

ABOUT

LIVELIGHTER

As a nation, we're the heaviest we've ever been.

As at 2010, the Australian Bureau of Statistics estimated that more than 4.3 million Australians, roughly one in four, were obese.

In Western Australia, the story is much the same. More than 60 per cent of us are either overweight or obese, bringing heart disease, type 2 diabetes and cancer closer – along with a range of other health problems.

LiveLighter is a new statewide program which aims to encourage Western Australian adults to lead healthier lifestyles – to make changes to what they eat and drink, and to be more active.

We want to help people understand why they need to take action and what simple changes they can make in order to 'LiveLighter'.

Program background

In 2011, the Department of Health Western Australia contracted the Heart Foundation (WA Division), in partnership with the Cancer Council of WA, to conduct a new public education program to encourage people to eat well, be physically active and maintain a healthy weight.

Launching with mass media advertising, the program will also engage with the community through social media, online and printed resources, advocacy and retailers.

LiveLighter is targeted at adults and aims to:

- ▲ Increase **awareness** of the link between being overweight and chronic disease, while promoting healthy eating and regular physical activity.
- ▲ Increase **understanding** of the risks associated with poor lifestyle choices.
- ▲ **Support** the trial, adoption and maintenance of healthy eating, physical activity and healthy weight.
- ▲ Encourage **public debate** about obesity and the need for changes in the community to support healthy eating and physical activity. We need to make sure the healthy choice is also the easy choice.

The program is currently funded until June 2014.

Supported by



Government of Western Australia
Department of Health





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OUTSIDE



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About the advertising campaign

We're taking Western Australians on a journey inside their own bodies to help them truly understand the importance of leading a healthy lifestyle – and the consequences of the alternative.

At times, it's graphic and confronting, but it has to be. We need everyone to realise that achieving and maintaining a healthy weight should be a high priority right now – and not something which can be put off "until tomorrow". This is a strategy we hope will raise the sense of urgency around the issue of unhealthy weight and get people thinking about the choices we all make daily which affect our health.

Our launch advertisements explain that "when you eat too much and aren't as active as you should be, fat doesn't just build up around your waist. A toxic fat also builds up around your vital organs".

Toxic fat, scientifically known as visceral fat, is the fatty tissue which surrounds many of our vital organs. Toxic fat is known to release dangerous levels of chemicals (including hormones) into the body. This, in turn, can increase the risk of developing diseases such as heart disease, type 2 diabetes and some cancers.

While the presence of excess fat under the skin (also known as subcutaneous fat) is often obvious, toxic fat is buried deep within us, making it harder to gauge how much fat is there.

LiveLighter doesn't stop there. We have a series of advertisements that portray a number of common scenarios where simple, healthier choices can be made – such as walking to the shop, or avoiding the purchase of unhealthy snacks. We hope these advertisements will provide more support and encourage people to think about the changes they can make in their own lives.

The advertising campaign will launch on Sunday 24 June with three TV commercials:

- ▲ 30 second "Leftover pizza"
- ▲ 15 second "Chips on special"
- ▲ 15 second "Walk to the shops"

The campaign will also launch with radio, newspaper, magazine, cinema and online advertisements.

This first phase of advertising will run for six weeks, with more advertisements scheduled to air in September.

We certainly hope to make a big impact with this new campaign and generate a lot of debate!

Getting involved

By working together, we hope to reach and engage more people, achieve greater impact and make more of a difference.

1. Spread the word

We want your help to spread the word and encourage everyone in WA to LiveLighter.

Please encourage patients, colleagues, family and friends to make the commitment to improve their health and visit livelighter.com.au

We'd also love for you to join the conversation on Facebook and Twitter.

2. Use our free resources

At livelighter.com.au/partners you'll find a range of free resources and fact sheets including:

- ▲ This stakeholder booklet
- ▲ DL brochure
- ▲ LiveLighter recipe booklet
- ▲ 4x campaign posters (A3)
- ▲ How to read food labels wallet card
- ▲ A-Z of fruit of veg
- ▲ Fact sheets

3. Become a Brand Partner

If you register as a LiveLighter Brand Partner you can access our Brand Materials to create your own healthy lifestyle resources. You'll also be able to order the following free LiveLighter merchandise:

- ▲ Pens
- ▲ Fridge magnets
- ▲ Drink bottles
- ▲ Shopping bags
- ▲ Frisbees

4. Help us advocate for change

Throughout the program, the LiveLighter team will also be advocating for change in the WA community. Among other things, we intend to focus on:

- ▲ Decreasing the promotion of unhealthy food
- ▲ Increasing access to healthy food
- ▲ Better food labelling
- ▲ Policies that increase access to physical activity
- ▲ Encouraging environments which better support physical activity

If you'd like to get involved, email us at livelighter@heartfoundation.org.au



Other Campaigns and Programs

LiveLighter has been designed to incorporate the key messages of the Go for 2&5®, Draw the Line® and Find Thirty® campaigns. These campaigns are no longer active.

The Heart Foundation (WA) and the Cancer Council (WA) run a variety of other programs to promote healthy lifestyle choices. Some include:

- ▲ Heart Foundation Walking
- ▲ Heartmoves – Physical activity program
- ▲ Foodcents – Food literacy and skill development
- ▲ Crunch and Sip – School nutrition program

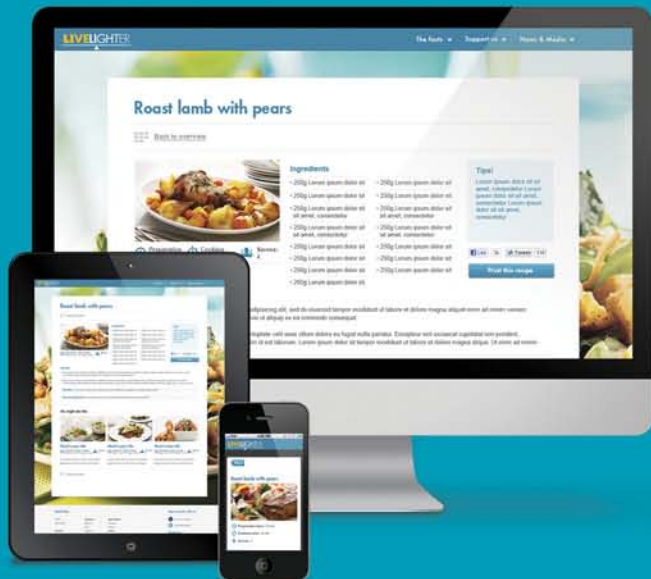
Learn more about these programs at www.heartfoundation.org.au and www.cancerwa.asn.au.

Swap It, Don't Stop It is a national public health campaign funded by the Federal Government. It follows on from the successful Measure Up campaign and aims to encourage people to make simple "swaps" each day to decrease the risk of developing preventable diseases.

There are a number of similarities between Swap It and LiveLighter however, there are some key differences:

- ▲ Each campaign has a different creative approach to increase awareness of, and promote, the maintenance of a healthy weight.
- ▲ While both campaigns suggest 'how' people can achieve a healthy weight, LiveLighter also focuses on 'why' it is so important. LiveLighter raises the sense of urgency about the issue and strengthens the link between obesity and chronic diseases.

Your choice of campaign will depend on what your activity or event hopes to achieve. As each campaign has different resources and merchandise, you may consider a combination of material from both campaigns to best meet your needs.



LiveLighter Online

The livelighter.com.au website includes further information about the campaign and its messages, along with helpful tips, brand new healthy recipes and other tools to help people live healthier lives.

It also features the stories of real Western Australians, who have taken the first steps towards a healthier future.

There are plans to continually update, and add to, our online resources. We're also working on an exciting interactive tool to be unveiled in Spring 2012. When launched, the tool will motivate and provide a greater level of support for those looking to make a healthy lifestyle change.

For more information

We welcome your queries, suggestions and feedback. The LiveLighter website contains a wealth of information about the campaign. If you wish to contact the team directly, you can:

Email livelighter@heartfoundation.org.au



Live_Lighter



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