

7 Targets of health promotion in Australia

Unit	3	Australia's health in a globalised world
Area of Study	2	Promoting health and wellbeing
Topic	7	Targets of health promotion in Australia
Subtopic	7.2	Health promotion and smoking

Summary

Why is smoking targeted?

- In 2016, almost 15 000 people died as a result of smoking.
- Those in low socioeconomic status groups are most vulnerable.
- 41% of Indigenous Australians are daily smokers.

Effectiveness of health promotion

- Since 1976, smoking rates have decreased by 17% in males and 21% in females.

QUIT and links to the Ottawa Charter

- Has developed personal skills by increasing knowledge on the dangers of smoking through its media campaigns
- Has created a supportive environment by providing Quitline and QuitCoach
- Has helped build healthy public policy by working with governments to change laws on smoking in public places

My notes



To answer questions online and to receive **immediate feedback** and **sample responses** for every question, go to your learnON title at **www.jacplus.com.au**.

Exam practice questions

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 1

Describe the QUIT program and list two potential outcomes for health from this program. **4 marks**

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 2

From 1 April 2014, smoking was banned at areas commonly used by children and young people for recreational and sporting activities. **1 mark**

This is an example of which action area of the Ottawa Charter?

- A. Build healthy public policy
- B. Reorient health services
- C. Develop personal skills
- D. Strengthen community action

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 3

Quit is a joint initiative of Cancer Council Victoria, the Department of Health, the National Heart Foundation and VicHealth.

This is an example of which action area of the Ottawa Charter?

1 mark

- A. Build healthy public policy
- B. Reorient health services
- C. Develop personal skills
- D. Strengthen community action

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 4

Cigarette smoking has been a focus of health promotion since the late 1970s. Outline two reasons why cigarette smoking is a target for health promotion.

2 marks

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 5

Using information in the table, make a conclusion about the effectiveness of health promotion that targets smoking. **2 marks**

Comparison of adult daily smoking rates, 18 years and older, from 2001 to 2011–12

	2001*	2004–05*	2007–08*	2011–12*
Males	27.2	26.2	23.0	18.3
Females	21.2	20.3	19.0	14.1
Total %	22.3	21.3	19.1	16.3

*Age-standardised to the 2001 Australian population

Source: www.health.gov.au.

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 6

My QuitBuddy is an app personalised to help individuals quit smoking, on their terms. The app is available from the Quit website free of charge. It is designed to assist smokers who want to quit smoking. The app allows individuals to choose when to quit. Individuals set their own goals, state the reasons why they are quitting and can include photos and recordings of loved ones to help motivate them to quit. One of the most popular features of the app is the community forum, which allows quitters to share success stories and distraction tips, and celebrate milestones. The latest version of the app has an added ‘check in’ feature. Every evening, for the first three weeks, My QuitBuddy ‘checks in’ to make sure individuals are sticking to their quitting goals.

My QuitBuddy also allows individuals to program danger times for when a craving might strike. At danger times, My QuitBuddy provides a reminder of why an individual chose to quit, offers games to distract or can connect individuals to the Quitline to make sure they stay on track.

Source: Adapted from www.quitnow.gov.au.

Identify two action areas of the Ottawa Charter and describe how they are evident in the My QuitBuddy app. **4 marks**

Unit	3	Australia's health in a globalised world
Area of Study	2	Promoting health and wellbeing
Topic	7	Targets of health promotion in Australia
Subtopic	7.3	Health promotion and road safety

Summary

<p>Why is road safety targeted?</p> <ul style="list-style-type: none"> • Road trauma is still a major cause of mortality in Australia. • Males are 3.5 times more likely to die in a road accident than females. • Indigenous road trauma deaths are double that of non-Indigenous Australians. • People in rural and remote Australia are 4 times more likely to die due to road trauma. • Low SES groups are 2.2 times more likely to die due to road trauma than high SES.
<p>Effectiveness of health promotion</p> <ul style="list-style-type: none"> • Between 1970 and 2016, Australia's annual road death toll has fallen by 2593 people.
<p>TAC and links to the Ottawa Charter</p> <ul style="list-style-type: none"> • Develops skills in drivers through media campaigns such as 'If you drink and drive you're a bloody idiot', 'Wipe off 5 and stay alive', and 'Speed kills' • Creates a supportive environment; the 'Towards zero' campaign aims to create safer roads and vehicles • Strengthens community action by working with schools and other community groups

My notes



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Exam practice questions

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 1

The Driver Reviver campaign has been operating for 26 years with one objective: to reduce road collisions by alleviating driver fatigue. State Emergency Services (SES) and Lions volunteers contribute thousands of hours each year towards providing Driver Reviver as a way to reduce driver fatigue and resulting car crashes.

The above information about the Driver Reviver campaign reflects which action area of the Ottawa Charter?

1 mark

- A. Build healthy public policy
- B. Reorient health services
- C. Develop personal skills
- D. Strengthen community action

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 2

Fatigue is one of the big killers on Victorian roads and Driver Reviver sites offer a place for motorists and passengers to take a break and enjoy a free cup of tea or coffee and some biscuits.

The above information about the Driver Reviver campaign reflects which action area of the Ottawa Charter?

1 mark

- A. Build healthy public policy
- B. Create a supportive environment
- C. Develop personal skills
- D. Strengthen community action

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 3

Outline two reasons why road safety is a target for health promotion.

2 marks

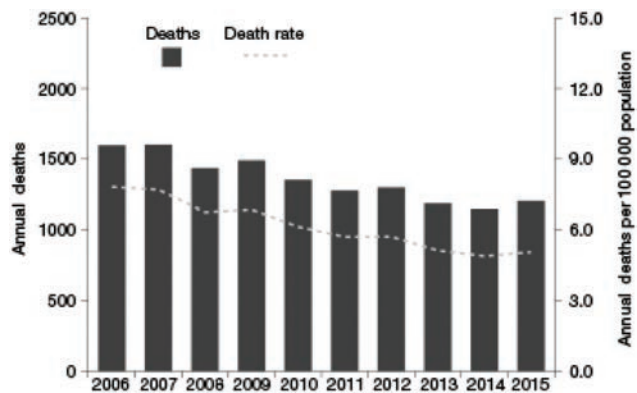
Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 4

Using information in the graph, make a conclusion about the effectiveness of health promotion that targets road safety.

2 marks

Road fatalities in Australia from 2006–2015



Source: www.bitre.gov.au

Unit	3	Australia's health in a globalised world
Area of Study	2	Promoting health and wellbeing
Topic	7	Targets of health promotion in Australia
Subtopic	7.4	Health promotion and skin cancer

Summary

Why is skin cancer targeted?

- Australia has one of the highest rates of skin cancer in the world.
- Around two in three Australians are diagnosed with skin cancer before the age of 70.
- Melanoma is the third most common cancer in Australian women and the fourth most common cancer in Australian men.

Effectiveness of health promotion

- Melanoma rates are declining in people aged 45 or under.
- Attitude of thinking a 'tan is healthy' has decreased by 29% in Victoria since 1988.

Sunsmart and links to the Ottawa Charter

- Sunsmart schools are helping build healthy public policy, e.g. 'No hat, no play'.
- Sunsmart media campaigns such as 'Slip, slop, slap' have developed personal skills as people now have the knowledge and the skills to avoid sunburn.
- Sunsmart strengthens community action by working with community groups such as schools and sports groups to assist them in reducing harm from UV rays.

My notes



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Exam practice questions

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 1

The SunSmart website includes information on how to be sun smart at the snow. This is an example of which action area of the Ottawa Charter? **1 mark**

- A. Build healthy public policy
- B. Create a supportive environment
- C. Develop personal skills
- D. Strengthen community action

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 2

SunSmart works with schools, kindergartens, sports groups, local governments, events and festivals. This is an example of which action area of the Ottawa Charter? **1 mark**

- A. Build healthy public policy
- B. Create a supportive environment
- C. Develop personal skills
- D. Strengthen community action

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 3

Outline one reason why skin cancer is a target for health promotion. **1 mark**

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 4

Describe one health promotion campaign that has been effective in reducing skin cancer rates in Australia.

3 marks

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 5

SunSmart schools ensure there are sufficient shelters and trees providing shade in outdoor areas, and they have rules associated with SunSmart behaviours, such as 'No hat, no play'.

Identify one action area of the Ottawa Charter evident above. Use an example to justify your choice.

3 marks

Unit	3	Australia's health in a globalised world
Area of Study	2	Promoting health and wellbeing
Topic	7	Targets of health promotion in Australia
Subtopic	7.5	Initiatives to address Indigenous health and wellbeing

Summary

- Closing the Gap is an **Indigenous health promotion** strategy implemented by the government, aiming to improve the health and wellbeing of Indigenous people by closing the gap in:
 - life expectancy
 - child mortality
 - education achievement
 - employment opportunities.
- *Learn Earn Legend* is a Closing the Gap initiative, and reflects the Ottawa Charter in the following ways:
 - *Build healthy public policy*: This initiative is funded by the Australian Government
 - *Strengthen community action*: The programs are delivered by community leaders, sports stars, and everyday 'local legends', respected and admired by young Aboriginal and Torres Strait Islander people. These groups are working together to improve health outcomes.

My notes

Exam practice questions

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 1

'Learn Earn Legend!', part of the Closing the Gap initiative, receives funding from the federal government. This is an example of which action area of the Ottawa Charter? **1 mark**

- A. Build healthy public policy
- B. Create a supportive environment
- C. Develop personal skills
- D. Strengthen community action

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 2

'Learn Earn Legend!' is part of the Closing the Gap initiative. The program encourages and supports young Indigenous Australians to stay at school and develop their numeracy and literacy skills, so they can get a job and be a legend for themselves, their family and their community. This is an example of which action area of the Ottawa Charter? **1 mark**

- A. Build healthy public policy
- B. Strengthen community action
- C. Develop personal skills
- D. Reorient health services

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 3

Closing the Gap is an Indigenous health promotion strategy implemented by the Australian government. It aims to improve health and wellbeing of Indigenous people by closing the gap between Indigenous and non-Indigenous people.

Identify one area/target that is a focus of this initiative. **1 mark**

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 4

The ‘Deliver Active and Healthy Lifestyle’ program was developed by the Njernda Aboriginal Corporation (Njernda), based in Echuca, Victoria. The program established an Aboriginal gym with no membership fees to encourage Aboriginal people in the Echuca area to exercise and improve their health outcomes. The building was funded by the Office for Aboriginal and Torres Strait Islander Health, and the equipment and training was resourced through Closing the Gap funding. The community gym was established to offer targeted quality programs, delivered by qualified members of the Aboriginal community, and accessible by all members of the Aboriginal community. The programs were designed to be individually tailored and include physical exercise, health promotion and dietary advice.

Source: adapted from www.enliven.org.au.

Describe how the ‘Deliver Active and Healthy Lifestyle’ program could improve two dimensions of health and wellbeing for Indigenous people. **4 marks**

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 5

The ‘Deliver Active and Healthy Lifestyle’ program was developed by the Njernda Aboriginal Corporation (Njernda), based in Echuca, Victoria. The program established an Aboriginal gym with no membership fees to encourage Aboriginal people in the Echuca area to exercise and improve their health outcomes. The building was funded by the Office for Aboriginal and Torres Strait Islander Health, and the equipment and training was resourced through Closing the Gap funding. The community gym was established to offer targeted quality programs, delivered by qualified members of the Aboriginal community, and accessible by all members of the Aboriginal community. The programs were designed to be individually tailored and include physical exercise, health promotion and dietary advice.

Source: adapted from www.enliven.org.au.

Identify two action areas of the Ottawa Charter and describe how they are evident in the ‘Deliver Active and Healthy Lifestyle’ program. **4 marks**

Unit	3	Australia's health in a globalised world
Area of Study	2	Promoting health and wellbeing
Topic	7	Targets of health promotion in Australia
Subtopic	7.6	The Australian dietary guidelines

Summary

The Australian Dietary Guidelines	1	To achieve and maintain a healthy weight, be physically active and choose amounts of nutritious food and drinks to meet your energy needs.
	2	Enjoy a wide variety of nutritious foods from the five food groups every day including: <ul style="list-style-type: none"> • plenty of vegetables, including different types and colours, and legumes/beans • fruit • grain (cereal) foods, mostly wholegrain and/or high cereal fibre varieties • lean meats and poultry, fish, eggs, tofu, nuts and seeds, and legumes/beans • milk, yoghurt, cheese and/or their alternatives, mostly reduced fat (reduced fat milks are not suitable for children under two years of age) • drink plenty of water.
	3	Limit intake of foods containing saturated fat, added salt, added sugars and alcohol.
	4	Encourage, support and promote breastfeeding.
	5	Care for your food; prepare and store it safely.

My notes

Past VCAA exam questions

Source: VCAA 2015, *Health and Human Development Exam, Q6b*

Question 1

Between 2011 and 2013, the Australian Government conducted the Australian Health Survey (AHS), which collected in-depth data on nutrition. One of the preliminary findings was that the average daily consumption of sodium was 2404 mg per day, significantly higher than the 460–920 mg recommended by the National Health and Medical Research Council (NHMRC).

Name the Australian Dietary Guideline that is related to sodium consumption.

1 mark

Source: VCAA 2016, *Health and Human Development Exam, Q4*

Question 2

The federal government developed the Australian Dietary Guidelines. Nutrition Australia has used these guidelines as the basis for the development of the Healthy Eating Pyramid.

Choose two of the Australian Dietary Guidelines and explain how each is reflected in the Healthy Eating Pyramid.

4 marks

Source: VCAA 2017, *Health and Human Development Exam, Q6b*

Question 3

Provide two reasons why the *Australian Dietary Guidelines* were introduced.

2 marks

Source: VCAA 2017, *Health and Human Development Exam*, Q6c

Question 4

Explain how the ‘Australian Guide to Healthy Eating’ reflects the *Australian Dietary Guidelines*. **2 marks**

Source: VCAA 2014 *Health & Human Development Exam*, Q5a

Question 5

Provide two reasons why the Australian Dietary Guidelines have been developed by the Australian Government. **2 marks**

Source: VCAA 2014 Health & Human Development Exam, Q5c

Question 6

Dietary Guideline 3 states that an individual should ‘limit intake of foods containing saturated fat, added salt, added sugars and alcohol’.

Explain two ways in which this guideline may help reduce the incidence of diabetes mellitus. **4 marks**

Exam practice questions

Source: Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question

Question 7

What are dietary guidelines? **2 marks**

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 8

The Dietary Guidelines for Australians have been developed to provide advice relating to the types and amounts of foods, food groups and dietary patterns that will help Australians to **1 mark**

- A. develop healthy dietary patterns.
- B. reduce the risk of developing a range of diet-related conditions such as hypertension.
- C. reduce the risk of developing chronic conditions such as type 2 diabetes, cardiovascular disease and some cancers.
- D. All of the above

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 9

Which of the following is not a Dietary Guideline for Australians? **1 mark**

- A. Enjoy a wide variety of nutritious food from the five food groups every day.
- B. Limit intake of foods containing saturated fat, added sodium, added sugar and alcohol.
- C. Encourage and support breast feeding.
- D. Care for your food: prepare and store safely.


Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 10

Explain one way the Dietary Guidelines assist in the prevention of osteoporosis. **3 marks**

Unit	3	Australia’s health in a globalised world
Area of Study	2	Promoting health and wellbeing
Topic	7	Targets of health promotion in Australia
Subtopic	7.7	The work of Nutrition Australia

Summary



The Healthy Eating Pyramid is a visual guide showing the types and proportions of foods to consume daily. It is divided into five levels from bottom to top:

- Level 1 (Base):** Vegetables & Legumes, Fruit, Grains, Milk, Yogurt, Cheese & Alternatives, and Healthy Fats.
- Level 2:** Protein sources including Lean Meat, Poultry, Fish, Eggs, Nuts, Seeds, and Legumes.
- Level 3:** Grains.
- Level 4:** Milk, Yogurt, Cheese & Alternatives.
- Level 5 (Top):** Healthy Fats.

 Additional tips include: 'Limit Salt & Added Sugar' (marked with a red X), 'Enjoy Herbs & Spices', and 'Choose Water'. The slogan 'Enjoy a variety of food and be active every day!' is at the bottom.

- **Nutrition Australia** is a non-profit community-based organisation that promotes healthy eating and physical activity.
- *Some of the work of Nutrition Australia includes:*
 - developing the Healthy Eating Pyramid
 - delivering the Healthy Eating Advisory Service in Victoria
 - running National Nutrition Week
 - conducting nutrition seminars, cooking demonstrations and workshops
 - making recipes, educational resources and factsheets available for the general public.

The Healthy Eating Pyramid is a visual guide to the types and proportion of foods that individuals should consume each day for good health.

My notes

Past VCAA exam questions

Source: VCAA 2017, *Health and Human Development Exam*, Q6d

Question 1

Nutrition Australia is a non-government organisation that promotes healthy eating. Explain how Nutrition Australia promotes the consumption of fruit and vegetables. **2 marks**

Source: VCAA 2007 *Health and Human Development Exam*, Q3c

Question 2

The work of a nongovernment organisation such as **Nutrition Australia** can help to address health gains. Outline **two** ways that **Nutrition Australia** is contributing to the promotion of good nutrition for school-aged children. **4 marks**

Source: VCAA 2009, *Health and Human Development Exam*, Q6

Question 3

Nutrition Australia plays a key role in promoting healthy eating. Briefly explain two ways that Nutrition Australia achieves this aim. **4 marks**

Source: VCAA 2013, *Health and Human Development, Section B, Q1d*

Question 4

Non-government organisations, such as Nutrition Australia, also provide dietary advice to promote healthy eating. Describe one example of how Nutrition Australia achieves this. **2 marks**

Source: Adapted from VCAA 2014 *Health & Human Development Exam, Q7*

Question 5

a. Give **one** example of how dietary advice is provided by Nutrition Australia. Describe how this example may help reduce the levels of obesity in Australia. **3 marks**

b. Outline one direct cost and one indirect cost of obesity to the community. **2 marks**

Exam practice questions

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 6

List three roles of Nutrition Australia.

3 marks

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 7

Nutrition Australia has developed a food model called the Healthy Eating Pyramid.

Describe the Healthy Eating Pyramid.

2 marks

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

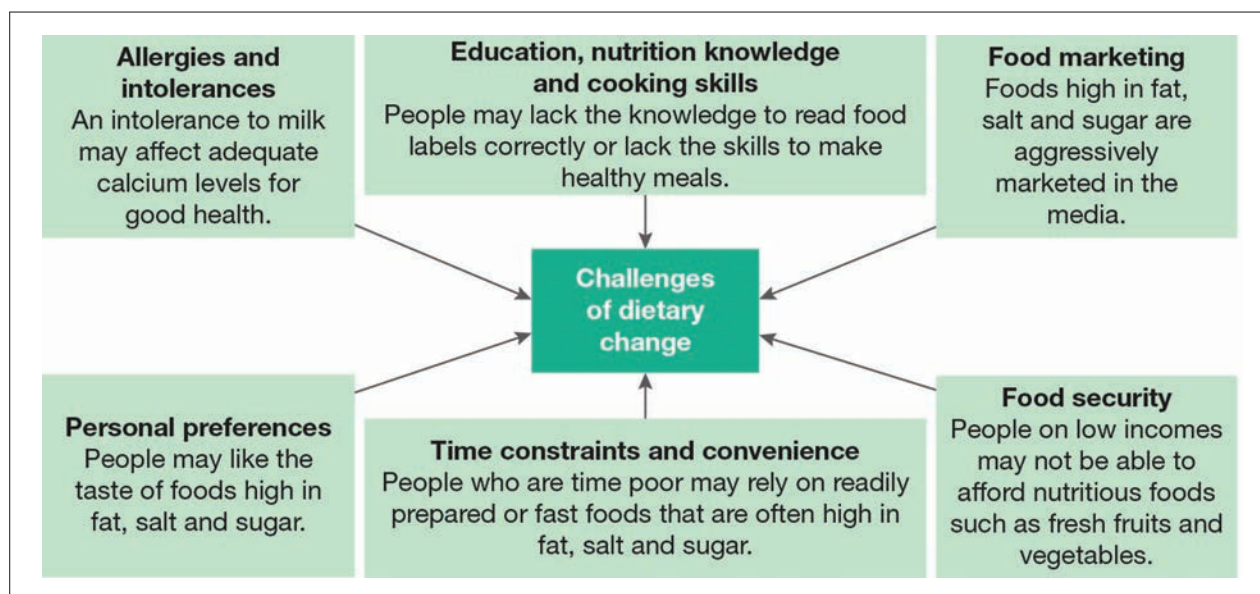
Question 8

Describe an initiative developed by Nutrition Australia for health promotion and dietary advice.

3 marks

Unit	3	Australia's health in a globalised world
Area of Study	2	Promoting health and wellbeing
Topic	7	Targets of health promotion in Australia
Subtopic	7.8	The challenges in bringing about dietary change

Summary



My notes

Exam practice questions

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 1

There are many challenges that influence our ability to make dietary change. Which of the following is not an example of a challenge that influences our ability to make dietary change? **1 mark**

- A. willpower
- B. attitudes and beliefs
- C. food security
- D. gender

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 2

Preferring to eat white bread rather than wholegrain bread is an example of which challenge of dietary change? **1 mark**

- A. attitudes and beliefs
- B. food security
- C. personal preferences
- D. willpower

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 3

Identify and briefly describe two challenges for dietary change. **4 marks**

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 4

According to the Australian Health Survey, over one-third of the population’s total daily energy intake came from energy dense, nutrient-poor ‘discretionary foods’ (such as sweetened beverages, alcohol, cakes, confectionary and pastry products). Describe how food marketing, a challenge to dietary change, may have contributed to the above finding. **2 marks**

Source: *Jacaranda (John Wiley & Sons Australia, Ltd), Practice VCE Question*

Question 5

According to the Australian Health Survey, “less than 4 per cent of the population consumed enough vegetables each day”. Identify two challenges of dietary change and discuss how they may have contributed to less than 4 per cent of the population consuming enough vegetables and legumes each day. **4 marks**

Answers and marking guide

7.2 Health promotion and smoking

Question 1

Award 1 mark for each of two valid descriptors of the QUIT program and 1 mark for each of two valid outcomes from the program.

Sample answer:

VicHealth works to promote health and prevent the harmful effects of smoking. VicHealth and QUIT work with many aspects of smoking to reduce the harmful effects: assisting smokers to quit, working to prevent young people from taking up smoking, working to reduce the number of places where people are exposed to harmful substances in tobacco smoke and supporting legislative policy changes. [2 marks]

One outcome for health is that, by decreasing tobacco smoking, there should be a decrease in the burden of disease, as tobacco smoking is the biggest cause of death and disease in Australia. [1 mark]

Another outcome would be the decrease in prevalence of lung cancer, as tobacco smoking causes lung cancer. [1 mark]

Question 2

Correct Answer is A

Under the Ottawa Charter, this is an example of the ‘Build healthy public policy’ action area because governments are using laws to help enforce a behavioural change.

Question 3

Correct Answer is D

Under the Ottawa Charter, this is an example of the ‘Strengthen community action’ action area.

Cancer Council Victoria, the Department of Health, the National Heart Foundation and VicHealth are all groups working together to improve health and wellbeing outcomes.

Question 4

Award 1 mark for each of two reasons from the following:

- in 2016, almost 15 000 people died as a result of smoking
- those in the lowest socioeconomic status groups are most vulnerable
- 41 per cent of Indigenous Australians are daily smokers
- those living in rural and remote areas account for larger smoking numbers than those in major cities.

Question 5

Health promotion has been effective in reducing smoking rates over time. Daily smoking rates for both males and females have decreased from 22.3 per cent in 2001 to 16.3 per cent in 2011–12 for adults over the age of 18.

Award 1 mark for a valid conclusion.

Award 1 mark for using data to support this conclusion.

Question 6

Suggested answers include:

Creating a supportive environment:

- the app is free of charge, making it easier for people to access and use it
- the app provides games and can connect you to the Quitline during danger craving times
- the app provides flexibility — the individual chooses their own goals, and when they are going to quit
- the community forum allows sharing of stories, celebrations of milestones
- the ‘check in’ every evening for the first three weeks.

Developing personal skills:

- the community forum provides distraction tips for quitting, which will build skills
- the app allows individuals to program danger times, which helps them recognise and build skills to overcome cravings.

For each of two action areas:

- Award 1 mark for identifying an action area of the Ottawa Charter.
- Award 1 mark for how the My QuitBuddy app reflects the chosen action area.

Maximum of 4 marks

7.3 Health promotion and road safety

Question 1

Correct Answer is D

Under the Ottawa Charter, this is an example of the ‘Strengthen community action’ action area.

The State Emergency Services (SES) and Lions volunteers are examples of groups working together to improve health and wellbeing.

Question 2

Correct Answer is B

Under the Ottawa Charter, this is an example of the ‘Create a supportive environment’ action area.

Providing a place for motorists and passengers to take a break and enjoy a free cup of tea or coffee and some biscuits is making it easier for people to have safer driving behaviours.

Question 3

Reasons could include:

- Although road trauma deaths have decreased over time, it is still a major cause of mortality in Australia.
- Males are 3.5 times more likely to die in a road accident than females.
- Indigenous road trauma deaths are double that of non-Indigenous Australians.
- People living in rural and remote Australia are 4 times more likely to die due to road trauma.
- Low socioeconomic groups are 2.2 times more likely to die due to road trauma than high socioeconomic groups.

Award 1 mark for each of two valid reasons.

Question 4

Health promotion has been effective in reducing road deaths over time. Road deaths have decreased from approximately 1510 deaths in 2006 to approximately 1200 deaths in 2015.

Award 1 mark for a valid conclusion.

Award 1 mark for using data to support this conclusion.

Question 5

Suggested answers include:

- Build healthy public policy — the government could continue to enforce the compulsory wearing of seatbelts. Seatbelts reduce the risk of being thrown from a car in an accident and assist in reducing deaths from road trauma.
- Create a supportive environment — improved lighting and the erection of safety barriers on roads encourage road users to be safer. This should reduce road accidents and decrease deaths from road trauma.
- Strengthen community action — volunteer groups working together to provide hot drinks and biscuits at roadside stops over holiday seasons to encourage people to stop and have a break will reduce fatigue while driving. This should reduce road trauma deaths.

For each of two action areas:

- Award 1 mark for identifying the action area.
- Award 1 mark for showing how the action area chosen will reduce road trauma deaths.

7.4 Health promotion and skin cancer

Question 1

Correct Answer is C

Under the Ottawa Charter, this is an example of the ‘Develop personal skills’ action area, as the SunSmart website is aiming to develop new skills and knowledge on how to be sun smart at the snow.

Question 2

Correct Answer is D

Under the Ottawa Charter, this is an example of the ‘Strengthen community action’ action area, as the above groups are all working together to help Victorians be sun smart.

Question 3

Award 1 mark for one of the following:

- Australia has one of the highest rates of skin cancer in the world.
- Around two in three Australians are diagnosed with skin cancer before the age of 70.
- Melanoma is the third most common cancer in Australian women and the fourth most common cancer in Australian men.

Question 4

The SunSmart program is jointly funded by the Victorian Cancer Council and VicHealth. It aims to minimise the human cost of skin cancer in all Victorians through programs such as SunSmart schools. SunSmart has an informative website that contains information about skin cancer and the associated risk factors. It also provides practical information about how to stay safe in the sun. SunSmart has also developed a SunSmart app, which provides resources to help individuals reduce their risk of skin cancer. Award 1 mark for each of three key points describing an effective skin cancer health promotion campaign. Maximum of 3 marks.

Question 5

Suggested answers could include:

- Build healthy public policy — the school has a ‘No hat, no play’ rule. This is an example of building healthy public policy as it is a rule children have to abide by, forcing them to change their behaviour to be sun smart.
- Create a supportive environment — the school has sufficient shelters and trees providing shade in outdoor areas. This is an example of creating a supportive environment as the school is making it easier and supports children to be sun smart by having shadier areas to play and gather.

Award 1 mark for identifying either ‘Build healthy public policy’ or ‘Create a supportive environment’.

Award 1 mark for an example.

Award 1 mark for a relevant justification.

7.5 Initiatives to address Indigenous health and wellbeing

Question 1

Correct Answer is A

Under the Ottawa Charter, ‘Learn Earn Legend!’ is an example of the ‘Build healthy public policy’ action area because the government has provided funding to the initiative.

Question 2

Correct Answer is C

Under the Ottawa Charter, this is an example of the ‘Develop personal skills’ action area because the initiative is teaching new skills and knowledge to participants.

Question 3

Responses could include:

- closing the gap in relation to life expectancy differences
- closing the gap in relation to child mortality
- closing the gap in relation to educational achievement
- closing the gap in relation to employment opportunities.

Award 1 mark for a focus area.

Question 4

Suggested answers could include:

- ‘Deliver Active and Healthy Lifestyle’ designs programs to be individually tailored and include physical exercise, health promotion and dietary advice. This could improve the physical dimension of health and wellbeing, as tailored exercise classes and dietary advice should assist in maintaining a healthy weight and reduce the risk of diseases such as obesity and cardiovascular disease.
- ‘Deliver Active and Healthy Lifestyle’ provides programs run by qualified members of the Aboriginal community. This could improve the mental health and wellbeing of Indigenous people as they would feel more comfortable getting instruction from someone who is sensitive to the needs of their culture, reducing stress and anxiety levels.

For each of two dimensions chosen:

- award 1 mark for an example from the program
- award 1 mark for how this example would improve a dimension of health and wellbeing.

Maximum of 4 marks

Question 5

Suggested answers include:

Build healthy public policy

- The building was funded by the Office for Aboriginal and Torres Strait Islander Health, and the equipment and training was resourced through Closing the Gap funding.

Create a supportive environment

- An Aboriginal gym with no membership fees
- The community gym delivered programs by qualified members of the Aboriginal community.
- Programs were designed to be individually tailored.

Develop personal skills

- Programs were designed to be individually tailored and include physical exercise, health promotion and dietary advice.

For each of two action areas:

- award 1 mark for identifying an action area of the Ottawa Charter
- award 1 mark for how the ‘Deliver Active and Healthy Lifestyle’ program reflects the chosen action area.

Maximum of 4 marks

7.6 The Australian dietary guidelines

Question 1

Suggested Answer :

Award 1 mark for naming the correct guideline: limit intake of foods containing saturated fat, added salt, added sugars and alcohol.

VCAA Assessment Report note:

This question was not answered well, as students were unable to accurately state the relevant Australian Dietary Guideline that related to sodium consumption: limit intake of foods containing saturated fat, added salt, added sugars and alcohol.

Question 2

Enjoy a wide variety of nutritious foods from the five food groups each day including vegetables legumes and fruit.

The Healthy eating pyramid reflects this guideline as the foundation layer of the pyramid is made up of a variety of vegetables, legumes and fruit, encouraging individuals to eat mainly these foods.

Limit intake of foods containing saturated fat, added salt, added sugars and alcohol.

The Healthy eating pyramid reflects this guideline by showing a picture of a salt shaker and a spoon of sugar with a cross through them outside the pyramid, indicating that these foods should be limited.

Award 1 mark for each dietary guideline chosen.

Award 1 mark for each link to how the chosen guidelines are reflected in the Healthy Eating Pyramid.

VCAA Assessment Report note:

This question was not well answered by students, who had difficulty accurately naming two Australian Dietary Guidelines. In many cases, students who were able to name the Dietary Guidelines found it challenging to apply the guideline to how it is reflected in the Healthy Eating Pyramid. It is important for students to be aware that the Healthy Living Pyramid is no longer in use and has been replaced with the Healthy Eating Pyramid. In many cases, this influenced students' ability to achieve full marks.

The following is an example of a possible response.

To achieve and maintain a healthy weight, be physically active and choose amounts of nutritious foods and drinks to meet your energy needs.

- The proportions of foods that people should eat each day are represented visually, with foods that should be eaten most in the foundation layers and those that should be eaten less in the upper layers of the pyramid. This would assist in maintaining a healthy weight. The diagram advises people to eat more vegetables, fruit, legumes and grains, and fewer foods that contain fat. Healthy fats are located at the top of the pyramid. This will help people to maintain a healthy weight. There is a statement at the bottom of the pyramid, advising people to be active every day.

Question 3

Award 1 mark each for any two of the following reasons:

- to help Australians to develop healthy lifestyles that will promote health and wellbeing in the community
- to help Australians to understand what constitutes a healthy diet
- to reduce the risk of Australians developing a range of diet-related conditions such as hypertension and impaired glucose regulation, type 2 diabetes, cardiovascular disease and some cancers
- to encourage higher rates of breastfeeding, which improves children's immunity to diseases and promotes good health.

VCAA Examination Report note:

Most students were able to provide one reason why the Australian Dietary Guidelines were introduced, although fewer students were able to provide the required two reasons.

Question 4

The Australian Guide to Healthy eating shows pictures of foods in the right-hand corner of the model that should be consumed 'only sometimes and in small amounts'. These foods include soft drinks, chips, hamburgers and glasses of wine. These foods are high in sugar, saturated fat, salt and alcohol. By encouraging limited consumption this is reflecting dietary guideline 3 — 'Limit intake of foods containing saturated fat, added salt, added sugars and alcohol.'

Award 1 mark for an example from the Australian Guide to Healthy Eating.

Award 1 mark for showing how the chosen example reflects the Australian Dietary Guidelines.

VCAA Examination Report note:

Many students found this question difficult. Many were unable to identify any specific dietary guidelines, while others struggled to show an understanding of how the two frameworks are connected. Some students described the Healthy Eating Pyramid rather than the 'Australian Guide to Healthy Eating'. Students are

reminded that using the number of the guideline is not sufficient and they must show their understanding by naming the guideline.

VCAA high-scoring response:

The guide reflects guideline 2, to enjoy a wide variety of nutritious foods from the five food groups and to drink plenty of water, by depicting the five food groups on a 'plate' with five wedges, each wedge indicating the proportion each food group should be consumed in. It also displays a tap and glass in the top right corner, and advises to 'drink plenty of water. It also reflects Guideline 3.

Question 5

Possible responses:

- To help address the increasing prevalence of dietary diseases such as type 2 diabetes, cardiovascular diseases and some types of cancer by informing Australians about what they should and shouldn't be eating.
- To help Australians adopt healthy lifestyles that will promote health and wellbeing through diet and physical activity advice.

Award 1 mark for each valid reason.

Question 6

Limiting foods high in saturated fat such as sausages and butter will reduce the incidence of type 2 diabetes because each gram of saturated fat contributes 37 kilojoules of energy to the body. If this energy is not used it is stored as body fat. Being overweight or obese is a risk factor for type 2 diabetes because fat cells inhibit insulin from working effectively.

Limiting foods such as sugar and alcohol from the diet will also reduce the incidence of type 2 diabetes as both contribute unnecessary kilojoules to the diet (16 and 27 kilojoules per gram respectively). Kilojoules not used by the body can lead to weight gain, which is a risk factor for type 2 diabetes and gestational diabetes as fat cells inhibit insulin from working effectively.

For each of the ways given:

Award 1 mark for using an example from guideline 3 linking to either gestational or type 2 diabetes.

Award 1 mark for explaining how this example reduces the incidence of type 2 or gestational diabetes.

VCAA Assessment Report note:

This question was not answered well. Diabetes mellitus includes three types of diabetes. Students needed to show their understanding of the condition by recognizing that food intake could impact on the levels of type 2 or gestational diabetes rather than just referring to the umbrella term. Many students chose to explain the more complex link between salt and type 2 diabetes, but their explanations were not always clear.

Question 7

A guide to appropriate food choices for selected population groups [1 mark]

and a set of goals expressed as recommendations about healthy food choices. [1 mark]

Question 8

Correct Answer is D

The Dietary Guidelines for Australians have been developed to:

- develop healthy dietary patterns
- reduce the risk of developing a range of diet-related conditions such as hypertension
- reduce the risk of developing chronic conditions such as type 2 diabetes, cardiovascular disease and some cancers.

Question 9

Correct Answer is B

'Limit intake of foods containing saturated fat, added sodium, added sugar and alcohol' is not a Dietary Guideline for Australians.

The correct wording of this guideline is:

Limit intake of foods containing saturated fat, added salt, added sugar and alcohol.

Question 10

Enjoy a wide variety of nutritious foods from the five food groups every day, including milk, yoghurt, cheese and/or their alternatives. Milk, yoghurt and cheese are excellent sources of calcium. Calcium ossifies bones and teeth, and helps build bone density. Adequate bone density will assist in the prevention of osteoporosis.

- Award 1 mark for identifying the Dietary Guideline.
- Award 1 mark for linking this guideline to calcium consumption.
- Award 1 mark for describing the link between calcium and the prevention of osteoporosis.

7.7 The work of Nutrition Australia

Question 1

Nutrition Australia provides educational resources such as advice on how to pack a school lunch box. This resource helps promote the consumption of fruits and vegetables as the resource promotes the consumption of fruits and vegetables as suitable foods for school lunch boxes.

Award 1 mark for an example of what Nutrition Australia does.

Award 1 mark for showing how chosen example promotes the consumption of fruits and vegetables.

VCAA Examination Report note:

Many students found this question difficult and were unable to explain how Nutrition Australia promotes the consumption of fruit and vegetables. Possible responses were:

- the Healthy Eating Advisory Service offers menu assessment, information and support on food and nutrition, including at workplaces across Australia. A healthy diet would include fruit and vegetables, and this service could help employed adults to increase their fruit and vegetable intake
- publication of healthy recipes on the Nutrition Australia website for free means that adults can access tasty recipes that contain fruit and vegetables, therefore making them more likely to consume food with more fruit and vegetables
- workplace health and wellbeing services provide workshops in workplaces, which can provide demonstrations of how to include more fruit and vegetables in the diet, for example, smoothies, salads and healthy recipes
- development of the Healthy Eating Pyramid, which can help adults to understand the proportion of fruit and vegetables that should be included in the diet. Fruit and vegetables are represented in the foundation level (at the bottom) of the pyramid to indicate that they should be eaten in large amounts
- publication of resources including booklets, posters and leaflets can help to educate adults on the importance of eating fruit and vegetables, and therefore motivate them to increase their intake

Question 2

Award 1 mark for each of two ways in which Nutrition Australia contributes to the promotion of good nutrition for school-aged children.

Award 1 mark for explaining how each promotes good nutrition to school age children.

Suitable programs that students could have drawn on include:

- Healthy Living Pyramid
- healthy-eating schools programs
- providing dietary advice for appropriate foods that could be sold in the school canteen
- providing nutrition and dietary advice for children that can be included in a parent newsletter to promote healthy eating for children
- conducting National Nutrition Week each year
- providing nutrition resources for teachers.

Sample answer:

Nutrition Australia provides healthy and fun recipes for children to make, available on their website [1 mark], that help make consuming nutritious foods fun and enjoyable, which can encourage school-aged children to consume these foods after following the recipe. [1 mark]

Nutrition Australia provides information to encourage good health. One example of the information provided is the Healthy Living Pyramid. [1 mark]

This is a visual food model which helps school-aged children identify foods that they should eat most, eat moderately and eat least to optimise their health. [1 mark]

VCAA Assessment Report note:

Too many students knew little about Nutrition Australia, even though it is included in a point of key knowledge in the study design.

Question 3

Explanation may include:

- Nutrition Australia developed the Healthy Eating Pyramid. It is a simple food model to guide healthy eating. The pyramid has three categories: eat most, moderate and in small amounts. It is based on proportions of foods rather than amounts or serving sizes. It groups together foods according to their energy content and according to the nutrients they provide
- Nutrition Australia provides a workplace health and wellbeing program. The aim of the program is to inspire healthy eating. The workplace program is designed to assist employees to reduce health risks such as high blood pressure and high cholesterol, and to assist in achieving a healthy weight and improvement of overall health through good nutrition and physical exercise. They provide workplace presentations, cooking demonstrations, health displays and a workplace canteen/café menu assessment.
- Nutrition Australia provides a healthy eating schools program which provides information and healthy eating programs for children, parents and teachers .
- Nutrition Australia offers a nutrition-in-schools advisory service. It provides information about healthy canteen policies and dietary advice to children, parents and teachers which guide healthy eating.
- Nutrition Australia conducts National Nutrition Week each year. This week focuses on a particular theme around nutrition which promotes healthy eating such as increasing the intake of vegetables and fruits.
- Nutrition Australia provides a comprehensive website. The website includes a wide range of information on healthy eating and examples of recipes to promote healthy eating.

For each of two valid ways:

- Award 1 mark for an action of Nutrition Australia
- Award 1 mark for describing how this action promotes healthy eating.

VCAA Assessment Report note:

Students had to provide specific examples of how Nutrition Australia promotes healthy eating rather than giving a general overview. Where students provided a general overview only, they could not be awarded more than one mark for the entire response. Students did not receive any marks for naming the example.

Question 4

Award 1 mark for identifying a valid example.

Award 1 mark for describing how this example promotes healthy eating.

Sample answer:

Nutrition Australia developed a food model: the healthy eating pyramid. [1 mark]

This food model helps promote healthy eating as it guides consumers on what proportions of food they need to eat to reduce the risk of diet-related diseases. We should eat mostly breads, cereals, fruits and vegetables, moderate amounts of meat and milk foods, and very little foods that contain salt and fat. The model also encourages exercise and drinking plenty of water. [1 mark]

VCAA Assessment Report note:

This question was not well answered.

Question 5

a. Examples of dietary advice provided by Nutrition Australia:

- the Healthy Eating Pyramid
- provision of a range of cookbooks, publications and information via the Nutrition Australia website
- Annual National Nutrition Week
- consultancy (menu assessments, advisory services, school programs, food industries)
- the provision of teacher resource packages.

Nutrition Australia has developed the Healthy Eating Pyramid. The pyramid is a pictorial food model that has four layers. The foundation layers are the largest and encourage people to eat mainly vegetables, fruit and grains. All these foods are high in fibre. Fibre provides a sense of fullness and prevents overeating which will help reduce the levels of obesity in Australia.

Award 1 mark for an example of dietary advice from Nutrition Australia.

Award 1 mark for a description of this advice.

Award 1 mark for an explanation of how this advice will reduce obesity.

VCAA Assessment Report note:

This question drew on key knowledge from Area of Study 2 in Unit 3 and required students to describe how dietary advice provided by Nutrition Australia could help to reduce the levels of obesity in Australia. Many students were unable to make the connection between the type of dietary advice provided and the levels of obesity.

b. Direct costs:

- costs associated with maintaining an ambulance service for people who suffer a heart attack or stroke due to obesity
- costs to the health care system associated with treating obese people with health conditions
- costs associated with the implementation of health promotion programs to address the levels of obesity

Indirect costs:

- loss of productivity due to an obese person becoming ill and being unable to work
- costs to the welfare system to provide financial support to obese people who are unable to work
- costs to the government associated with providing carers' payments to care for obese people who suffer from significant disability

Award 1 mark for a direct cost of obesity to the community.

Award 1 mark for an indirect cost of obesity to the community.

VCAA Assessment Report note:

Students were required to have an understanding of the different types of costs to the community associated with obesity. It was important that the costs identified in the response included direct links to obesity.

However, many students did not make the specific link to obesity. Some students provided examples that represented indirect costs to the individual rather than the community.

Question 6

Roles may include:

- to promote the health and wellbeing of all Australians
- to provide nutrition information to encourage Australians to achieve optimal health
- to provide nutrition information for State and Federal health departments
- to offers seminars, publications and nutrition training.

Award 1 mark for each of three valid roles.

Question 7

Description may include:

- The Healthy Eating Pyramid has four layers.
- The first two layers are known as the foundation layers.
- The bottom layer is devoted to mostly vegetables and legumes and some fruit.
- The second foundation layer is devoted to grains.
- The third layer is divided in half: one half is devoted to milk, yoghurt, cheese and alternatives, the other half to lean meat, poultry, fish, eggs, nuts, seeds and legumes.
- The top and smallest layer of the pyramid is devoted to healthy fats.
- Outside the pyramid is a picture of a glass of water with a tick encouraging the consumption of water.
- Outside the pyramid is a salt shaker and a spoon with sugar: both have a cross next to them, indicating that these foods should be limited.

Award 1 mark for each of two valid descriptors.

Question 8

Award 1 mark for naming an initiative of Nutrition Australia, 1 mark for a description of the initiative and 1 mark for describing how it promotes health.

Initiatives may include:

- Nutrition Information Service
- Nutrition in Schools Advisory Service
- School Canteen Guidelines
- Workplace Program
- National Nutrition Week
- Healthy Living Pyramid

Sample answer:

The Workplace Program [1 mark]

is a series of workplace health promotion initiatives, including cooking demonstrations, interactive presentations, newsletter contributions and canteen assessments. [1 mark]

These are designed to assist Australian businesses to combat the cost of poor health in the workplace. [1 mark]

7.8 The challenges in bringing about dietary change

Question 1**Correct Answer is D**

Gender is not an example of a challenge that influences our ability to make dietary change.

Attitudes and beliefs, willpower and food security are all challenges for making dietary change.

Question 2**Correct Answer is C**

Preferring to eat white bread rather than wholegrain bread is a personal preference.

Question 3

Suggested responses could include:

- Nutrition knowledge and cooking skills — people may lack the knowledge to read food labels correctly or lack the skills to make healthy meals.
- Allergies and intolerances — an intolerance to milk may impact on adequate calcium levels for good health.
- Food marketing — foods high in fat, salt and sugar are aggressively marketed in the media.
- Personal preferences — people may like the taste of foods high in fat, salt and sugar.

- Time constraints and convenience — people who are time-poor may rely on readily prepared or fast foods that are often high in fat, salt and sugar.
- Food security — people on low incomes may not be able to afford nutritious foods such as fresh fruits and vegetables.

For each of two challenges:

- award 1 mark for identifying a challenge to dietary change
- award 1 mark for a brief description of each.

Maximum of 4 marks.

Question 4

Food manufacturers use attractive and persuasive methods to sell their products, convincing consumers that the purchase of foods such as McDonald's and Domino's pizza is desirable. Often these foods are high in fat and sugar, and this could explain why more than a third of our daily intake of energy comes from energy dense foods.

Award 1 mark for an example of food marketing.

Award 1 mark for explaining how this example leads to over a third of the population's total daily energy intake coming from energy dense, nutrient-poor 'discretionary foods'.

Question 5

Responses could include:

- Nutritious knowledge and cooking skills — individuals may not be aware of the health benefits of consuming a range of vegetables and may believe that eating two serves of vegetables a day is sufficient. Some people may lack the cooking skills to prepare vegetables in a tasty and appealing manner. This may account for low vegetable intake in the Australian population
- Personal preferences — some people may not like the taste of vegetables and therefore not consume them. This may account for low vegetable intake in the Australian population.
- Food security — vegetables can be expensive, especially for people on low incomes. This may contribute to low vegetable intake in the Australian population.

For each for two dietary behaviour challenges:

- award 1 mark for identifying a challenge for dietary change
- award 1 mark for how this challenge impacts on the population's consumption of vegetables.

Maximum of 4 marks