



Sid Sidebottom MP ... for a fair go in Braddon

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Aiming to make Cradle Coast region a healthier community

The Rudd Government will put \$410,000 into tackling obesity and poor health in the Cradle Coast region as part of the Healthy Communities Program, says Federal Member for Braddon, Sid Sidebottom MP.

Mr Sidebottom said the Cradle Coast Authority would work with its nine local government members in the North-West and West to address serious lifestyle and health issues in the region.

He said the funding was a good opportunity to develop new and innovative ways to help those in the community most in need of assistance to stay healthy and more importantly stay out of hospital.

“Keeping people well is a much better approach than dealing with unhealthy lifestyles through the health and hospital system,” Mr Sidebottom said.

Mr Sidebottom said tackling obesity and unhealthy lifestyles could be different in regional communities, and may need a different approach from one place to another.

The Cradle Coast Authority was one of 12 successful applicants in the pilot following an invitation to submit a proposal to the program.

In recognition of the levels of disadvantage faced by some communities, the pilot specifically targeted those not in the workforce and at risk of developing lifestyle-related chronic disease.

Mr Sidebottom said this was particularly important in a region like the Cradle Coast, which had some unenviable statistics in areas of chronic disease.

“We have some very concerning problems with heart disease, diabetes, kidney disease and other conditions, many which are contributed to by poor lifestyle,” he said.

The Healthy Communities Program is funded under the Rudd Government’s \$872 million record investment in preventative health. Further applications from the \$72 million Healthy Communities initiative will be invited later in 2010, with a further round in 2011.

In addition to the Local Government Area grants, the Healthy Communities initiative will provide National Program Grants to not-for-profit organisations to support proven and sustainable programs aimed at improving adults’ physical activity levels, health eating behaviours and/or weight.

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