




## NSW State Knockout Challenges

Part of the **Culture-Health-Communities** approach

- NSW Health is partnering with the NSW Rugby League to reduce the prevalence of chronic disease in Aboriginal communities. Rugby League, and especially the Aboriginal Knockout, is an integral part of contemporary Aboriginal culture and a powerful way to connect with Aboriginal people.
- The major risk factors for chronic disease are an **unhealthy diet, physical inactivity** and **tobacco use**. Eliminating these risk factors would be prevented **at least 80%** of heart disease, stroke, type 2 diabetes and chronic renal failure; and 40% of cancer.
- To motivate people to manage their risk factors (or chronic disease), a **weight loss challenge** and a **walking challenge** will be offered in Aboriginal communities intending to participate in the **Aboriginal Rugby League Knockout**. The challenges will be known as the **NSW State Knockout Challenges**.
- Different sectors of the community (General Practice, Aboriginal Medical Services, Local Health Districts, Local Aboriginal Land Council's, local government, other local organisations and Knockout team representatives) will participate in local **Town Committees** to support their teams to participate in the challenges.
- The weight loss challenge will involve **up to 50 Aboriginal communities** entering **teams of 25 Aboriginal people** (over 18 yr) motivated to lose weight. Many of these people may have an existing chronic disease. Each participant will require medical clearance from their GP.
- The challenge will be held from **14 May to 31 August 2012** with the winning community receiving \$70,000 to promote healthy lifestyles – a portion of which can be used to enable team/s to participate in the Knockout. The winning community will be the community that loses the greatest percentage of body weight. The 2<sup>nd</sup> and 3<sup>rd</sup> placed teams will receive grants of \$20,000 and \$10,000 respectively.
- All the teams will have a celebrity **Team Coach** - a local legend or current or past Rugby League player - to motivate the team and the community. The Team Coaches will predominantly communicate via social media (Like us on  [www.facebook.com](http://www.facebook.com) – search “Culture Health Communities” or Google “Culture Health Communities Facebook” to view material if you don't want to register on Facebook)
- All the participants will be offered a personal health coach from the **Get Healthy** information and coaching service.

**For further information** contact: Raylene Gordon, NSW Health on 0409 926 934 or Steve Hall, NSW Rugby League on 0419 492 779

