



Future-proofing the Australian Healthcare System 2019 Federal Election social media champions kit: Childhood Obesity

The RACP is calling on all parties to address the rising rates of harmful overweight and obesity amongst Australian children.

We are calling on the incoming government to **#FutureProofHealth** by implementing recommendations that amplify the interlinked health and social benefits of **sustainability**, **prevention** and **equity** across the healthcare system.

As we approach the Federal Election on 18 May 2019, we encourage our members to tweet key messages from the RACP 2019 election statement at your Members of Parliament, other candidates running for your electorate, relevant ministers, local and national media, colleagues, friends and anyone else interested in achieving a better Australian healthcare system for the future.

Get Involved

Twitter is the primary social media channel for our campaign:

- Tweet and retweet using #ActNowObesityAU & the other hashtags below
- Follow and mention: [@TheRACP](#)
- Please remember the 280-character limit, especially if you use several hashtags

If you're not on Twitter

- [Sign up](#)
- [Help signing up](#)
- Share the suggested messages on your preferred social channel
 - Facebook: [@TheRACP](#)
 - LinkedIn: [The Royal Australasian College of Physicians](#)
 - YouTube: [RACP1938](#)
 - Instagram: [@TheRACP](#)

Hashtags

Primary hashtags:

#ActNowObesityAU
#SustainableHealthcare
#FutureProofHealth
#AusVotes2019
#GovAction
#ActNOW
#AusVotesHealth

Other key hashtags (use as appropriate):

#ChildhoodObesity
#TaxSugaryDrinks
#TippingTheScales
#EarlyIntervention
#PreventionWorks
#PublicHealth
#ObesityPrevention
#HealthEquity



Key messages

- It's time to make childhood obesity a national health priority #AUSGOV, let's #ActNOW @CatherineKingMP @GregHuntMP @TheRACP @AcademyCAH @RichardDiNatale @_PHAA_
- A quarter of Australian children are overweight or living with obesity. It's time to #ActNowObesityAU @CatherineKingMP @GregHuntMP @TheRACP
- Prevention & treatment of childhood obesity = key priorities for incoming #AUSGOV @TheRACP @AcademyCAH @TheOCollective_ @RichardDiNatale @_PHAA_
- Being overweight & obese in childhood often leads to lifelong serious health problems. Incoming #AUSGOV must #ActNOW on childhood obesity to prevent further harm @TheRACP
- Tackling childhood obesity requires prevention & treatment, not stigma. The time to act is NOW @CatherineKingMP @GregHuntMP @TheRACP @OPCAustralia
- Increasing obesity rates in children are caused by our sick food & physical environments. #AUSGOV must act on childhood obesity NOW @CatherineKingMP @GregHuntMP @TheRACP
- Don't condemn a generation of children to serious preventable illness and early death #AUSGOV must act on childhood obesity NOW @CatherineKingMP @GregHuntMP @TheRACP
- Obesity is costing Australia billions every year. It is costing Australian children their health. Government must act on obesity NOW #ActNowObesityAU @TheRACP @TheOCollective_ @AcademyCAH @OPCAustralia @_PHAA_
- #AUSGOV prioritise our children's health & act on childhood obesity NOW #ActNowObesityAU @CatherineKingMP @GregHuntMP @TheRACP @OPCAustralia @RichardDiNatale
- Improve & mandate the Health Star Rating to encourage better consumer choices in food #ActNowObesityAU #HSR @TheRACP @OPCAustralia
- #AUSGOV must implement national guidelines on diet, physical activity & weight management for kids & young adults. It's time to #ActNowObesityAU #NationalGuidelines @CatherineKingMP @GregHuntMP @TheRACP @TheOCollective_
- Bariatric surgery is the most effective intervention for severe obesity. #AUSGOV must fund bariatric surgery for public hospital patients. It's time to #ActNowObesityAU #Bariatric @TheRACP

National strategy

- A national obesity strategy is long overdue. #AUSGOV must act on obesity NOW. #ObesityStrategy #NationalObesityStrategy @ScottMorrisonMP @BillShortenMP @TheRACP
- We need an obesity strategy focused on prevention, childhood, social determinants of health & rural & regional issues. Let's #ActNOW. #ObesityStrategy @OPCAustralia #NationalObesityStrategy @ScottMorrisonMP @BillShortenMP @TheRACP @_PHAA_
- Prevention is better & cheaper than treatment. Australia needs an effective obesity strategy NOW #ObesityStrategy #NationalObesityStrategy @TheRACP @TheOCollective_ @_PHAA_
- A national obesity strategy for Australia must be: comprehensive, evidence-based & well-funded. The time to #ActNOW #NationalObesityStrategy is NOW @TheRACP @AcademyCAH
- A nation-wide, well-funded obesity strategy NOW will save lives & resources later. Let's #ActNOW #NationalObesityStrategy @ScottMorrisonMP @BillShortenMP @TheRACP @RichardDiNatale



Key messages

Tax on sugary drinks

- A #NationalObesityStrategy must address the health costs of sugary drinks. #AUSGOV must #ActNOW & #TaxSugaryDrinks #TaxSSBs @CatherineKingMP @GregHuntMP @TheRACP
- A tax on sugary drinks hits the sweet spot for childhood obesity intervention. Let's #ActNowObesityAU #TaxSugaryDrinks #TaxSSBs @CatherineKingMP @GregHuntMP @TheRACP @AcademyCAH
- Let's tax sugary drinks! Let's use the revenue to promote healthy diets & behaviours in kids. Let's #ActNOW on obesity #TaxSugaryDrinks #TaxSSBs @TheRACP @OPCAustralia
- Sugary drinks have no nutritional value but contribute to weight gain. Let's tax them & use the money to #ActNOW on obesity in kids #TaxSugaryDrinks #TaxSSBs @CatherineKingMP @GregHuntMP @TheRACP @TheOCollective_
- A tax on sugary drinks will pay for better access to healthy diets & other equity interventions for kids & adults. Let's #ActNOW #TaxSugaryDrinks #TaxSSBs @TheRACP @RichardDiNatale @_PHAA_@OPCAustralia
- A tax on sugary drinks = reduced consumption + more money for health promotion. #AUSGOV #ActNow #TaxSugaryDrinks #TaxSSBs @CatherineKingMP @GregHuntMP @TheRACP

Ban on junk food advertising to children

- Advertising of unhealthy foods & drinks is linked to obesity in children. #AUSGOV must ban unhealthy food ads targeting kids #HealthyAdvertising #BanJunkFoodAds @TheRACP @_PHAA_@OPCAustralia
- We need to address powerful influences, particularly those that target children. #AUSGOV must #BanJunkFoodAds to kids NOW #HealthyAdvertising #PromoteHealth @TheRACP
- Promote better food choices to kids. Ban advertising of unhealthy food & drinks to children NOW #HealthyAdvertising #BanJunkFoodAds #PromoteHealth @TheRACP @AcademyCAH
- #AUSGOV must act NOW to restrict marketing of unhealthy food & drinks to children #HealthyAdvertising #BanJunkFoodAds #PromoteHealth @TheRACP @OPCAustralia
- Let's minimise the promotion of unhealthy diets to the most vulnerable members of our society. It's high time for a national ban on junk food advertising to kids #HealthyAdvertising #BanJunkFoodAds #PromoteHealth @CatherineKingMP @GregHuntMP @TheRACP @RichardDiNatale
- Unhealthy food environments are making Australia kids obese. #AUSGOV must act NOW to ban advertising of unhealthy food & drinks to children @TheRACP @TheOCollective_