

Our Government must increase investment in Health Promotion

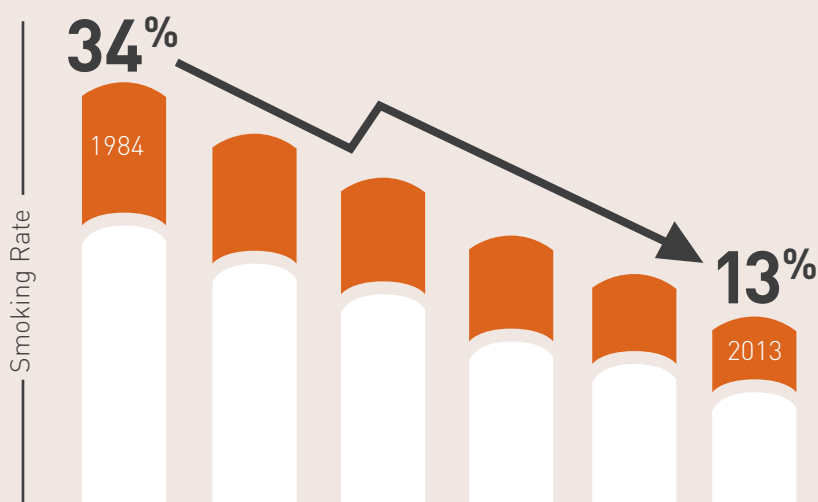
because

TREATMENT COSTS | HEALTH PROMOTION SAVES

The evidence is compelling:

Health Promotion works before people get sick and need medical care.

SMOKING



This downward trend will continue with health promotion strategies like Quitline, plain cigarette packaging and smoke-free public places.

Every 4% reduction in tobacco smoking

SAVES 3000 LIVES

in Australia per year.

OBESITY



SCHOOLS

Every dollar invested in pre-schools saves as much as \$13 in future costs.



\$13 SAVING

WORKPLACES

Our economy benefits by more than \$14 every time a person cycles to work.



\$14 BENEFIT

COMMUNITIES

People living in walkable neighbourhoods are on average 3kg lighter than those in non-walkable neighbourhoods.



3KG LIGHTER

Health Promotion increases physical activity & healthy eating within schools, workplaces & communities.

ALCOHOL MISUSE

ALCOHOL MISUSE COSTS \$36 BILLION every year in Australia.

Health Promotion can help **prevent**

157,000 HOSPITALISATIONS every year due to alcohol misuse.



Health Promotion works to reduce the supply of alcohol to minors, restricts alcohol advertising and reduces binge drinking.

Health Promotion benefits those most in need.

HEALTH EQUALITY

Reducing disadvantage & promoting mental health can:

Create

170000 JOBS

and generate **\$8 BILLION** in earnings.



Health Promotion can keep **HALF A MILLION** Australians out of hospital every year by **PREVENTING CHRONIC DISEASES** like diabetes, cancers, stroke and depression.

Health Promotion is our 'front-line' in health services.

HEALTH PROMOTION



Every \$1 invested in Health Promotion can save over \$5 in health spending.

Yet, for every **\$100** HEALTH SPENDING HEALTH PROMOTION RECEIVES **JUST 40c**

We call on our Government to commit at least 6%* of health budget to Health Promotion.



*In-line with other OECD countries such as New Zealand, Canada and Finland.

SOURCES

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