

PUBLIC HEALTH CAMPAIGNS

**841. Mr C.J. TALLENTIRE to the Minister for Health:**

I refer to the Cancer Council's national survey of secondary students' diet and activity, which showed that one in six Australian teenagers consume 5.2 kilograms of sugar each year. Can the minister update the house on what initiatives the government has implemented to help reduce the consumption of sugary drinks and improve the health and wellbeing of the community?

**Mr R.H. COOK replied:**

It is another public health issue; the member for Dawesville will hate this as well!

We all know that public health has an important role to play in making sure that we preserve the health of our community. The recent national study by the Cancer Council of Australia of more than 9 000 students around the country demonstrated that Western Australian teenagers are much less likely than teenagers in other states to drink large volumes of sugary drinks. As the member for Thornlie would know, one in 10 Western Australian students consume a litre or more of sugary drinks each week compared with the national average of one in six, or 17 per cent. This is an outstanding example of what we can do when we put proper resources into campaigns such as the LiveLighter campaign. The LiveLighter campaign is the only difference between us and the other states. Therefore, it is the reason that we have such outstanding results. I commend Hon Kim Hames and Hon John Day, who also backed the LiveLighter campaign. We need to make sure that we have proper investment in public health campaigns to ensure that our community stays healthier. This cohort—this generation of Western Australians—will grow up healthier as a result of these important public awareness campaigns. These sorts of themes were captured in the “Sustainable Health Review”. We said in the “Sustainable Health Review” that we want to halt the rise of obesity in Western Australia by July 2024 and have the highest percentage of population with a healthy weight of all states in Australia by 2029. We can do this, as long as we have the proper investment around these campaigns. The other states look at LiveLighter and are envious of the great investments we can make. It is about making sure that Western Australians understand that if they continue to partake in an unhealthy diet, it will have ramifications for that individual and for the society into the future. We want to make sure that Western Australians stay healthier. That is why under the sustainable health review we have committed to the migration of 2.5 per cent of the budget into preventive health to five per cent by 2026. This is an important opportunity to reverse the trends of deteriorating public health in the community and to continue to treat chronic illness and sickness in our community. It is a great example of what we can do when we invest in public health, and it is of great credit to the Western Australian community.