

# Babies *and* infants (0-4)

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Babies and infants (0-4)	Healthy nutrition and active play are important for babies and infants.	<ul style="list-style-type: none"> <li>Breastfeeding is encouraged within 1 hour of birth.</li> <li>Babies to be exclusively breastfed until around 6 months of age and continued up to 2 years of age or beyond.</li> <li>Solid foods introduced at 6 months.</li> <li>When introducing solids, be guided by baby's interest, remain calm, be prepared for some mess.</li> <li>From six months, start to offer baby cooled, boiled water in a cup at mealtimes or at other times during the day.</li> <li>Make healthy food fun by offering finger food.</li> <li>Babies can enjoy physical activity like interactive floor-based play in a safe environment from birth.</li> <li>Toddlers aged 1-4 years can spend 3 hours a day doing a variety of active play exercises.</li> </ul>	Anytime	<p>Australian Breastfeeding Association <a href="#">READ MORE</a></p> <p>NSW Government – Health – Guidance on infant feeding <a href="#">READ MORE</a></p> <p>Raising children – the Australian parenting website <a href="#">READ MORE</a></p> <p>Physical activity, birth to 1 year – Department of Health, Australian Government <a href="#">READ MORE</a></p>



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# Children (2-12) and their families

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Children (2-12 years) and their families or those who make their food decisions	Healthy habits – eight is great but you can start with just one plate! How many healthy habits do you have?	<ul style="list-style-type: none"> <li>• See if you can fill half your plate with fruit and vegies at dinner time. If you can you'll be on your way to eight healthy habits a day.</li> <li>• Swapping juice, or soft drink for water instead is another great way to get healthier each day.</li> <li>• Eating a healthy breakfast gives your body and your brain energy .</li> <li>• Limit screen time to less than 2 hours.</li> <li>• Aim to move your body and be active for at least 1 hour per day.</li> <li>• Swap cakes and chips for healthier snacks like fruit or yoghurt.</li> <li>• Aim to eat 5 vegies and 2 fruits per day (for 2-3 year olds 2.5 vegies and 1 fruit).</li> </ul>	Anytime	<p>8 Healthy Habits <a href="#">READ MORE</a></p> <p>Go4Fun <a href="#">READ MORE</a></p> <p>Healthy Eating for Children <a href="#">READ MORE</a></p>



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# Children (2-12) and their families

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Children (2-12 years) and their families or those who make their food decisions	Healthy habits – eight is great but you can start with just one plate! How many healthy habits do you have?	<ul style="list-style-type: none"> <li>• See if you can fill half your plate with fruit and vegies at dinner time. If you can you'll be on your way to eight healthy habits a day.</li> <li>• Swapping juice, or soft drink for water instead is another great way to get healthier each day.</li> <li>• Eating a healthy breakfast gives your body and your brain energy</li> <li>• Limit screen time to less than 2 hours</li> <li>• Aim to move your body and be active for at least 1 hour per day</li> <li>• Swap cakes and chips for healthier snacks like fruit or yoghurt</li> <li>• Aim to eat 5 vegies and 2 fruits per day (for 2-3 year olds 2.5 vegies and 1 fruit)</li> <li>• One small change per day, can help you feel better and healthier</li> </ul>	When weight is an issue	<p>Go4Fun <a href="#">READ MORE</a></p> <p>8 Healthy Habits <a href="#">READ MORE</a></p> <p>Pro Healthy Kids <a href="#">READ MORE</a></p> <p>Better Health Victoria <a href="#">READ MORE</a></p>



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# Adolescents (13-20) and their families

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Adolescents (13 – 20) and their families	Healthy bodies come in all shapes and sizes so it's important to remember that we don't just measure health using weight on a scale. Being healthy is about giving your body the fuel it needs to grow, develop and function well.	<ul style="list-style-type: none"> <li>• Healthy bodies come in all shapes and sizes.</li> <li>• As teenagers we are going through a time of rapid growth and development, so if we can learn to make healthier choices we are setting ourselves up to live our best lives.</li> <li>• Eating a breakfast of protein, wholegrains and fibre keeps you feeling fuller for longer and helps awaken your brain and body from sleep</li> <li>• Balance screen time with exercise. For every hour you spend on the screen aim to spend the same time moving your body whether that be during scheduled exercise like sport, or just walking more.</li> <li>• Making healthy choices and balancing screen time with movement is important for our physical and mental wellbeing.</li> </ul>	Anytime	<p>Go4Fun <a href="#">READ MORE</a></p> <p>Sydney Childrens Hospital Network <a href="#">READ MORE</a></p>



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# Adolescents (13-20) *and their families*

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Adolescents (13-20) And their families	It can be hard to make healthy choices all of the time, but eating well and staying active is really important for our physical and mental wellbeing especially in our teenage years.	<ul style="list-style-type: none"> <li>• Sometimes it's easy to confuse hunger for thirst, so drinking often and throughout the day will help prevent this. Water from the tap is free and is a healthy choice for quenching your thirst at any time. It produces no waste, has no calories and contains no sugars that can damage teeth. Having a water bottle with you throughout the day is a good idea and can help you drink more water.</li> <li>• Eating well and as healthily as you can, will help your body cope with the rapid changes and developments it is going through as a teenager</li> <li>• Small changes in the way we eat can make a big difference.</li> <li>• Healthy bodies come in all shapes and sizes but if your clothes are starting to feel tight or if you're running out of energy making different food choices and moving your body more regularly will help.</li> </ul>	When weight is an issue	<p>Live Lighter <a href="#">READ MORE</a></p> <p>Eat for Health <a href="#">READ MORE</a></p>



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# Adults (20-50) *families*

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Adults (20-50) Families	A healthy weight is a weight that helps you get the most out of life and have a better quality of life.	<ul style="list-style-type: none"> <li>• A healthy weight differs for different people. If you're tall, you can be healthy at a heavier weight than if you're short.</li> <li>• If you're unsure whether you are a healthy weight, you can work out your BMI by looking at your height to weight ratio.</li> <li>• Being a healthy weight can help you live longer, reduce your chances of developing chronic disease and help you get more out of life</li> <li>• Make family time, healthy time.</li> </ul>	Anytime	<p>Are you a healthy weight? <a href="#">READ MORE</a></p> <p>Healthy Eating Active Living <a href="#">READ MORE</a></p>



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# Adults (20-50) families

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Adults (20-50) Families	Losing weight and maintaining a healthy weight is about more than eating less and moving more. It's about changing your habits and changing your life	<ul style="list-style-type: none"> <li>Lifestyle changes only work if they are sustainable, so don't try to do everything at once. Small changes, over time make a big difference.</li> <li>It can be hard to change everything all at once. It's much easier to set small goals and achieve them. This helps create good habits and increase motivation to keep creating good habits. For example, it is easier to do a small amount of exercise each day than to decide to run a marathon.</li> <li>Another quick win can be 'healthifying' your existing diet. For example if you enjoy lasagna, next time try swapping half the lasagna sheets with sliced vegetables. Or using cauliflower instead of rice in fried rice. Some simple swaps can start making a big difference.</li> <li>By planning your meals and sticking to regular sleep patterns you're already on your way to reducing your risk of chronic disease.</li> </ul>	When patients needs it/ weight is an issue	<p>Healthy Weight Guide <a href="#">READ MORE</a></p> <p>Creating Healthy Habits <a href="#">READ MORE</a></p> <p>LiveLighter <a href="#">READ MORE</a></p>



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# Adults (50 and over)

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
Adults (50 and over)	Improve your quality of life through healthy eating and exercise.	<ul style="list-style-type: none"> <li>• Move more in ways you enjoy</li> <li>• The simple act of standing and walking can lead to improved health</li> <li>• Eating less even when eating a healthy, balanced diet and getting more active are important to lose weight.</li> <li>• Excess weight can have a range of negative health impacts including making you more susceptible to chronic disease like diabetes or fatty liver. By making small changes such as only choosing water as a drink can have a big impact on your overall health and wellbeing.</li> <li>• Avoiding weight gain, eating well and being physically active are all ways to improve health and wellbeing.</li> </ul> <p>Some simple ways to LiveLighter include:</p> <ul style="list-style-type: none"> <li>- Watch your portion size</li> <li>- Avoid sugary drinks</li> <li>- Be active every day &amp; sit less</li> <li>- Cut back on salt</li> <li>- Cut back on alcohol</li> <li>- Watch the fats you eat</li> <li>- Go for 2 fruit and 5 veg</li> <li>- Cut back on sugar</li> <li>- Choose healthy snacks</li> </ul>	Anytime	<p>Get Healthy <a href="#">READ MORE</a></p> <p>Are you a healthy weight? <a href="#">READ MORE</a></p> <p>LiveLighter <a href="#">READ MORE</a></p>



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# Adults (50 and over)

Target Audience	Key Message	Supporting messages	Timing	References/Signposting resources
<p>Adults (20-50) Families</p>	<p>There are lots of benefits of losing weight – starting is the hardest part.</p>	<ul style="list-style-type: none"> <li>Starting is the hardest part, but once you’ve committed to change, there are many ways</li> <li>You don’t have to lose all your excess weight to start reaping the benefits. A loss of 5%-10% of your body weight can start delivering major health benefits such as reducing your risk of Type 2 Diabetes, heart disease or stroke.</li> <li>An important step toward achieving and maintaining a healthy weight includes mapping out what your journey will look like. Setting small goals that keep you motivated along the way, and not beating yourself up when you succumb to a challenge.</li> </ul>	<p>When weight is an issue</p>	<p>The benefits of losing weight <a href="#">READ MORE</a></p> <p>LiveLighter <a href="#">READ MORE</a></p>



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