

MEDIA RELEASE



Australian Divisions of General Practice Ltd.

14 September 2006

Joining hands to help fight obesity

Australian parents are being urged to help their children develop a healthy lifestyle with a good balance between diet and exercise, through a community service announcement (CSA) on obesity that will start to go to air on Australian television over the next week.

"Don't make your kids wear it" was produced by the Australian Food and Grocery Council (AFGC) and the Australian Divisions of General Practice (ADGP). These organisations have worked together to produce the CSA to help combat the increasing problem of childhood obesity.

"The AFGC backed the production of the announcement as part of its industry-wide nutrition and health strategy," AFGC Chief Executive, Dick Wells said.

"The message in the announcement is that a few simple lifestyle changes can make a big difference.

"We show the importance of children having a healthy lunch box and the importance of regular exercise," he said.

The CSA acknowledges not only the physical problems obese and overweight kids can have but also the emotional problems that these children face due to pressure from their peers.

ADGP Chair Dr Jenny Thomson said as a practicing GP the numbers of overweight and obese young patients she sees is disturbing and the trend is growing.

"Parents and guardians need to understand the very real damaging health effects obesity can have on their kids.

"It is well known that overweight children often become overweight adults. Inevitably as obesity levels rise, so will the pressure on our already strained health system. We can't afford to let this happen.

"Concerned parents should visit their GPs and discuss weight loss options to help their kids grow into happy healthy adults.

"ADGP and the AFGC are proud of this CSA and what it represents. The cooperation between industry and GPs working together is essential to fight this growing childhood obesity trend," Dr Thomson said.

For more information or a copy of the CSA please contact Rosie Schmedding at the AFGC on 0437 379 818 or ADGP CEO Kate Carnell on 0415 662 266