



Bringing equity and evidence together in Health

By Sandro Demaio, CEO VicHealth



Informed Consent

Full and Open Disclosure

Free from Coercion

Be in a Sound State of Mind



Option or choice?

Different communities, different demographics have unequal vulnerability to manipulative, exploitative or straight out untruthful messaging



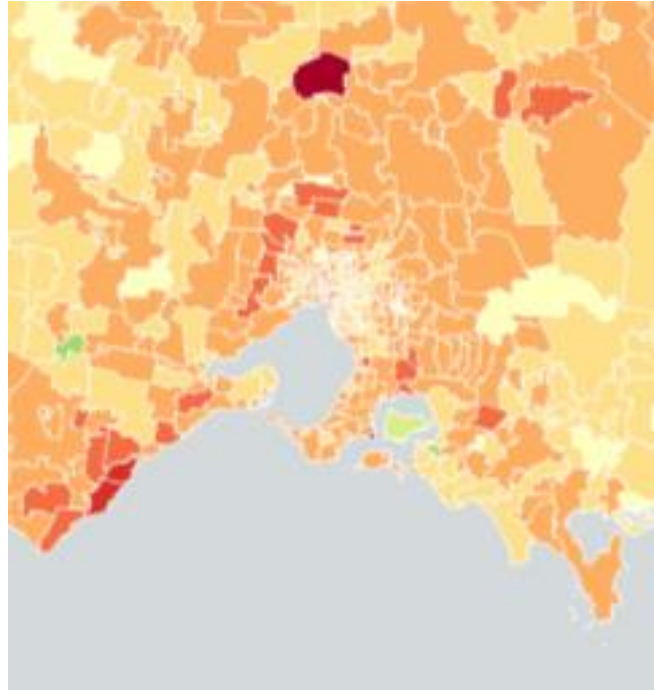
Young people are subject to bombardment with misleading messages



A study of a sample of Victorian 11–16-year-olds found that over half of them recalled seeing gambling advertising on social media.

Financial impact of COVID in Victoria

Source: *Taylor Fry, 2020*

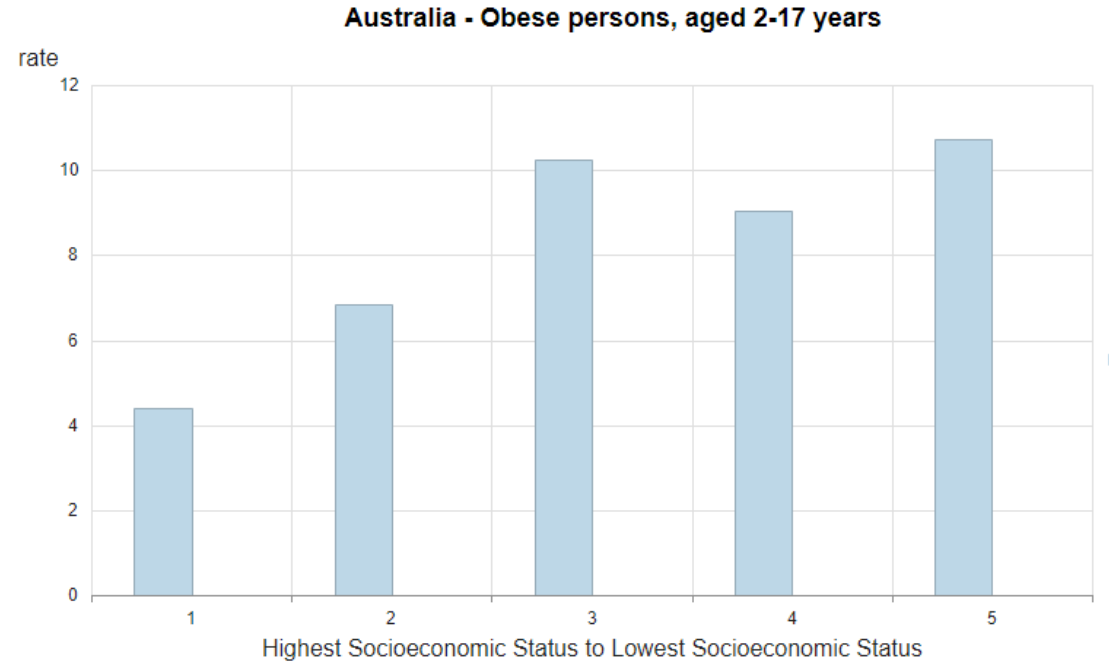


A study in 2016, showed 80% of Victorian areas in the most disadvantaged decile had at least one fast food restaurant compared to only 29% in the least disadvantaged areas.

Source: *Thornton et al, 2016*

Obesity in young Australians vs socioeconomic status

Source: *Atlases Australia, 2017-2018*





DIFFERENCES IN HEALTH AND WELLBEING OUTCOMES

- Life expectancy • Mortality rates • Morbidity rates • Self-rated health status

Differential health and wellbeing outcomes are seen in life expectancy, mortality rates, morbidity rates and self-rated health. These differences are socially produced, systematic in their distribution across the population, avoidable and unfair.

SOCIAL POSITION

INDIVIDUAL HEALTH-RELATED FACTORS

- Knowledge • Attitudes • Behaviours

SOCIAL POSITION

DAILY LIVING CONDITIONS

- Early child development • Education • Work and employment
- Physical environment • Social participation • Health care services

SOCIAL POSITION

- Education • Occupation • Income • Race/ethnicity • Gender • Aboriginality • Disability • Sexuality

The socioeconomic, political and cultural context creates a process of social stratification, or ranking, which assigns individuals to different social positions. The process of stratification results in the unequal distribution of power, economic resources and prestige.

SOCIOECONOMIC, POLITICAL AND CULTURAL CONTEXT

- Governance • Policy • Dominant cultural and societal norms and values

Fair Foundations: The VicHealth framework for health equity
The social determinants of health inequities: The layers of influence and entry points for action

We need regulatory tools to overcome unfair and unequal targeting of evidence-based messaging

1. School education and lunch programs, where children spend time and where most young people are reached
2. Pricing policies that are fair to families, with hypothecation for further benefits
3. Environments free from advertising of junk food
4. Nutrition labelling that is clear, universal and easy to read and interpret
5. Leverage large public supply chains to support producers of healthier foods



Reducing the adverse impact of on-line: learning from others

Learn from other countries:

- Finland and France have restricted alcohol advertising on social media
- Italy has banned marketing of gambling products and services
- UK Age-Appropriate Design Code
- UK Government has just announced a complete ban on online advertising of junk food

Regulatory mechanisms that address digital platforms, the advertising agencies and industries.



Engaging communities to ensure equitable, culturally appropriate access to information

Invest time and
be patient

Understand
community
priorities,
experiences and
insights

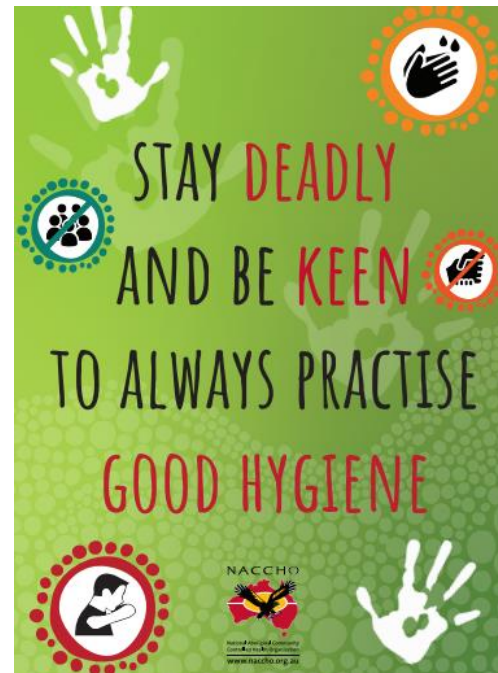
Identify barriers,
opposition and
unintended
consequences

Equitable regulation that reflects the values and needs
of communities... with them

Effective engagement with communities

When communities are isolated and receiving information that is irrelevant to them, misinformation and confusion thrive.

It is vital that we understand the nuances in these communities rather than treating them as a homogenous population.



How community leaders in Melbourne's north helped drive down coronavirus outbreaks

By Ben Knight and Erwin Renaldi

Posted Thu 29 Oct 2020 at 6:06am, updated Thu 29 Oct 2020 at 9:45am



We should learn from the successes of Aboriginal Community Controlled Health Organisations who successfully worked with communities to minimise the impact of COVID.

Learnings from centring lived experience in our work

At VicHealth we have a CEO Youth Expert Panel who guide our strategic thinking and funding priorities.

Key principles for success:

Be authentic in your engagement.

Ask don't assume.

Make the experience valuable to them.

Work with partners who understand the target demographic.

Centring lived experience will only make your work more meaningful.