome expert input and advice on preventative health from existing advisory bodies, such as the Health Council of Tasmania, the Health Literacy Network and the Tobacco Control Coalition.

The Health Council of Tasmania will continue its important role of consulting with the Tasmanian community on preventative health, including action taken under the Plan. We will also consider the best way for the roles of the Health Council of Tasmania and refocused Premier's Physical Activity Council to complement one another for the benefit of the community and the health system.

The Tasmanian Government is also committed to having ongoing conversations with the community and key stakeholders about the actions outlined in the Strategic Plan.

We will establish a Healthy Tasmania Annual Roundtable to seek stakeholder and expert input on progress of the reforms, showcase successful programs and approaches, and provide an avenue for the suggestion of new initiatives, including advice about what emerging evidence tells us about the best, cost-effective, practice.

The Health Council of Tasmania will be a key participant of the Roundtable and will provide advice to the Minister for Health on how potential new activities raised through this forum could be integrated into the broader health system.

“A whole of governmental, whole of system approach, including recognition of the vital importance of community, social services and local governmental partnerships is required to effect sustainable, generational change.” – Primary Health Tasmania, submission on the Consultation Draft

PARTNERSHIP

The Tasmania Government will continue to work collaboratively with federal and local governments, through Primary Health Tasmania, the Premier's Local Government Council and other appropriate avenues, in recognition of the important role they can and do play in preventative health.

In addition, we will seek to work with our sporting partners to develop unique ways that we can promote our new activities and get Tasmanians engaged and participating.

This will be important, as Tasmanian communities will be key partners in delivering the actions outlined in the Strategic Plan.

We recognise how important it will be to increase health literacy to support communities and individuals to partner with us in this activity and to take control over their health.

Our Health Literacy Network is already doing some great work to improve the health literacy of Tasmanians and provides a number of practical resources that can be used to help people to build the knowledge and skills they need to find, understand and use information to improve their health and wellbeing².

In addition, all of our new initiatives are designed to get Tasmanians thinking about their health in new ways and encourage new action to improve health outcomes.

To help people to participate in these initiatives, the new initiatives will be supported by a range of health information, messages and support that is accessible and useful. The media also has a key role in making sure the community is receiving the right health messages.

Communities will be encouraged and supported to develop health messages that they think will encourage members of their community to take some new action to improve their health.

²Resources are housed online at: https://www.dhhs.tas.gov.au/publichealth/health_literacy

NEXT STEPS

We will immediately commence working on the development and implementation of key reforms and our new initiatives.

We will continue to communicate with the Tasmanian community about our progress in implementing our actions to make sure that individuals and communities understand what we are doing and can get prepared to participate.

We will also actively communicate with those organisations that are delivering programs that will be assessed through processes established under the Strategic Plan, in particular the assessment tool which will be developed by the end of September 2016.

