

# Playing Healthy

# PLAYING HEALTHY

## What is *Playing Healthy*?

*Playing Healthy* is an independent, not-for-profit national organisation dedicated to providing practical solutions to the problem of obesity in our young children. *Playing Healthy* addresses childhood obesity through a combination of publicity, research, activity programs, educational support and effective lobbying of governments and relevant authorities.

*Playing Healthy* originates from the outstanding medical and technical heritages of the Sydney Children's Hospital and the University of New South Wales Lifestyle Centre. The program has since adopted a national platform with support from leading organisations and individual stakeholders. The primary benefactor is Children's Hospitals Australasia.

*Playing Healthy* is not about sport or exercise or competition—it's about play, cooperation and a sense of enjoyment for all participants. The program:

- supports and complements other nutrition and activity programs rather than challenging or competing with them
- is non-discriminatory, with a charter to build bridges between the various stakeholders and communities of interest
- is non-punitive, based on inducing participation through its philosophy 'enjoy eating but get moving'.

## Addressing energy imbalance—the *Get Moving* mark

Healthy eating is only one part of the healthy living equation. 'Addressing energy imbalance is at the core of understanding obesity. Simply, what energy we are putting into our body versus the amount of energy we are expending', said Dr Michael Brydon, *Playing Healthy* Foundation Board Director and Director of Clinical Operations, Sydney Children's Hospital. This means that, in order to tackle childhood obesity, we must also convince our youngsters to engage in regular physical activity—and keep reminding them about its importance. Our solution has been to provide children with the relevant information at the point of sale through the *Get Moving* mark.



©Copyright 2006



©Copyright 2006

## Why another food mark?

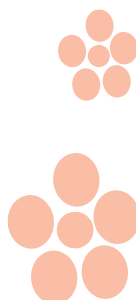
The *Get Moving* mark provides the consumer with simple yet scientifically valid information about the energy content of the food and the amount of physical activity required to 'balance' the energy produced by eating the food. The *Get Moving* mark is the result of extensive research and testing, as Dr Brydon explained. "We have worked with an advisory panel of some of Australia's leading nutritionists and exercise physiologists to come up with a landmark system, a system to easily educate and inform parents and children about what they are eating in terms of energy and what level of activity will be needed to expend that energy" said Dr Brydon.

The *Get Moving* mark consists of two simple pieces of information:

- 1) The energy content of the food (specified in kilojoules); and
- 2) The number of minutes of activity (play) required to expend that energy.

The *Get Moving* mark contains only the essential information required to impart the health message. The strength of the mark is in its simplicity. An example of the mark is reproduced above.

'We believe we have the solution, or a solution. If it's given a chance and sufficient support, it's got to be worth the concerted effort required to get the message out there. We'll be trying hard' said Dr Brydon.





**Website resources**

[playinghealthyfoundation.com](http://playinghealthyfoundation.com)

(*Playing Healthy* Foundation site—under construction at the time of printing)

[www.lifestylecentre.unsw.edu.au/page.php?pageID=510](http://www.lifestylecentre.unsw.edu.au/page.php?pageID=510)

*Playing Healthy* Outreach Project, University of New South Wales)

[www.healthyeatingclub.com](http://www.healthyeatingclub.com)

(HEC is concerned with eco-nutrition and facilitating changes to one's food habits)

[www.sch.edu.au](http://www.sch.edu.au)

(Sydney Children's Hospital)

[www.awch.org.au/2005%20con/16\\_Murphy,%20Di\\_Playing%20Healty.pdf](http://www.awch.org.au/2005%20con/16_Murphy,%20Di_Playing%20Healty.pdf)

(PDF conference paper on the *Playing Healthy* scheme, Australian Association for the Welfare of Child Health)



**FEEDBACK**

*Playing Healthy Foundation* values your opinions and we would be pleased to receive your feedback about the program. We would be particularly interested to receive comments on the following:

- What is the key message/s conveyed to you by the *Get Moving* symbols?
- Would this symbol be a useful if displayed on food products in a school canteen?
- Would it be helpful to signify additional nutritional information in the symbol, by way of colour coding or by highlighting the beneficial components of the food? (For example, if the food contained additional folate or calcium, omega 3 oil, reduced salt etc.)? If so why?
- Would you support legislation to include the *Get Moving* symbols on food packages?

Kindly email your comments to [enquire@playinghealthyfoundation.com](mailto:enquire@playinghealthyfoundation.com)

Or to make this request a little easier, download the ready-to-complete page from

[www.teacherstoolkit.net.au](http://www.teacherstoolkit.net.au) (*Playing Healthy* Feedback) and fax the completed page to (02) 9300 8840.

