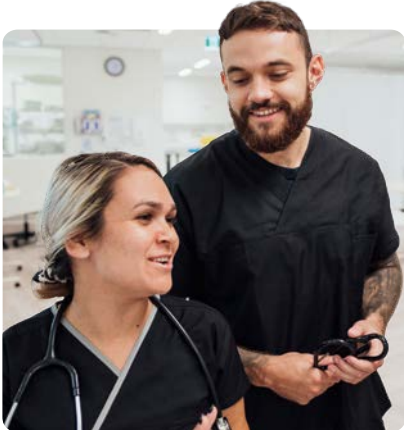
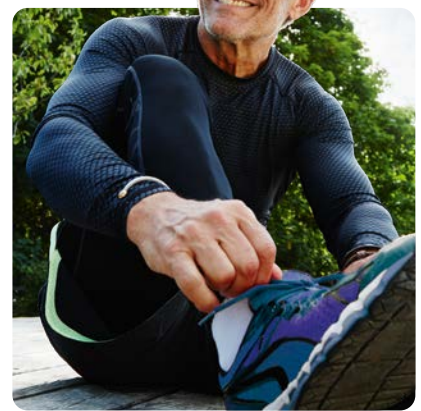


living



healthy

report 2023



a pulse check on our nation's health in challenging times

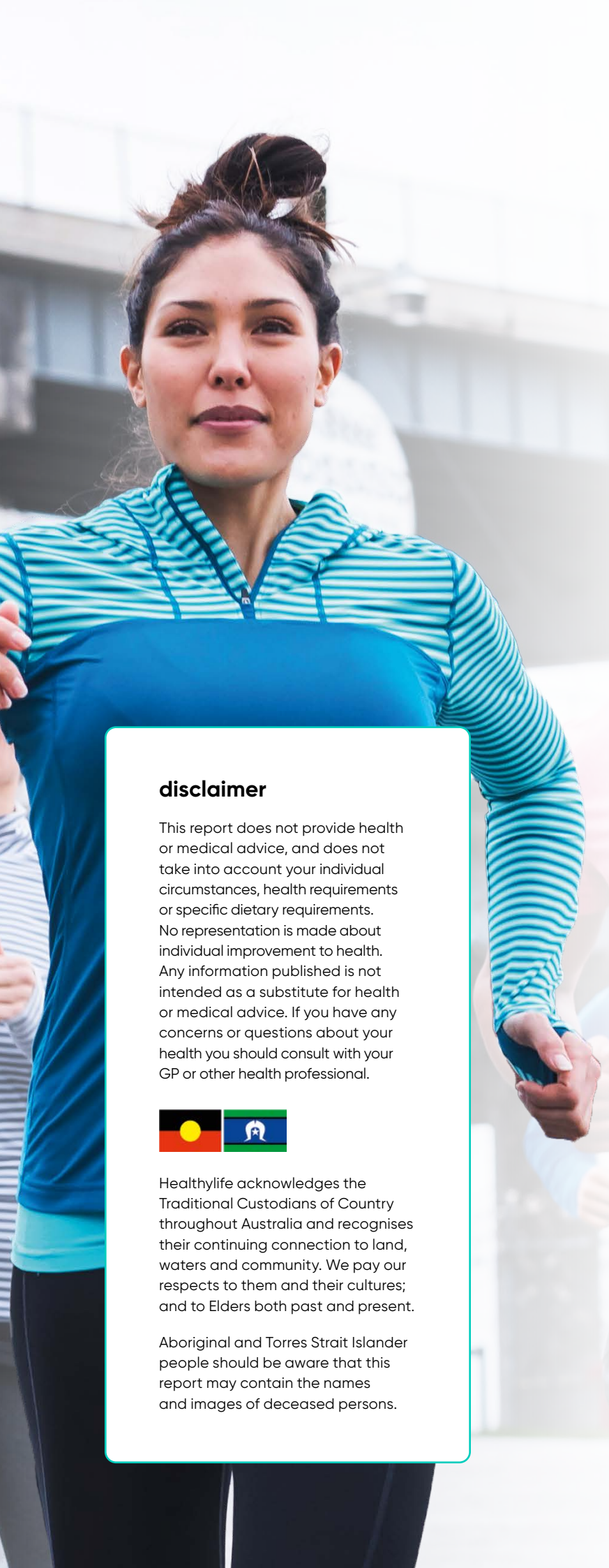


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disclaimer

This report does not provide health or medical advice, and does not take into account your individual circumstances, health requirements or specific dietary requirements. No representation is made about individual improvement to health. Any information published is not intended as a substitute for health or medical advice. If you have any concerns or questions about your health you should consult with your GP or other health professional.



Healthylife acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to Elders both past and present.

Aboriginal and Torres Strait Islander people should be aware that this report may contain the names and images of deceased persons.



overview



eat healthy



move healthy



feel healthy



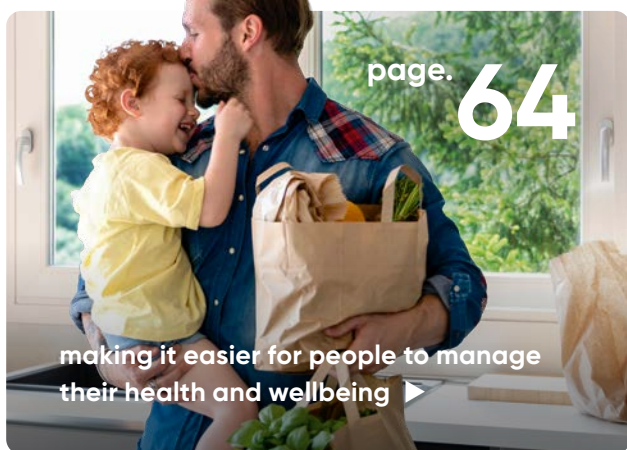
stay healthy



outlook

This report tells a story about Australians' health and wellbeing, our resilience with the COVID-19 pandemic, how we're managing through challenging times and how we're adapting to a fast-changing world. It's brought to you by healthylife, a digital health business backed by Woolworths Group.

Here's what's inside – [and why it matters.](#)



empowering remote First Nations communities

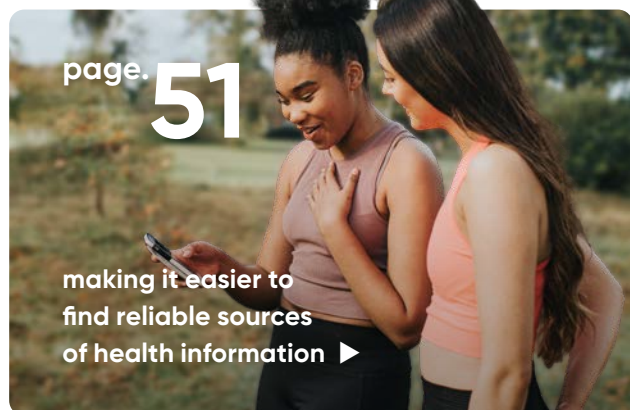
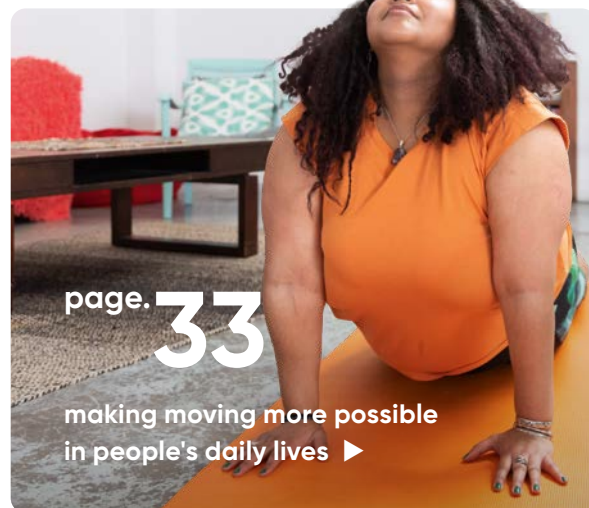
Woolworths Group and healthylife recognise the role we can play to address the food security and affordability challenges faced by remote First Nations communities. Find out how we are involved in delivering a better food and grocery experience for Far North Queensland and Torres Strait Island communities.

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Healthylife's approach to ageing

Language, and the attitudes it reflects, can affect self-confidence and motivation, and have direct and indirect impacts on our health. How we talk about ageing and the tone we set is very important for our audience.

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how healthy is our healthcare system?

Australians are becoming more sophisticated when it comes to maintaining their health. Find out how our healthcare system has improved since the pandemic.

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our commitment to health



Welcome back to the **second edition of our *Living Healthy Report***, brought to you by **healthylife on behalf of the Woolworths Group.**

In last year's report we committed to creating supportive environments and making it easier for people to manage their health and wellbeing.

As part of our commitment we have worked to make health easier to understand through the creation of the health programs and Food Tracker tool, which gives visibility to food purchased. We believe it is a simple, convenient and effective way to support people with information they wouldn't otherwise have. We have made the tool more accessible by adding it to the Everyday Rewards and Woolworths apps and completed many upgrades based on user feedback, with more in the pipeline. This, along with other initiatives, will aid people to find and buy foods for the benefit of their health.

Our goal is to have one million Australians using the tool and engaging with our 'Ways to Well' programs by December 2024. We're well on the way to achieving this goal, with (at time of writing) approximately:

- ~182,000 signed up to Food Tracker
- 105,000 total 'Ways to Well' program completions
- 16,000 unique users completing 'Ways to Well' programs.

Another year of food and drink purchase data has underscored these resources' importance. The data analysis shows in 2022 that food sold from retail for at-home eating did not meet the Australian Dietary Guidelines' recommended serving targets for Australian adults in any of the core food groups. The data did show, however, a small decline in the number of serves of discretionary (sometimes) foods sold (excluding out of home eating). This is promising, considering that around one-third of total serves are from discretionary foods, a figure we know is too high. We take a closer look at this important and interesting data further on in the report.

As Woolworths Group we have a national footprint that can play an important role in influencing Australians' health and wellbeing. We saw the benefit of this footprint during trying times, such as through floods and the COVID-19 pandemic. We ensured the supply of goods and supported local communities. We are initiating strategies to help Australians with the current economically challenging times. We also have representation on health-related government forums, and provide health programs and sports sponsorships.

Healthylife and the wider Woolworths Group believes it can **play an important role in fostering and championing healthy living.**

We created healthylife as part of our commitment to being a responsible participant in Australians' lives, including in their health and wellbeing.

A handwritten signature in black ink, reading 'Ananth Sarathy'.

Ananth Sarathy

Chief Executive Officer, healthylife



who is **healthylife**?

An expert- and evidence-led health business, healthylife brings trusted health information, services and products in one simple online destination.

We know health journeys are extremely personal, and it can be overwhelming with the thousands of voices vying for attention. Our goal is to take away the complexity and support each Australian with easy-to-understand information from our health team and Health Advisory Board.

Our overarching health principles guide the work we do every day. They include:

- supporting a comprehensive model of care
- aiming to have a range of products so navigating health is easier
- encouraging suppliers to create healthier products with honest labelling
- taking action to source socially responsible products to support the environment and people
- aiming to be inclusive of our diverse community in everything we do.

To date, we have invested significant amounts in curating our product range, offering free health programs, information and an automated nutrition tool, Food Tracker, to make understanding the balance of a supermarket shop easier.

Healthylife plays a role in advocating to enable healthy environments that support health and wellbeing. We want to work with stakeholders, including government, industry and challenge ourselves within our own broader Woolworths Group.

At healthylife, we wake up every day thinking about health and how we can truly move the dial for all Australians. We take this mission very seriously and are humbled by the many Australians who have joined us on this journey.



Healthylife vision: we help and inspire every Australian to live a healthy life.

the healthylife advisory board

Every member of our Advisory Board is a qualified health expert in their field, bringing a wide range of perspectives and experiences to help ensure all of healthylife's initiatives are based on science. They are:



Simone Austin
Chief Health Officer, healthylife, Chair of Advisory Board and Dietitian



Dr Moira Junge
Health Psychologist, CEO Sleep Health Foundation



Sarah Gray
General Manager of Health and Nutrition, healthylife, Pharmacist and Nutritionist



Stevie Wring
Head of Health and Nutrition Woolworths Group, Public Health Nutritionist and Lifestyle Medicine Practitioner



Dr Dinesh Palipana
Emergency Department Doctor and Senior Medical School Lecturer, Lawyer



Dr Rob McCartney
Chief Medical Officer Woolworths Group, Occupational and Environmental Physician

let's talk living healthy

In this year's report we outline many opportunities for Woolworths Group, industry, government and the community more broadly to individually and together **improve Australians' health and wellbeing.**

a year in review

The COVID-19 pandemic and the global shocks that followed, including war, climate change, rising interest rates and inflation, have changed how we eat, move, feel and stay healthy (healthylife's health missions).

our focus is on prevention

Our report findings highlight some of what we know, that many chronic diseases are *preventable*. Our supermarket data helps show the way forward, by highlighting where dietary changes can be made to improve our physical and mental health.

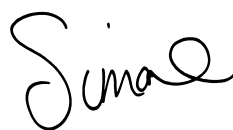
It's a pressing matter: in 2018, *Australians lost* five million years of healthy life due to premature death and living with non-fatal illnesses. An *enormous amount of disease* burden could be prevented with investment in evidence-based initiatives.

Preventive health not only reduces Australians' suffering from chronic conditions and mental ill health unnecessarily but it also has significant economic benefits. *Less than 2%* of our national health budget is spent on prevention. Yet *for every \$1* we invest in preventive care *we can save \$14*; meanwhile, 41% of all healthcare expenditure is *directed to hospitals*. We need to more than double spending on preventive care aligning with the *National Preventive Health Strategy 2021–2030* target to increase investment in prevention to 5% of government health budgets. It's a commitment strongly supported by *peak health bodies* and our healthylife Advisory Board.

This report looks at current trends and important influences on Australians' health along with sharing relevant Woolworths Group data and initiatives. It includes suggestions for how government, industry and individuals can contribute to Australians living healthier for longer. It is more than a long life we aspire for, it is how many years of healthy living we have along the way.

At healthylife we are playing a proactive role to support good health for all Australians. We want and need everyone to feel the urgency. We must use our voices together to ensure we close, rather than widen, the health-equity gap. The report may act as a reference tool of key credible information and statistics, calls to action and examples of initiatives ready at your fingertips.

We are committed to working together to create a better tomorrow.



Simone Austin
Chief Health Officer, healthylife



overview



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understanding wellbeing

Our goal in producing this report was to invite stakeholders including industry, decision-makers, individuals and ourselves, on a journey towards better understanding 'health' – what it is and how we can improve it.

Improving Australians' wellbeing is an urgent task. This report will show that much of our nation's burden of disease is caused partly or wholly by preventable factors. These factors include diet, exercise, mental health and lifestyle. Changes to these can greatly improve our health in the short and long terms; delays only increase the costs (personal, societal and financial) of inaction.

Our national footprint gives us the data, resources and reach to make a positive difference on Australians' health. We see opportunities to work in partnership with government, business, community and health industry stakeholders to jointly achieve this goal.

The World Health Organisation defines health as:

A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

A considerable body of evidence shows that an individual's health is influenced by a number of factors often beyond their control such as their living and working environments. In public health these are known as social determinants of health.

The World Health Organisation describes social determinants as:

The non-medical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life.

They can include economic policies, political systems, commercial and digital factors.

Social determinants are important because these determinants influence the inequities in health, with the lower socioeconomic groups often experiencing worse health.

At healthylife we recognise that we live in a wealthy country and have an excellent healthcare system. However, health-related lifestyle factors are a concern. They contribute significantly to Australia's burden of disease yet they are modifiable.

Our pillars, mission and messages focus on modifiable behaviours and help create meaningful change in Australia's health report card.

As part of Woolworths Group, another goal is to challenge and support our business to ensure our influence on health is creating environments that help people stay healthy.

We believe many factors influence whether Australians are able to eat, move, feel and stay healthy. For the remainder of this report we will explore these factors.

33%

of Australians' disease burden is potentially preventable by modifiable risk factors

5M

years of healthy life lost in 2018 due to premature death or living with illness

3.4M

Australians saw a health professional for their mental health in 2020–2021

11.6%

decrease in discretionary foods sold per day for home in 2022 (6.1 serves)²
▼ 6.9 serves in 2021

50%

of Australians have at least one symptom of a sleep disorder

24.5%

of Australians aged 18–64 meet the physical activity guidelines

zero

number of core food groups for which Australians purchase the recommended daily serves for home²

43%

of Australians say it's cheaper to eat at home¹

1.3M

visits to Woolworths' 500+ online healthier recipes in 2022

how healthy are Australians?

Overall, Australians have good health and benefit from an effective healthcare system. The Australian Institute of Health and Welfare (AIHW) tracks key measures over time; it has observed *key trends indicating health* including:

- increased life expectancy (85.3 females, 81.2 males)
- decreased infant and child mortality rates
- lower smoking rates and fewer children exposed to tobacco smoke
- fewer adults drinking alcohol at risky levels
- high vaccination rates
- improved cancer survival rates
- fewer heart attacks.

But there are also some causes for concern, such as:

- the COVID-19 pandemic is still evolving and the medium- and long-term effects of infection remain unknown
- rising rate of Australians living with a chronic illness
- poor diet and rising obesity rate
- inactivity
- *mental health issues rising*
- more people are living with dementia
- diabetes rate holding steady.

1 Woolworths Group Annual Food and Health Survey 2022.

2 Adjusted supermarket transaction data.



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living in economically uncertain times

In recent years we have seen significant disruptions to the global economic, political and environmental order. Closer to home, cost of living pressures are further contributing to the stressors facing many Australian households. *Health Direct* tells us that "Money worries are one of the main sources of stress in Australia" and with many Australians feeling increased cost of living pressures, their wellbeing is likely to suffer.

We know those with socioeconomic disadvantage pay a cost to their health, with those worst off carrying a burden including 40% higher rates of anxiety, twice the national average for heart disease and life-long effects such as impacts on schooling that affect employment and earnings, continuing the cycle of financial hardship.

Research suggests being born in a recession reduces lifespan by 5% due to in utero and early-childhood conditions related to parental circumstances. It is essential we empower and listen to people

experiencing difficulties to understand their needs and include them in our decision-making.

The impact on mortality and chronic disease rates in previous recessions has shown mixed results. Where manufacturing has reduced, workplace deaths have declined and less pollution can lead to improved health.

Research does show a trend of those with mental illness being negatively impacted. It is important to collect quality data now in order to get a better handle on the current climate's impact on health, identifying modifiable lifestyle behaviours, allowing for planning of initiatives and measuring improvements.

We have also seen several seasons of extreme weather. Apart from the damage, life disruption and financial loss caused by fires and floods to individual families and businesses, these events also impact the national economy.





how has COVID-19 affected our health?

The COVID-19 pandemic affected many areas of Australians' lives, including "employment, income, living arrangements and ability to spend time with friends and family," notes the *AIHW*. As the pandemic continues, some may need further support "to help manage their health, including mental health, and wellbeing".

Healthylife's Simone Austin notes that "*Our Living Healthy report 2022* Insights showed we were doing some positive things on a personal front for our health during the peak of the COVID-19 pandemic restrictions.

"Many of these activities can be low cost and incorporating them into long-term routines could be a good takeaway from the otherwise difficult period:

- cooking and eating at home more
- cooking and growing vegetables for fun just as much as for eating
- enjoying picnics in the park
- board games and jigsaw puzzles with family members at home
- walks and talks for social catch-ups and exercise
- playing and exercising at the local park, beach or outdoor area
- taking some time out for slowing down.

"From a public health point of view we rapidly enabled many initiatives, showing that systemic changes to benefit health can happen quickly; for example:

- mask wearing and hygiene practices to slow the spread of infection
- enabling flexible work arrangements including working from home and hybrid models
- telehealth enabling access to previously inaccessible services
- improvements to data collection, e.g. 'checking in' to locations visited
- increased emphasis on mental health care.

"In challenging times such as these, we should embrace any benefits we can find, even if they did spring from adversity."

Woolworths Group's First Nations advisory board

As Woolworths Group continues to develop our thinking on critical areas of our Reconciliation Strategy, including Indigenous health, we commit to doing so by listening to and learning from First Nations perspectives and expertise.

July 2022 saw a *First Nations Advisory Board* established to guide Woolworths Group's Reconciliation journey to make a meaningful contribution to Closing the Gap and Reconciliation within Australia Indigenous peoples should have a voice in decisions that affect them. Decisions we make should be made with – and not for – Indigenous peoples.





First Nations health

For Aboriginal and Torres Strait Islander peoples, health is more than just physical wellbeing. The Victorian Aboriginal Health Service notes that, "Health refers to the social, emotional and cultural wellbeing of the whole community in which each individual is able to achieve their full potential, thereby bringing about the total wellbeing of their community. It is a whole-of-life view and includes the cyclical concept of life-death-life."

Westernised health care systems are slow to learn from Indigenous peoples in Australia and other places that maintenance of wellness, not management of illness should be the goal. In recent years, Westernised health delivery systems have broadened their aims to include a similarly holistic perspective, however there is still work to be done.

In Australia, healthcare delivery is often insensitive and inappropriate for Indigenous Australians, resulting in minimal use of available mainstream facilities. Employing Indigenous health personnel who are sensitive to different communities' specific cultural needs is essential to successful engagement and achieving Closing the Gap targets.

- 30% of Indigenous Australians who needed to go to a health provider in 2018–2019 did not go.

It is well understood that Australia's First Nations peoples in Australia experience worse health outcomes than other Australians.

- 78% of Indigenous Australians who lived on their homelands or traditional Country self-reported good or very good health, compared to 47% of those who did not or could not.



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mini Woolies

Woolworths launched *mini Woolies* with 32 established and eight more rolling out by June 2023, taking the program nationally. The program provides hands-on-learning experience for students with additional needs, with checkout experience, supermarket stocked shelves and fresh produce, supporting the development of life skills in communication, language and maths fundamentals.

We are embedding it in industry and training pathways, with Disability Employment Service providers and those providing school-leaver transition services under the NDIS.

disability

One in six people in Australia (4.4 million) had a disability in the most recent 2018 statistics. It is acknowledged by Woolworths Group and supported by statistics that people with disability encounter many *adverse health outcomes* besides those immediately associated with their condition.

They self-report worse mental health and higher levels of psychological distress. They face barriers to accessing and using health services (including long waiting times, difficulties accessing buildings and problems arising from poor communication between health professionals) and are more likely to smoke, eat a poor diet and have insufficient exercise.

Currently we are embarking on a trial through the Australian Human Rights Commission IncludeAbility project supporting a number of individuals with disability currently employed with a local charity being paid supported wage, an opportunity to experience an award wage role. Learnings from this will guide these individuals on how to manage the demands of such a role and allow Woolworths Group to build organisational disability confidence, learn how to reduce barriers and provide good workplace adjustments.

"Businesses can play a critical role by providing jobs and opportunities," says healthyLife's Dr Dinesh Palipana. "It's a way to engage with our communities and demonstrate that everyone's health matters."

However, disability inclusion in the workplace is not only associated with good health. This is *associated with less absenteeism*, lower costs, and better connection with customers. We recently deployed the *IncludeAbility disability confidence model* to build team members' confidence around, and help them have conversations with, people living with disability.





eat healthy

OUR DEFINITION:

We believe you can have your greens and beans, but also enjoy a piece of chocolate (or two)! Healthy eating is not just about nutrients, but about the enjoyment of food, embracing cultural diversity, as well as nourishing yourself and meeting your nutritional needs.

27K+

preventable deaths
every year in Australia
due to poor diet

70%

of food that is wasted
every year is still edible

>1 in 6

Australian adults
experienced food
insecurity in 2020

6.1

daily serves of discretionary
foods in 2022 were sold for
Australians to eat at home¹
▼ 11.6% from 2021

2.6

daily serves of vegetables
in 2022 are sold for
Australians to eat at home¹
▼ 2.8 from 2021

65.9%

of purchases for home
are core foods¹
▲ 1.4% from 2021

¹ Adjusted supermarket transaction data. See ['How we built this report'](#).



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what does it mean to 'eat healthy'?

"What is healthy eating?" might seem a simple question with a simple answer. But with every individual having different nutritional needs and the planet's health to also consider, the answer is far from simple. Yet some facts speak for themselves: as 5.4% of the total burden of disease is contributed by diet, we can agree that reducing dietary risk factors will benefit all Australians – and the sooner we start making positive changes, the better.

The 2013 Australian Dietary Guidelines (currently under review) inform a population health framework for most Australians (though not, for example, the frail elderly or those with medical conditions and special dietary requirements).

The Australian Guide to Healthy Eating (and its Indigenous version) presents a plate of food to demonstrate guideline 2 'Enjoy a wide variety of nutritious foods from the five groups every day'. There are recommended number of servings of each of the five core food groups for different groups of the population based on age and gender.

Australian guide to healthy eating recommended serves

Recommended daily serves of each food group varies for males and females across age bands, for pregnant and breastfeeding women, and there are currently no recommendations for non-binary individuals.

The recommended serves for males aged 19–50 years are shown as they have the most number of serves.

	Fruit	2 serves
	Vegetables and legumes	5–6 serves
	Grain (cereal) foods mostly wholegrain, high fibre	6 serves
	Lean meats and poultry, fish, eggs, tofu, nuts, seeds, legumes	3 serves
	Milk, yoghurt, cheese and alternatives	2.5 serves
	Discretionary (sometimes) foods	0–3 serves

EXPERT TIP

Food is more than the nutrients it provides, it brings a sense of enjoyment, a time to connect with others and to celebrate our cultures and ourselves.

– **Stevie Wring**, Head of Health and Nutrition, Woolworths Group





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We also have recommendations from organisations that present similar messages in different ways. One example is the Heart Foundation, which recommends eating mostly plant-based foods, including a variety of protein-rich foods, and limiting processed meat and salt. On average, Australians eat nearly double the recommended amount of salt, which is a risk factor for heart disease.

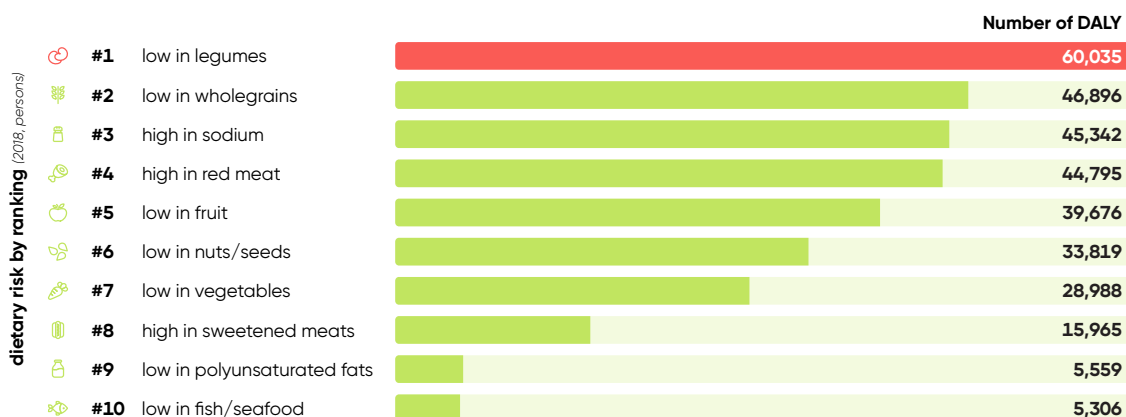
It may be surprising to many that a diet low in legumes was the leading dietary risk factor contributing to the total burden of disease.

The *World Health Organisation* recommends eating at least five portions of fruit and vegetables (~400g) every day, red meat 1–2 times per week, poultry 2–3 times per week and limiting 'free' sugar to 12 teaspoons (50g) per day.

All of these dietary recommendations support reducing the dietary risk factors that contribute to Australia's burden of disease.

individual dietary risk (2018, persons)

The *Australian Burden of Disease* study 2018 looked at each dietary risk factor independently, the amounts in the diet required to prevent disease and where excessive consumption contributes to disease. The graph below shows the amount of burden that could have been avoided if all people in Australia ate a healthy diet in disability adjusted life years (DALY).



Source: AIHW Australian Burden of Disease Database. www.aihw.gov.au

how are Australians eating? what the data tells us

Despite inflation and cost-of-living pressures, 2020–2022 *data* shows a clear trend that Australians were eating out of home more. “This is a concern as *research shows* home-prepared meals are usually better for our health. We also saw less food sold for eating at home through our adjusted transaction data, and it did not meet the Australian Dietary Guidelines targets. It’s unlikely that our meals out would fill the gaps to bring our diets in line with the ADGs.” says Simone Austin.

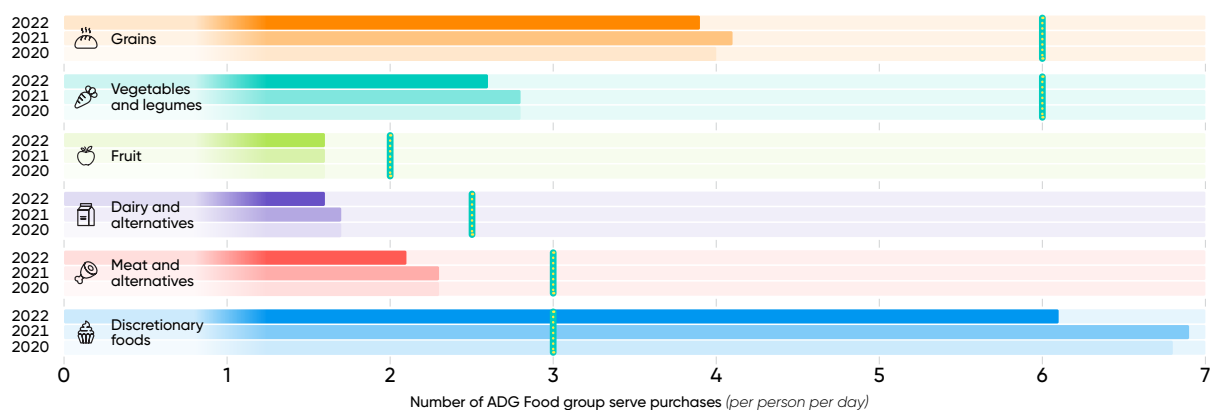
We added a new year of aggregated Woolworths supermarket transaction data to our existing data set. Adjusting for Woolworths’ market share (as per the Method section) we determined the number of serves of the five core food groups and discretionary (sometimes) foods Australians purchased across all retail outlets in 2020–2022. We compared the results to the *Australian Dietary Guidelines*. See the table for a data summary.

Main findings: A particular concern is that our data shows Australians:

- don’t purchase the recommended number of daily serves for any core food groups
- have gone slightly backwards when it comes to vegetables from 2.8 to 2.6 serves per person per day, around half of the recommended 5–6 serves per day. (Climate challenges impacted availability of fresh produce at times during the year).

On a more positive note: discretionary (sometimes) food purchases decreased from 6.9 serves per person per day in 2021 to 6.1 serves per person per day in 2022. It is likely that our increased out-of-home eating includes such foods so we should be cautious when interpreting our data. The reduction in discretionary and increase in core as a percentage of basket is in line with the proportion of sales from healthier products with a Health Star Rating (HSR) >= 3.5 in Woolworths Supermarkets moving from 61.1% in FY20 to 61.7% in FY22. A move in the right direction, however this number of serves still needs reducing further.

at home eating across retail outlets



food group – serves per day (% of total serves)	ADG recommended serves ¹	2022	2021	2020
Grains	6	3.9 (21.8%)	4.1 (20.9%)	4.0 (18.9%)
Vegetables	5–6	2.6 (14.4%)	2.8 (14.4%)	2.8 (14.4%)
Fruit	2	1.6 (8.7%)	1.6 (8.5%)	1.6 (8.3%)
Dairy and alternatives	2.5	1.6 (9.3%)	1.7 (8.9%)	1.7 (9.0%)
Meat and alternatives	3	2.1 (11.7%)	2.3 (11.9%)	2.3 (11.4%)
Discretionary/sometimes foods	0–3	6.1 (34.1%)	6.9 (35.5%)	6.8 (35.5%)

¹ Recommended number of serves based on a 19–50-year-old active male.



Woolworths supermarket transaction data

If we look at Woolworths supermarket transaction data alone and how this may contribute to the overall food and drink serves, Simone Austin notes that:

Grains: Bread is the biggest contributor to our total grain serves, more than double those of breakfast cereals, the number-two source. We would like to see a shift to more high-fibre and wholegrain varieties consumed. The breakdown between white (34%), multigrain/wholemeal (14%) and seed/grain breads (10%) was fairly static from 2020–2022.

Fruit: We are closest to the recommended daily serves in fruit, with 1.6 per day against a target of two. This number has remained stable, however fruit juice is the major contributor, with 20.2% of serves (followed by bananas at 16.2%). This is a concern as the ADGs prefer whole fruit.

Vegetables: Vegetable consumption has gone backwards slightly, well short of the recommendations; currently we're purchasing 2.6 serves per day, previously 2.8 serves, against a target of five. Avocados were the only vegetable to increase their number of serves sold, likely because of a price drop. We saw drops in some vegetable purchases, likely because of price increases and availability, both influenced by extreme weather conditions such as floods, including capsicums, lettuce, potatoes and brassica vegetables (such as broccoli, cabbage, cauliflower).

Dairy and alternatives: Dairy and alternatives purchases dropped slightly in 2022. Greek and 'natural' yoghurts remained the biggest contributors to yoghurt purchases, selling more than three times as many serves as flavoured yoghurts. Fresh milk dropped by around 4% in 2022, perhaps partly due to price increases. Lactose-free milk increased by around 10%. The breakdown between milk and milk alternatives continues to change, with increases in oat, little change in soy and decreases in almond.

Meat and alternatives: Meat and alternatives purchases dropped slightly, from 2.3 serves per day in 2021 to 2.1 in 2022, possibly due to the rise in price and out-of-home eating. Poultry is the number-one contributor at 23% of total serves, with a steady increase in % contribution to serves seen from 2020–2022, while beef has had a gradual decline possibly because of rising meat prices.

Plant-based alternatives, such as tofu and falafel, remain small contributors (around 0.26%). However, we saw a big increase (7.5%) in serves of pre-packed ready meals, including single-serve healthier meals. These meals include many plant-based alternatives.

Rising inflation has changed how Australians are eating, with more of the household budget spent on food in many homes. At Woolworths Supermarkets we saw an increase in bulk food purchases such as rice, and some people shifting to more Own Brand products.

top contributing food and beverages from Woolworths Supermarkets in 2022

Grains	Vegetables	Fruit	Dairy (and alternatives)	Meat (and alternatives)	Discretionary foods
1. Bread	1. Potatoes	1. Fruit Juice	1. Milk (fresh cow's)	1. Poultry	1. Biscuits
2. Breakfast cereal	2. Tomatoes	2. Bananas	2. Cheese	2. Beef	2. Chips
3. Rice	3. Canned vegetables	3. Apples	3. Long-life milk and alternatives	3. Hot Food (e.g. roast chicken)	3. Chocolate
4. Pasta	4. Frozen vegetables	4. Melons (watermelon, honeydew, cantaloupe)	4. Dairy yoghurt	4. Eggs	4. Butter and margarine
5. Flour	5. Carrots	5. Citrus (oranges, limes, grapefruits, lemons)	5. Plant-based milk	5. Nuts	5. Ice cream
	6. Lettuce			6. Seafood (fresh or canned)	6. Soft drinks
	7. Onion				
	8. Avocados				



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the influences on what Australians eat

taste

The Heart Foundation surveyed more than 2,000 people from across Australia in 2022 and found that cost is a very important driver of meal choice for one in two people. Yet *taste is the biggest driver* when choosing meals to prepare at home.

"Knowing how to prepare nutritious meals that are delicious is essential," says healthylife's Sarah Gray. "The healthylife Eat More Veg program and the Manage your Sugar program aim to empower and develop skills in people to enjoy the taste of a variety of nutritious foods in practical, simple and affordable ways."

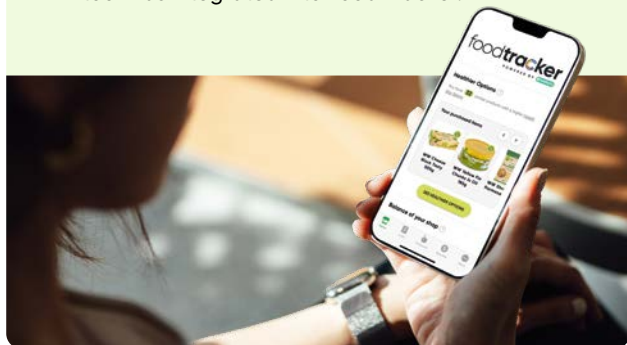
cooking skills

We know that having basic cooking skills *promotes healthy eating*. The Woolworths Group Food and Health Survey 2022 insights show that not having enough time and lack of cooking skills are barriers to healthy eating. To help with this Woolworths provides hundreds of *healthier recipe ideas* to help inspire people to cook at home, and healthylife has free programs such as 'Ways to Eat Pantry Basics'. The *living healthy report 2022* insights found 41% of people were cooking more at home during the pandemic's peak. If we can sustain some of the habits formed during this time they may benefit our health.



Healthier Options tool

Customers are using the Woolworths *Healthier Options online tool* to find healthier alternatives as they shop. In the past year we have increased the number of products that show Healthier Options. In 2022, yoghurt, pasta/rice and prepared foods were the top product categories where Healthier Options were added to cart on the Woolworths website. In January 2023 the Healthier Options tool was integrated into Food Tracker.



online healthier recipes and diet-related searches

In 2022, the most popular recipe collections on the Woolworths supermarket *healthier recipes page* were healthier dinner recipes, healthier lunch recipes and healthier recipes under 30 minutes.

The top healthier recipes visited on the Woolworths website were:

- San Choy Bow Bowls
- Healthier Creamy Mushroom Pasta
- Summer Bolognese
- Healthier Pumpkin Buddha Bowl
- Slow-Cooked Beef Stew.

The top diet-related food search terms on the Woolworths website were (in order): gluten-free, gluten-free bread, lactose-free milk, vegan, protein, sugar-free, healthy, healthy snacks.

We believe the data suggests customers are interested in finding healthier food and dietary-related options.

Searches for the term 'healthy' have increased year-on-year, with an average of 8% growth from 2021-2022 suggesting Australians may be becoming more health-conscious.



empowering remote First Nations communities

Woolworths Group recognises the role it can play to address the food security and affordability challenges faced by remote First Nations communities. Australian Grocery Wholesalers (AGW) is a Woolworths Group wholesale business established in 2019.

In 2020, Woolworths Group – led by AGW – entered into a partnership with Community Enterprise Queensland (CEQ), a not-for-profit organisation committed to providing essential goods and services to communities in the Torres Strait, Northern Peninsula Area (NPA) and remote Aboriginal communities.

As part of the partnership, AGW is assisting CEQ’s remote store teams with retail training via coaching and mentoring, as well as online support from Woolworths Food Academy.

The partnership makes the most of CEQ as the leader in delivering quality retail and services within Aboriginal and Torres Strait communities and AGW’s sourcing and merchandising of the best fresh food and groceries. This will deliver a better food and grocery shopping experience for Far North Queensland and Torres Strait communities. In doing so we also hope to have a positive impact on health.

sustainable choices

Research from Sydney University shows generation Z (born 1995–2010 and representing around 20% of Australia’s population) considers the environment in its food choices, with climate change its biggest concern.

More broadly, the Australian Consumer Policy Research Centre report shows that *consumers are aware* of how their purchasing decisions impact on the environment. However, to make more ethical decisions many wanted better information.

For many people, making sustainable choices *involves trade-offs* between supporting local businesses and managing their budgets and the cost of living.

Critically, the *recommended* healthy diet is *more sustainable* than the current Australian diet. *Reducing* nutrient-poor, non-core, discretionary, ‘sometimes’ food purchases would reduce diet-related emissions.

“Should we change the focus of our health campaigns and messaging to be for the benefit of our planet? This may motivate Australians to make dietary changes with the by-product of improved population health as well,” suggests healthylife’s Simone Austin.

Food production is largely *driven by market forces*, so consumers’ purchasing decisions can have a significant impact.

Reducing nutrient-poor, non-core, discretionary, ‘sometimes’ food purchases would reduce diet-related emissions.

Finally, reducing food waste can save money and benefit the planet. A 2022 consumer survey showed globally that social media searches on how to *extend the life of food items* increased 80%, kitchen composting solutions 278% and food security 86%, showing people are eager to find solutions.

To support reducing food waste Woolworths has developed a number of online resources, with guides on reducing food waste at home, and recipes to use *leftovers*.



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reasons for eating healthy

Many factors influence Australians' diets, from personal preferences to cooking skills and food availability. There are many enablers and barriers to eating healthy that we can take into consideration when thinking about how we support people to have a nourishing diet. The *Woolworths Group Food and Health Survey, 2022* found some important insights:

Top reasons for eating healthy:

- 43% cheaper to eat at home
- 41% to maintain a healthy weight
- 35% prefer to eat in than out
- 32% want to take care of my family
- 29% have time to cook healthy
- 29% healthy food tastes good
- 28% find cooking enjoyable
- 27% cultivate healthy eating habits
- 25% have knowledge to make healthier choices
- 24% meal planning.

Top reasons for not eating healthy:

- 33% healthy foods are expensive
- 30% lack of motivation to cook
- 30% lack of time
- 26% difficult to change eating habits
- 23% could not resist less-healthy food options due to 'good taste'
- 21% stick to tight budget to feed the family
- 20% lack of inspiration to cook healthy meals
- 14% lack of cooking skills.

food environments

Australia's food environments influence what we buy and eat which impacts our health. Unhealthy food environments encourage overconsumption of unhealthy food. *Research* shows that increasing the proportion of healthy options available increases the number of healthy options selected. Things we know influence what we eat and drink include:

- **Advertising:** including in-store promotions, items 'on special' and product placement
- **Sponsorship:** especially of children's sport
- **Availability:** including in shops, food venues
- **Cost:** affordability of core foods in different areas (including urban, rural and remote areas)
- **Food settings:** including home, schools, childcare, workplaces and canteens.

How can we address these factors? Supermarkets play a constructive role here as they are a key setting for helping Australians improve their diet.



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Woolworths supporting food environments

We are making healthier options easier to find in store, including presenting healthier snack and drink options (3.5 HSR and above) at front of store, including 80% of checkout space in all stores and ongoing trials for healthier options on promo ends.

We are also providing 'quiet time' spaces in-store and offering 'direct to boot' and delivery services to make our in-store environments more inclusive for those living with disability.

Woolworths at Work offers a four week menu plan with 60 recipes for Early Childhood Education & Care customers, empowering centres feeding children aged 1–5 to provide nutritious meals. Working with Nutrition Australia to develop the recipes' feedback to date includes benefits of saving around two hours per week for early childhood teams in menu design, trusted recipes, kids discovering new ingredients and eating more vegetables.

food policy

The public supports policies to *improve healthy diets*. This is especially the case for advertising discretionary food to *children*, for example the '*Brands off our kids!*' campaign. The average Australian 5–8-year-old is exposed to *827* unhealthy food advertisements on television each year.

By 2025, our Own Brand products will only use characters, graphics and activities that could be perceived as primarily appealing to children on healthier product packaging.

When it comes to some *food policy* areas Australia does well with *food labelling*, including listing ingredients, nutrition information panels and restrictions on health claims on pack.

Health Star Ratings (HSRs) are a quick and easy way to compare the nutritional profile of similar packaged foods. Currently the HSR is voluntary, with *government uptake targets set* for 70% of intended products displaying the HSR by 2025. Woolworths displays the HSR on all intended Own Brand products to help customers.



Woolworths Group commitment to making 'healthier easier'

Stevie Wring, healthylife Advisory Board member and Woolworths Group's Head of Health and Nutrition, highlights our commitment to increasing healthier choices in customers' baskets:

"Our ambition is to grow the proportion of sales from healthier products in our supermarket by 50 basis points (bps) annually. To measure our progress, we define healthier products as those with a Health Star Rating of 3.5 stars and above.

"Woolworths is also committed to working towards the government's Healthy Food Partnerships reformulation targets. 76% of eligible Woolworths Own Brand products meet the targets for salt, sugar and saturated fat.

"We have been recognised by The George Institute as having the *healthiest supermarket own brand products* for the fourth year in a row and are committed to displaying HSR on pack for all intended Own Brand products.

"We aim to create meaningful initiatives. Key ways we bring this to life are through affordability such as featuring Prices Dropped on healthier products in our seasonal campaigns and through inspiration, including the online *Woolworths Making healthier easier Online Hub* which features healthier products, recipes and more."



food affordability

Woolworths Group Food and Health Survey 2022 insights show mixed perceptions on the cost of healthy eating. The top reason for not eating healthy (33%) was 'healthy foods are more expensive'; on the flip side the top reason for eating healthy was 'cheaper to eat at home.' This highlights the need for education around the cost of healthy eating.

We asked, how affordable is it to eat healthy compared to a year ago? Our 2022 survey insights were telling and a strong contrast to 2021, with:

- 66% saying it was much or somewhat less affordable, (39% in 2021).
- 23% seeing no change (45% in 2021).
- 11% saying it was much or somewhat more affordable (17% in 2021).

It is often thought that a healthier shopping basket is more expensive, however Australian research has shown a *healthy and sustainable diet* does not have to cost more (food costs can be up to **40% higher** in remote areas compared to capital cities).

"This is an important message to communicate with cost, often seen as a perceived barrier to healthy eating," says Woolworths Group's Stevie Wring.

"Food equity also plays a role. It's recognised that recommended diets may not be affordable in some low socio-economic or very remote areas, where

multiple factors impact on availability, affordability and quality of fresh food.

"We can increase the balance of core foods in shopping baskets through:

- Education and promotion of eating seasonal fresh fruit and vegetables, using frozen and canned varieties.
- Promoting consumption of a range of protein sources in the diet, including more plant-based sources such as legumes, as well as promoting, eggs and milk as economical and versatile protein options.
- Building greater understanding of what we buy (the Food Tracker tool can highlight core food groups in weekly shops), as well as educating on concepts such as meal planning to ensure we buy only what we need to reduce household food waste.
- Inspiring Australians to cook and eat core foods, by highlighting healthier products and recipes in catalogues, Fresh Ideas magazine, social media and online."

food security

Food security is *essential for good health*. Yet the number of people affected by food insecurity is *increasing*. '*Food security*' means having physical and economic access to a sufficient quantity and quality of safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life.

We have seen food security impacted in Australia over the last few years by the COVID-19 pandemic, bushfires, floods, droughts and wars. The pandemic *significantly impacted food security* with *pockets of food insecurity* appearing in areas not traditionally affected. The *Food Bank report 2021* estimated *more than one in six adults*, and 1.2 million Australian children, were experiencing severe *food insecurity*. And preliminary

reports suggest that the number of food-insecure Australians seeking food relief has *doubled in 2020* due to the pandemic.

Woolworths Group has numerous initiatives to try and improve food security, working closely with food rescue partners such as OzHarvest, Foodbank and FareShare, diverting surplus edible food from hundreds of stores. We are also opening more local distribution centres; warehousing staples in major regional centres to guard against extreme weather conditions; developing a strategy for food security in remote First Nations communities; and supporting community initiatives such as breakfast programs in remote areas.

why we need to eat a rainbow

Healthylife's Sarah Gray says fruits and vegetables offer more than the benefits we usually recognise, such as vitamins and minerals. They also contain naturally occurring *phytonutrients*, also known as bioactive pigments. Each pigment or colour is associated with multiple different phytonutrients and physiological functions, hence the benefit of eating a rainbow to maximise *health benefits*. To help people get variety we developed a guide on how to eat 30 different plant foods per week in the healthylife 'Ways to eat for gut health' health program.

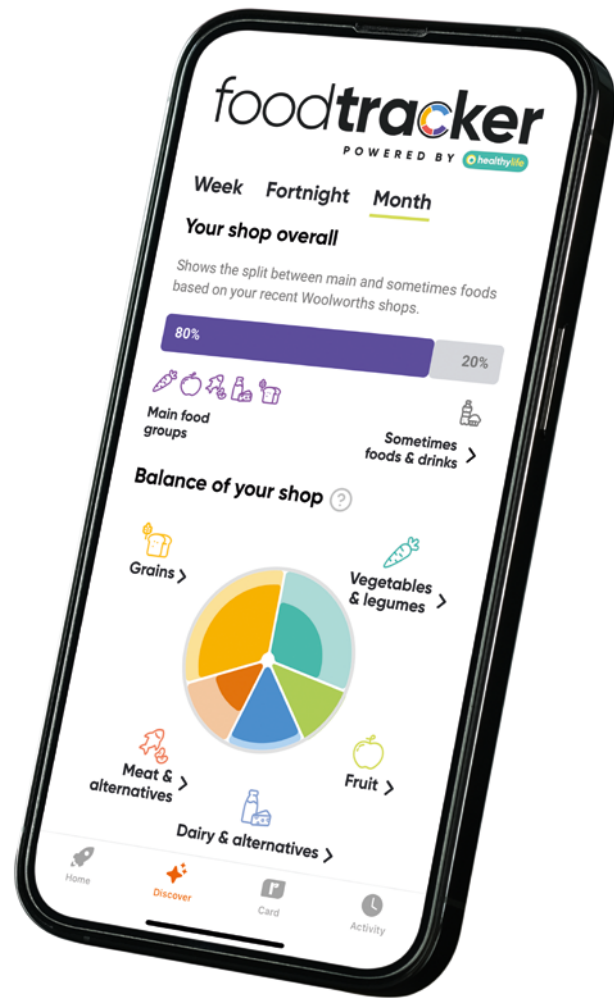
EXPERT TIP

Fruits and vegetables offer more than the benefits we usually recognise ... They also contain naturally occurring phytonutrients, also known as bioactive pigments.

– **Sarah Gray**, General Manager of Health and Nutrition, healthylife, Pharmacist and Nutritionist

making fruit and veg more affordable with the Odd Bunch

Customers can save at least 20% through the Odd Bunch range. Both affordable and adorable, the Odd Bunch range helps farmers sell more of their crop, so it doesn't go to waste, all while helping get more affordable fruit and veggies in to our customers' baskets.



Food Tracker powered by healthylife

Food Tracker launched in 2021 and has around 182,000 Australians signed up. This free tool is available via the Everyday Rewards and Woolworths apps. It helps Woolworths supermarket customers assess how healthy their shopping is. It encourages them to increase their consumption of core foods and reduce their intake of discretionary ('sometimes') foods, bringing their baskets more in line with the Australian Dietary Guidelines.

It looks at the balance and number of serves of each of the core food groups. It also gives the percentage split of the basket between core and discretionary ('sometimes') foods. A new feature, Healthier Options shows similar products to ones purchased but with a higher Health Star Rating.



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Woolworths Group sustainability report

Woolworths Group's is committed to having a positive impact as highlighted in the Sustainability Plan 2025. Progress is reported on annually, the [2022 Sustainability report](#) is available to view and download. Recent initiatives include:

- Creating Woolworths Supermarkets Supplier Sustainability Council– Healthier Choices, a forum to engage with our suppliers to support the achievement of our 2025 health commitments.
- 100% of supermarkets with food rescue partners as at 30 June 2022.
- Reducing food waste and supporting food security by donating over 50 million meals to OzHarvest since 2014.
- [Partnering with Landcare Australia](#) on Woolworths Junior Landcare Grants program to support Australian primary schools and early learning centres to be hands-on with sustainable food production.
- In 2022 the Free Fruit for Kids in-store initiative gave away over 19 million pieces of fruit.

plant-based protein

There is considerable innovation happening in the plant-based protein space and the demand for alternative protein foods (i.e. meat substitutes) is *expected to continue growing*.

Stevie Wring, Head of Health and Nutrition, Woolworths Group, says that global consumer insights demonstrate plant-based eating is becoming increasingly popular as it is aligned to consumer preferences, both for sustainability and cost reasons.

There is growing interest in consuming plant proteins as a way to complement rather than replace current eating patterns. Convenience will also play a big role as people seek ways to increase their intake of plant based foods and include more plants, particularly vegetables, in their everyday diet.

We have seen some evidence of this, with a 7.5% increase in the contribution of meat and alternative food group serves from ready-made meals, many of which include plant-based proteins. This suggests that convenience and health may both be contributing to plant-based protein consumption.



next steps

In light of the above research and findings, healthyLife's Advisory Board makes the following recommendations for action:

promoting healthy eating

This is a critical area, as dietary changes can relatively quickly follow with health benefits. We believe that businesses, governments, food producers and other bodies should use more positive health messaging around food.

This means talking about specific food groups and their health benefits (as detailed below) with a focus on what foods to eat more of rather than what not to eat.

Legumes: The greatest dietary risk factor for Australians is a diet *low in legumes*. Dietary guidelines recommend we eat *at least two serves* of legumes per week. *Mediterranean* patterns of eating have a focus on legumes with research to support many health benefits.

Vegetables: Economic *modelling* shows major savings to health expenditure if all Australians ate more vegetables. An extra half-cup of vegetables each day could reduce the rate of chronic disease people live with and reduce health expenditure by at least *\$200 million* per year. More than an 'eat more veg' campaign is needed.

Strategies could include:

- *Increase children's liking of vegetables* e.g. a *regular supply of vegetables* to early education centres and resources such as meal plans offered by *Woolworths at work*.
- Nudging people to buy more vegetables with tools like *Food Tracker*.
- *Food prescription programs* prescribed by healthcare professionals.
- Support for making vegetables *available at more eating occasions*.

Fruit: Eating an additional daily serve of fruit is associated with a *reduced risk of coronary heart disease*.

Wholegrains: Eating more wholegrains (three serves per day) is associated with *reduced risk of chronic disease*, important for more years of healthy living, and saving multimillions of healthcare dollars.

Dairy: Eating dairy foods is associated with *improved bone mineral density*, which helps protect against osteoporosis and osteopenia, conditions that can prevent someone from continuing to live independently and which cost the health system *\$2.75 billion* in 2012.

HealthyLife Ways to Well Eat More Veggies program has seen ~23,000 program completions across the 3 levels and ~8,900 unique users since October 2021.



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OUR DEFINITION:

From boosting your mood to keeping strong, and so much more, staying active is essential for a healthy life. At healthylife, moving more is about enjoying a level of fitness for the benefits of our physical and mental health (while being kind to yourself along the way!).

24.5%

of adults (aged 18–64) meet the physical activity guidelines

1 in 2

elderly Australians (aged 65+) don't meet the physical activity guidelines

43.4%

of adults decreased exercising due to COVID-19

3 in 10

people had arthritis or other musculoskeletal conditions in 2020–2021

2nd

biggest risk factor to the burden of disease in Australia is physical inactivity

Woolworths Group data:

~1M

kids play Woolworths Cricket Blast



how are Australians moving?

Many Australians don't get enough exercise. The *National Health Survey* found that only 24.5% of Australians aged 18–64 meet Australia's physical activity guidelines, however around 65.5% partly met the guidelines, completing the 2.5 hours of moderate physical activity per week. Clearly *there's room to improve*, with physical inactivity described by *some* as a pandemic that needs action. This is also partly driven by economic factors. COVID-19 pandemic-induced changes such as increased remote working and 'great migration' have reduced active commuting. It shows the influence social determinants have on our health.

For children aged 5–14 years less than one quarter (23%) undertook the recommended 60 minutes of physical activity per day, even lower than the number of adults meeting the guidelines. *AUSactive research* found that nearly three-quarters (72%) in outer regional and remote areas reported low levels of physical activity, compared to nearly two-thirds (64%) in metro areas.

"As the exercise and physical activity sector recovers from the devastating impacts of COVID it is pleasing to see many AUSactive business members reporting membership returning to pre-COVID levels and in some cases significant growth," says AUSactive CEO Barry Elvish.

Even better is that many people who started exercising at home during the pandemic are joining gyms and exercise classes, further extending their activities' benefits.

"The COVID-induced pivot to virtual exercise has seen many Australians who started exercising for the first time at home now seeking greater social connection and a variety of equipment through gym memberships and outdoor group exercise."

BIG W store-purchase data paints a nuanced picture. Sporting equipment (e.g. balls, golf, tennis) sales were up by 22% from July 2022 through January 2023 over the same previous period, indicating people playing their sports again. Yet fitness products declined by 10%. This decline is possibly due to fitness products being a 'surge' category in 2020 and 2021 (when many Australians were in lockdown).

A key question is whether, and to what extent, government, business and other bodies can play a constructive role. One initiative that shows promise as a scaled-up intervention is the 2018 New South Wales (NSW) government voucher program, '*Active Kids*'.

It supports structured physical activity registration for school-enrolled children aged 5–18.

The program was designed to see the effects of a financial incentive for participation in physical activity. The program found participants *increased their days of physical activity* from 4.0 to 4.9 per week after only six months. The active children were overall happier than their low-active counterparts. The program is funded until June 2023 with 72% of eligible people taking up the offer.



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COVID-19 and exercise

How has the COVID-19 pandemic affected Australians' physical health and fitness? *AUSactive's 2022 report 'A more active Australia for a healthier nation'* combined research and economic modelling into physical inactivity and COVID-19. It found that we also experienced physical inactivity and mental health 'pandemics'. This is despite our data showing increased at-home exercise equipment purchases through 2020 and 2021. The picture is nuanced, with other factors (such as mental health, time pressure and physical health) likely influencing decisions.

AUSactive found physical inactivity was the *second-largest risk factor* to the burden of disease in Australia, costing \$15.6 billion per annum in healthcare and lost productivity. Just 12% of the nation is aware of the recommended physical activity levels. Other findings included a 25% reduction in national physical activity levels and 41% of Australians having less money to spend on exercise.

These are alarming figures, and AUSactive's report is not an outlier. A Swinburne University of Technology survey of more than 5,000 Australians *commissioned in 2020* found that "COVID-19 has resulted in reduced exercising", with 43.4% of respondents reporting decreased exercising since the pandemic's start. As the COVID-19 pandemic receded from its 2020–2021 peak, early evidence showed that Australians are beginning to exercise more. AusPlay data shows that children (aged 0–14) are getting back to *regular sport participation*: 47% played out-of-school sport or engaged in physical activity in 2021–2022, up from 42% in 2020–2021. For adults *there has been a similar effect*, with 44% reporting exercising at least five times per week in 2020 versus 42% in 2019.



sport is good for wellbeing

Woolworths Group proudly supports more than 1.4 million children to participate in netball, cricket and surfing each year.

Healthylife's Dr Dinesh Palipana is also the NRL Gold Coast Titans' Leagueability team doctor; he notes that playing sport, especially team-based sport, provides good *outcomes including*:

- improved resilience
- improved mental health across the life course
- positive role models
- social connectedness
- higher likelihood of meeting physical activity guidelines and continuing physical activity long-term.

"There's no doubt there are wellbeing benefits too," he says. "For example, 88% of Australians believe sport is good for bringing their communities together."

Woolworths supporting Australian kids to be active

With only 23% of children aged 5–14 meeting the physical activity guidelines it is crucial to encourage participation. Woolworths Supermarkets' Pick Fresh Play Fresh Netball Grants have given over \$1.2 million to more than 300 local Australian netball communities over the last five years. They aim to inspire healthy eating habits, helping kids to play at their best. Around 130,000 kids participate in the Woolworths NetSetGo each year.

Woolworths sponsors Surfing Australia's SurfGroms, which uses group-based games to teach skills and encourage participation. Around 10,500 kids participate each year. We also donated \$30,000 in grants and equipment to Lismore District Netball Association, a community severely impacted by floods.



engaging First Nations school boys

After a two-year COVID-19 hiatus, the Clontarf Foundation brought together 900 First Nations school boys from across NSW and QLD for the Ross Kelly rugby league competition in September 2022.

As partners with Clontarf, the NSW Woolworths store teams worked together to feed 900 First Nations Clontarf students breakfast, morning tea, lunch and afternoon tea so they could perform at their best on the day.

The Clontarf Foundation works with students to engage them in education so they stay at school, do well at school and enjoy school. Sport and other events are a big part of the engagement.



Titans together

The Gold Coast Titans NRL team has since 2020 been running its 'Titans Together' program, which aims to Care, Include, Unite and Inspire. It's a *community engagement program* and includes '*Leagueability*' teams (for people with physical disability and intellectual disability), which now include more than 40 participants and have a strong following in the Gold Coast and Northern Rivers communities.

The Titans also support the Disabled Surfing Association of Australia, Down Syndrome Queensland, Touch Football specialised and the Down Syndrome run-out event.

Healthylife's Dr Dinesh Palipana, doctor for the Titans' Leagueability team says, "These initiatives provide many physical, mental and emotional benefits and show sport's ability to bring communities together." *Research* into the program by Griffith University revealed that it increases, per the report:

- **Social capital:** by way of enjoying trustworthy interaction and cooperation with the people in my community.
- **Collective identity:** a strong sense of belonging to the community or group where I live or work.
- **Well-being:** feeling good about physical and mental health and social interactions.
- **Human capital:** having the necessary knowledge, skills and competencies to develop as a person.

"Family members and *Leagueability volunteers* stressed that they also have advanced their social relationships through the program," says Dr Palipana. "Additionally the results indicate that family members of players and Titans players have the highest willingness-to-volunteer and willingness-to-fundraise.

"Having says all that, sport is a quintessentially Australian conversation. By fostering inclusion in sport, we as a nation foster inclusion in so many other areas."

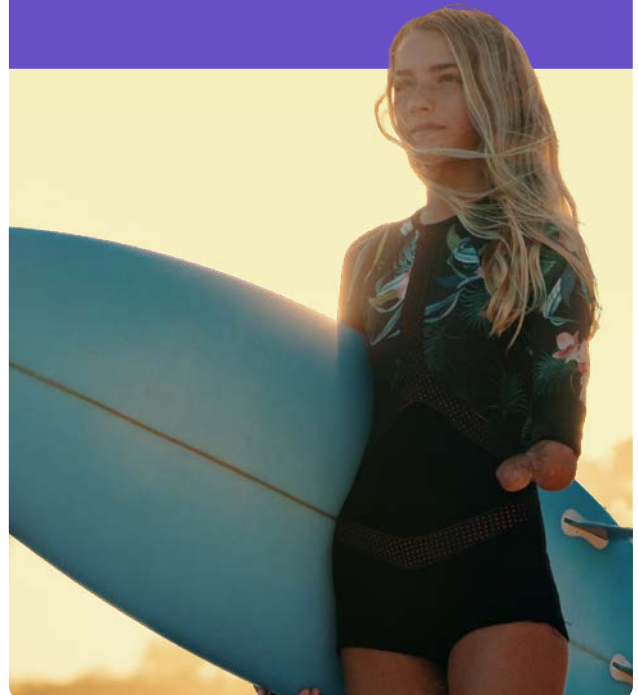
exercise for people with disability

For some Australians living with disability, exercising can be challenging, whether due to mobility needs, sensory needs or lack of suitable facilities. The Department of Health and Aged Care *estimates that* "three-quarters of people aged 15 and over with disability are not sufficiently physically active". This compares with around half of those not living with disability.

Similarly, the Disability Support Guide *notes that* "83 percent of older adults with a disability (aged 65 and over) are not physically active enough, compared with 62 percent of older people without a disability".

Lack of access to suitable gym facilities is a significant problem, with global research suggesting *three barriers* to participation: perceived conflict between gym values and disability, influence of a previous gym identity and experiences of psycho-emotional disablism.

However, there are many opportunities for people with disability to play sport. The Department's Disability Gateway has *information* on state and territory opportunities.



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falls and musculoskeletal disorders

Falls and musculoskeletal disorders are very costly to both the health system and quality of life. Why is this the case, and how can we start moving towards better outcomes? Part of the answer is in moving more.

falls and prevention

Falls are the *number-one cause* (42%) of injury-related hospitalisations and deaths (40%) in Australia, with more than half of the resulting hospitalisations involving a fracture.

Healthylife's Dr Rob McCartney says that "falls take a considerable toll on people, who often have their movement and ability to conduct day-to-day work, care and other activities curtailed."

"They can also lead to more serious interventions, such as joint replacements and bone repairs. Fortunately, there is *much that we can do* to prevent falls and their related injuries. Falls don't have to be a part of life including ageing.

"We need to keep people moving, participating in *activities for balance and strength* such as dancing, Pilates, yoga, home exercise and gym. Investing in reduction of falls gives back years to quality of life and dollars to the health budget."

A very common fracture from a fall is a hip fracture which becomes particularly burdensome for those suffering, along with their families and the health system. The death rate in the first year after hip fracture surgery is high at between 15–36%.

In our offices, stores and other locations, we have rolled out a workplace-adjustments policy to facilitate changes to premises and procedures to minimise fall risks. This is both a 'people-first' and a 'business-first' move, as falls cost Australians and the Australian economy a *considerable amount every year*. In 2015–2016, 'Injury' was Australia's third-highest area of healthcare spending (\$8.9 billion), with 'Falls' associated with the most spending (\$3.6 billion, or 41% of the total).



fall and fall-related injury prevention

The National Institute on Ageing suggests *six ways to help prevent falls*:

- Check with health care providers about medication side effects.
- Improve home safety with night lights and bathroom grab rails, and by securing carpets to the floor.
- Stand slowly to avoid dizziness.
- Participate in strength and balance exercise.
- Have vision and hearing regularly checked.
- Equipment available e.g. cane or walker to provide extra stability.



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musculoskeletal disorders and prevention

Dr McCartney says that “musculoskeletal injuries and conditions in the workplace are perhaps most associated with building and construction, but are prevalent in all fields”.

To help reduce workplace injuries, we have rolled out for line managers at Primary Connect, who manage big distribution centres, a three-part e-learning training program focused on Caring (people-focused injury management), Knowing (understanding the role of the line manager) and Doing (confidence to follow the injury-management process). We are measuring the year-one results but expect to see fewer injuries and less time lost.

Other measures include redesigning our tote moving trolleys, lowering Fresh Service department scales and subtly refitting our storage, distribution and in-store spaces for better ergonomics and reduced injury risks. With the significant change in customers’ shopping habits, including online shopping, the volume of manual handling in stores has increased. We believe the resources we have committed to these and other measures to be well-allocated.

In 2018–2019, *Musculoskeletal disorders* (13%) were the second only to cancer (18%) as a contributor to Australia’s burden of disease. However, they represented the *highest area of expenditure*, at nearly \$14 billion.

“The chief preventive measure is training in lifting and manual handling, ergonomics and appropriate exercises, such as stretching,” says Dr McCartney. “*Workplace initiatives* around early responses to injury, awareness and training from occupational therapists, specialised back-care sessions and risk assessments coupled with education programs and regular engagements with specialist practitioners can reduce the incidence and severity of musculoskeletal problems.

“Active occupations are an important contributor to people’s overall activity levels so attention to safe movement in the workplace is essential.”

good for body and mind: why we should move more

Physical exercise *benefits* are significant; they include:

- **Immediate benefits:** improved cognition, sleep and reduced feelings of anxiety.
- **Weight management:** by burning energy and regulating appetite.
- **Reducing health risks:** including heart disease, diabetes and some cancers, chronic conditions and mortality risks.
- **Strengthening bones and muscles:** maintaining muscle strength is especially important as we age.
- **Improving ability to do daily activities and prevent falls:** by improving strength, balance and overall physical functioning.

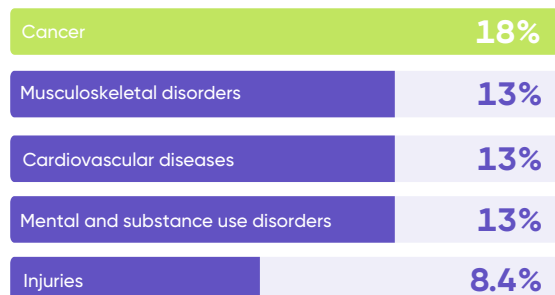
Further, there is no doubt that *physical exercise positively impacts mental health* including mood, self-esteem, cognitive functioning and decline, depression, and quality of life. Improvements to people’s mental health could produce large benefits, mainly improvements to people’s quality of life, valued up to \$18 billion per year according to the *Productivity Commission report*.

Healthylife’s Dr Moira Junge, notes that “exercise is good for both mind and body. We know that when you’re active, your brain releases chemicals that improve your sense of wellbeing. It boosts self-esteem and concentration and helps you sleep better.

“We also know there are other benefits including feeling less stressed, having more energy and motivation and being more resilient against negative emotions like anger and frustration.”

Finally, she also notes that *being outdoors*, whether in your garden or at a local park, increases exercise’s wellbeing benefits, a finding backed by research from many sources.

chronic disease and injury that caused most burden 2018



Source: *Australian Burden of Disease Study 2018: key findings*





Urban planning

We note that *urban planning and environmental design* can play an important role in participation in physical activity and health.

The neighbourhoods people live in have a major impact on their health and wellbeing as do workplaces where people may be exposed to things that can harm their health. Local, state, and federal government initiatives can help reduce these health and safety risks and promote health.

These include such measures as considering:

- 'Walkability' including walking paths, safe footpaths and crossings that connect homes to schools and shops.
- Cycling paths and bike lanes to schools, transport hubs and workplaces.
- Location and number of fitness facilities, playgrounds and parklands.

workplace design

Similarly, businesses can make their premises more conducive to good health and good habits. They can design workspaces to encourage movement (walking meetings, standing desks, table tennis tables, improve stair access); subsidise gym memberships and/or give time for exercise breaks; sponsor workplace sports teams and organise in-house activities such as yoga, Pilates or massage.

The potential *economic benefits are significant*. Companies with strong health and wellness programs have been shown to outperform others on the stock market. The investment community could benefit from scrutinising health and wellness metrics when they value companies.

Comcare notes that the key *benefits of safe and healthy work include*:

- greater productivity
- increased job satisfaction
- greater work participation and increased social inclusion
- increased individual, team and organisational resilience
- lower absenteeism rates
- fewer workplace injuries and faster return to work.

next steps

In light of the above research and findings, healthylife's Advisory Board makes the following recommendations for action:

health and fitness initiatives

We support initiatives such as AUSactive's recommendation for a series of programs that would deliver improvements in five major chronic conditions and claims. These initiatives could deliver \$2.9 billion of *health and economic benefits*, with a return on investment of \$3.11 for every \$1.00 spent.

encouraging exercise

Governments could consider subsidising physical activity similar to the NSW Government's Active Kids voucher scheme for more age groups and/or a voucher scheme similar to the COVID-19 variety of dining and entertainment programs to reduce the financial barrier to exercise.

disability

Living with disability should not prevent Australians from taking the best care possible of their physical health. To this end, government and business should ensure that good access to facilities and premises is widespread. Sports clubs and venues should be encouraged to accommodate members living with a disability.

urban planning

Governments should assess neighbourhoods and provide facilities to encourage people to walk or ride to their destinations and enjoy more time outdoors.

workplace design

Workplaces should focus on making their premises safer and more conducive to good health. This includes measures such as improving ergonomics and safety, encouraging physical activity and providing training on safe movement, lifting, etc. as required.

COVID-19

With the pandemic ongoing, government and business alike should promote messages about exercise's importance as a protective healthcare measure.

falls and musculoskeletal disorders

In addition to promoting regular exercise – including strength training – assistance for the elderly and measures to help prevent falls, such as providing hand rails and ramps, should be prioritised.



overview



eat healthy



move healthy



feel healthy



stay healthy



outlook



feel healthy



overview



eat healthy



move healthy



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stay healthy



outlook

OUR DEFINITION:

Feeling healthy means feeling good – not just physically but mentally. At healthylife, good mental health means you're able to engage with life, be productive and cope with the normal stresses and curveballs that come your way. Because let's face it: we all want to live a healthy and happy life!

1 in 5

Australians reported a mental or behavioural condition in 2020–2021

3.4M

Australians saw a health professional for their mental health in 2020–2021

16%

of Australian households experienced at least one financial stressor in 2020–2021

63%

of workers' mental health was negatively affected by their work

#1

most important thing for wellbeing is 'family/partner support and love'

Woolworths Group data:

38.8K

Woolworths employees have downloaded the Sonder mental health app

what does it mean to feel healthy?

There's no doubt that mental health is as important as our physical health when it comes to whether we 'feel healthy'. For this report, when discussing feeling healthy we are primarily focusing on our mental health, including emotional, psychological, spiritual and social wellbeing and the factors that influence it. Good mental health helps people cope with life's stressors to function productively, make good decisions and contribute positively to their community.

Social determinants of subjective wellbeing, a 2021 'data insights' publication from the Australian Institute of Health and Welfare (AIHW) identified the following factors as being the social determinants of life satisfaction:

- **Financial factors:** research indicates that income is less relevant to wellbeing than wealth. It has been suggested that how people spend their money is particularly important: "It has been argued that conspicuous (that is, visible and positional) spending increases life satisfaction, particularly when individuals use it to differentiate themselves from others in their reference group." It is also suggested that spending on experiences, not possessions, or on other people rather than oneself, can improve wellbeing.
- **Education:** the relationship between education and wellbeing is complex. It can be negative due to increased expectations; however, it can also be positive due to indirect positive effects, including increased income and better health.
- **Employment:** having a job is associated with improved wellbeing. Perceived employability is also important as it can be a protective factor even among the unemployed.
- **Health:** the relationship between physical and mental health is bidirectional – improvements or decrements in one will similarly affect the other. Mental health is a strong driver of subjective wellbeing, though some studies consider it an outcome of wellbeing rather than a determinant.
- **Family dynamics:** married individuals report higher life satisfaction than those in other arrangements. Similarly, transitions into relationships, marriage or cohabitation significantly increase wellbeing, while transitions out have a negative effect. The impact of having children is less clear and studies report both positive and negative effects.



Healthylife's approach to diversity, equity and inclusion

Healthylife is committed to diversity, equity and inclusion in the content, programs, services and products offered, making these accessible without barriers wherever possible.

We are aware that inequity in access to content can further disadvantage groups who may already experience difficulty with access in health and wellness spaces. To this end we are further committed to:

- producing content across a broad range of topics
- acknowledging the breadth of diversity in our population
- committing to diverse voices and representation in imagery
- being mindful of accessibility of content
- service providers who can cater to needs of diverse consumers.

- **Social networks:** social connectedness, formal and informal social networks and participation in clubs or organisations have all been found to be positively associated with improved subjective wellbeing.
- **Location:** encompassing geographical context, neighbourhood characteristics, crime rates and physical aspects of the local area (such as green spaces and protected areas) can all impact subjective wellbeing.
- **Life course perspective:** 'life course perspective' recognises the cumulative impact of life experiences and events over time on subjective wellbeing. Studies generally find satisfaction and wellbeing increase as we age if negative health effects and financial impacts are absent.

Healthylife's Dr Moira Junge noted that "within these broad categories, we can identify further factors that can impact our subjective feelings of wellbeing.

“workplaces are changing as employers recognise that **staff wellbeing impacts performance.**”

“'Life course perspective' and 'finances', for example, can be strongly impacted by the media we consume and the contexts and cohorts within which we place ourselves.

“Online communities and social media can play a similarly important role. Overall their impact is mixed, though there are some suggestions it is, on the whole, mildly positive, *chiefly due to social bonding and increased social capital.*”

“Similarly, workplaces are changing as employers recognise that *staff wellbeing impacts performance.* Emphasising worker engagement and inclusion, focusing on company culture and encouraging diversity can all improve work satisfaction and wellness. However, these measures and programs must be, and must be seen to be, genuine rather than as 'box ticking' exercises.”

coffee to relax?

Australians love their coffee, with 84% of Woolworths shoppers *enjoying it every day* and three in five saying it helps them relax. But is coffee – a mild stimulant – good for you, especially if you're getting a regular dose (two in three shoppers enjoy more than one cup per day).

Research is ongoing but shows moderate consumption, (defined as three to four cups a day) outweighed the risk for most health outcomes. Some research shows a *possible link* between coffee consumption and decreased mortality. For some people though there may be a risk of increased heart rate, anxiety and sleep disturbance, and for pregnant women *FSANZ* recommends only 200mg caffeine, around two cups per day.



overview



eat healthy



move healthy



feel healthy



stay healthy



outlook

how are **Australians feeling?**

How, then, are Australians feeling? The first *Mental Health Australia Report to The Nation 2022* found for the most part, we are a happy and socially connected nation who support one another. However, there are many areas at population level where our mental health and wellbeing could be strengthened. Fewer than half of us feel part of a community and we are more likely to help others than ask for help ourselves. While noting that “a person does not need to meet the criteria for a mental illness to be negatively affected by their mental health”, the AIHW explored *mental illness’s prevalence* in the 2021 *National Study of Mental Health and Wellbeing*.

It found that more than two-fifths of Australian adults (aged 16–85) had experienced a mental disorder in their lifetime, with around half that number experiencing symptoms in the 12 months prior to the study.

Anxiety disorders (16.8%) were the most common, followed by affective (7.5%) and substance abuse (3.3%) disorders. Those aged 15–24 had the highest proportion of mental or behavioural conditions (27.5%).

Financial stressors impacting health and wellbeing likely include the cost of living. This is becoming more acute now than during the reporting periods due to increased mortgage rates and energy costs with inflation.

We have known for some time that even relatively simple financial tasks can cause stress. Consumer Affairs Australia and New Zealand’s *Australian Consumer Survey 2016* found that it costs Australian consumers more than \$16 billion a year to resolve consumer problems, with businesses shifting the cost of resolving problems back onto consumers.

Navigating markets and making complex decisions to find the best costs for utilities, insurances and household essentials adds pressure and stress on top of other responsibilities.

We saw a 55% increase in Woolworths team support cases dealing with financial assistance from 2021–2022. Woolworths has a strong partnership with Good Shepherd, offering financial assistance and support to those in need.

Such assistance is becoming increasingly important with a 2022 research paper discussing *financial insecurity’s impact* on mental health. Those with pre-existing poor mental health are more vulnerable to the impact of *recessions* with poor mental health also a risk factor for numerous other health conditions.



books and games

BIG W sales data shows wellbeing and health book purchases were again up, by 17% in 2022 (in 2021 they were up by 63%). Board games were up 4% and jigsaw puzzles were down 18% due to surge buying for the two COVID-19 years.





Healthylife's approach to ageing

Language, and the attitudes it reflects, can affect self-confidence and motivation and have direct and indirect impacts on our health. How we talk about ageing and the tone we set is very important for our audience so healthylife has set a tone of voice based around embracing ageing. The key idea is to drop the 'anti' attitude and allay fear of ageing or the view that it is a condition to be cured.

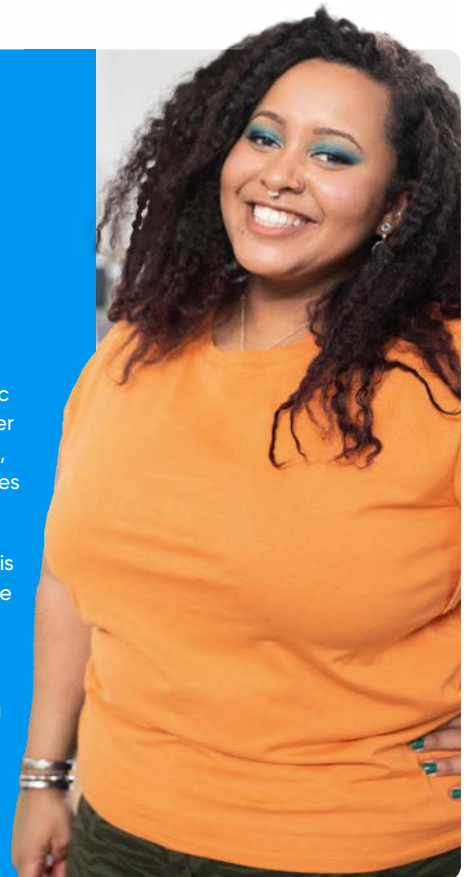
Where possible we will change the phrase 'anti-ageing' to 'ageing' or 'healthy ageing', and where suitable using positive language, such as 'feeling your best at any age' with the health focus on mind, body and spirit over physical appearance.

Healthylife's approach to **body weight**

How we talk about weight and the tone we set is very important for our audience. *Weight bias is real* and continues to be influenced by society's view of 'health', the desire for thinness, and achieving weight-loss goals. Studies have demonstrated that weight bias, stigma and discrimination can impact a person's *social identity*, access to healthcare, employment and *mental health*.

The healthylife tone of voice on weight is based around a non-weight-centric approach. We talk about intuitive eating, focusing on internal cues for hunger and fullness, mindful eating, achievable behaviour change, size acceptance, what to eat more than to avoid, nutrients over kilojoules, a variety of measures of health and positive language to support self-care.

In this report we avoid the paradigm often within the health circle that obesity is a matter of choice and an individual's responsibility. This dominant perspective combined with a disease-focused medical model overly simplifies the complex issue of obesity and can lead to unintended consequences such as increasing body weight stigma. To create positive change we look at a systems-level approach and how this can help reduce a range of contributing factors, including overweight and obesity to chronic disease. Woolworths Group has engaged with discussions on the National Obesity Strategy and aims to work collaboratively with the government on outcomes.



overview



eat healthy



move healthy



feel healthy



stay healthy



outlook

what makes Australians feel healthy?

Mental Health Australia's *2022 Report to the Nation* surveyed Australians' mental health and made several significant findings. Overall, on a 1–10 scale (with 1 being the lowest and 10 being the highest), we reported a 6.9 score for overall mental health.

The lowest result was 6.2, for 18–39 year old Australians and the highest was 8.1, for 0–8 year old Australians.

The Report also asked respondents to describe "something that is important for your mental health and wellbeing".

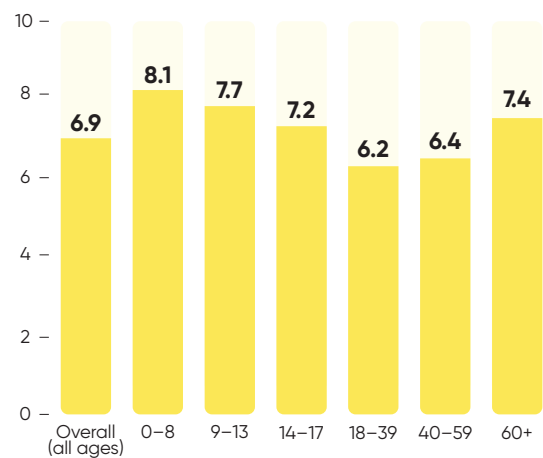
The top five responses were:

- family, partner support and love
- friend, socialising and connecting with others
- physical activity, exercise, sport
- being positive, happy, calm, not stressed
- having time to yourself, personal time, time to relax.

There is also a growing *body of research* indicating that pet ownership can improve mental wellbeing.

average mental health score

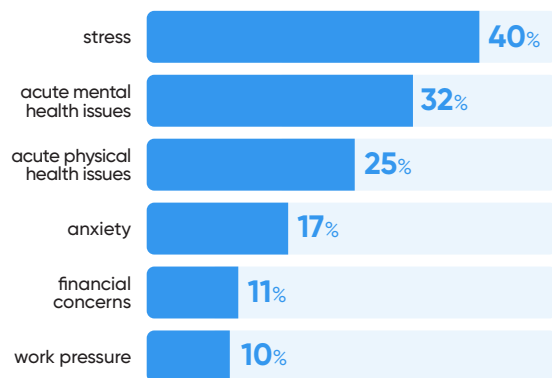
(by age group)



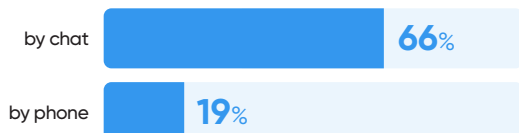
Source: Mental Health Australia, *Report to the Nation 2022*.

presenting challenges to Sonder service

(Woolworths Group team)



method of accessing Sonder support



Sonder and support: an ongoing commitment

Woolworths is committed to its employees' wellbeing. That's why we have made the Sonder app available to all staff.

Sonder is a 'digital care platform' that offers 24/7 medical, safety and mental health support. It uses a certified model and accredited professionals to help users protect and maintain their wellbeing, and to resolve any problems that may arise.

To date, more than 38,000 team members in Australia have downloaded the app. That represents around one-fifth (22%) of the workforce. Of those users, nearly two-fifths (37%) have used the app – a much higher use rate than traditional employee assistance programs (EAPs).

"Our offerings are built around team members' needs," says healthylife's Dr Rob McCartney. "We know that there may often be more than one presenting issue, for example financial difficulties and anxiety. This requires a holistic approach, which Sonder provides."

Outside the app, we strive to offer team members different levels of support according to their needs. Some may prefer self-help solutions while others may prefer face-to-face assistance or even, in extreme cases, a first responder's assistance.

did you know?

Mood and food

Eating a healthy diet has benefits that reach beyond nutrition, says healthylife's Simone Austin:

- Eating higher intakes of fruit and vegetables is associated with greater life satisfaction and wellbeing.
- One study found the life-satisfaction benefit of eating eight portions of fruit and vegetables a day to be the same, over 24 months, as that of moving from unemployment to employment.
- Mental health and wellbeing is impacted by diet, with the risk factor for depression increasing with an unhealthy diet.
- Following a Mediterranean diet and eating 30g (a handful) of nuts a day may improve cognition and reduce the risk of depression.

complicating factors

There are also risk factors or complications that can make us more prone to struggle with our mental health and sense of wellbeing.

- Same-sex couples, for example, reported nearly twice the rate of mental health conditions than the 'all people' rate (16% compared to 8.2%).
- Similarly, people living with disability report much higher rates of psychological distress (32%, compared to 8% for those without disability).
- Indigenous Australians report higher rates of mental health and behavioural conditions (24%) and are 4.3 times more likely than non-Indigenous Australians to have used the Access to Allied Psychological Services program.

Australia's employers can take positive action to help reduce such complications. In 2022 Woolworths Group completed our 'Painting Parramatta with Pride' project, fostering LGBTQ+ inclusion in Sydney's 'second CBD'. Results included increases in team members publicly identifying as LGBTQ+ (4%), noticing 'Welcome Here' stickers in Parramatta LGA shops and venues (5%) and feeling comfortable offering ideas to improve how they work (9%).

climate change and mental health

Finally, climate change is also impacting our mental health. A December 2022 report by the Climate Council and Beyond Blue found that:

- More than half (51%) of Australians surveyed are "very (25%) or fairly worried (26%)" about climate change and extreme weather events in Australia.
- Around two in five (42%) are "very or fairly worried" about their community facing further disasters during the current summer.
- More than half (51%) of Australians who experienced climate-fuelled disasters since 2019 say their mental health has been somewhat impacted, of which one in five (21%) claim that the disaster they went through has had a "major or moderate impact" on their mental health.

Research has found that respondents across all countries were worried about climate change. Many reported a high number of negative thoughts. Climate anxiety and distress were correlated with perceived inadequate government response.

Per our 2022 Sustainability Report, Woolworths is committed to four 'Planet Goals': 100% green electricity by 2025; zero food waste to landfill by 2025; net positive carbon emissions by 2050; and responsible stewardship of natural resources. Progress towards our goals has benefits beyond the environment, including giving our customers, employees and stakeholders confidence that we're taking genuine action towards mitigating climate change.

On a similar note, perceived failures by governments to take climate-related action increases distress. Thus, taking action to combat climate change will not only help address the climate crisis, it will also reduce distress in the population.

Many Australians have in recent years been directly affected by extreme weather events, including floods and fires, associated with climate change. Research into climate anxiety has shown harmful impacts on physical health, mental health, and social relations from exposure to extreme weather events that are associated with climate change.



overview



eat healthy



move healthy



feel healthy



stay healthy



outlook

COVID-19 impact

Preliminary data indicates that the COVID-19 pandemic has had an overall negative impact on Australians' mental health *despite Australia's* comparative low mortality and physical morbidity compared to some other countries due to the virus.

Poor mental health over the early period of 2020 was felt most by young people, those with pre-existing mental health conditions, and the financially disadvantaged, who experienced greater declines.

A 2021 national online survey to examine COVID-19's impact on children's mental health and wellbeing, conducted by Australia's National Children's Commissioner on request from the National Mental Health Commission, made *several key findings*:

- 41% of children reported that the pandemic had a negative impact on their wellbeing.
- Lack of social engagement and contact with extended family and their friends was a key concern.
- Many children reported struggling with remote learning due to boredom, lack of learning supports, lack of structure, poor focus and inaccessibility to digital technologies to support their learning.
- Children reported seeking help from family and friends significantly more than accessing formal services.



sleep: essential for good health

Sleep's impact on health and wellbeing has been recognised for many thousands of years. In the fifth century Hippocrates says that "Sleep and watchfulness, both of them, when immoderate, constitute disease."

More recently, but still many hundreds of years ago, Shakespeare famously and accurately referred to sleep as "*nature's soft nurse*"¹. He understood effects of sleep disappearing in the presence of an active mind: "O sleep ... how have I frightened thee"?

Fast forward to the 21st century and with the fast pace of life and technology entertaining us well after the sun has gone down it can be difficult for people to value sleep and to get enough of it. Healthylife's Dr Moira Junge is also CEO of the *Sleep Health Foundation (SHF)*, Australia's leading advocate for healthy sleep; she *notes that*:

"Healthy sleep is vital for physical health, mental wellbeing, safety and productivity. Over 20% of the population suffer from sleep problems on a daily or near daily basis, and over 50% of Australians have at least one symptom of a sleep disorder. Inadequate sleep increases the risk of having chronic health conditions, including poor mental health. Despite this, sleep health receives little attention from governments and policy makers relative to other aspects of healthy living, such as diet and exercise."

Dr Moira Junge says healthy sleep promotes high energy levels and helps achieve optimal body weight, so it needs to be considered alongside advice about diet and exercise. If sleep can be valued, prioritised and protected then there will be a flow-on effect with the increased ability to eat better and to exercise more.

For most Australian adults 7–9 hours of good-quality sleep (preferably at regular times) is required most nights to maintain optimal health. Younger people need more and it is vital for optimal development.

According to the Sleep Foundation's latest data, *inadequate sleep* costs the Australian economy \$66.3 billion per annum. This total is made up of \$26.2 billion in financial costs and \$40.1 billion in the loss of wellbeing.

With the disrupting effects of the COVID-19 pandemic on the ways we work and live, more people are working outside of the traditional 9–5 work day. Shift work can be described as any shift outside the normal daylight hours of 7am to 6pm. *About 1.5 million Australians* are currently employed in shift work in a range of industries, including health, emergency services, manufacturing, hospitality, and mining.

1 "O sleep, O gentle sleep! Nature's soft nurse, how have I frightened thee, that thou no more will weigh my eyelids down, and steep my senses in forgetfulness?" – William Shakespeare, Henry IV, Part 2.



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Dr Moira Junge notes that “this figure is an under-estimate as it doesn’t account for the many millions of Australians working from home, on their computers, outside of 7am–6pm.

“There is increasing *evidence* that shift work can lead to very serious health consequences via poorer sleep and circadian rhythm disturbances, as well as strains on family and social life.

“The National Preventive Health Strategy should recognise sleep as a core pillar of health.”

The *Sleep Health Foundation* notes that people often recognise the importance of sleep but don’t prioritise it enough. Sleep is a readily modifiable behaviour once people are given the right information or interventions to deal with the challenges preventing quality sleep.

Currently these challenges include getting good-quality information out to the community about how to improve sleep health. This is something that can be tackled via government funding and policy, corporate social responsibility and personal responsibility.



mental health in the workplace

“When we think about health and safety in the workplace, historically mental health has been almost an afterthought,” says healthylife’s Dr Rob McCartney. “The last few years have come with a lot of changes, and amongst them is a shift in the way that we think about mentally healthy workplaces.”

With nearly two-thirds (63%) of workers having their mental health *affected by workplace diversity*, and with companies focusing on culture and becoming desirable places to work, investing in flexibility and inclusion seems prudent.

Dr Rob McCartney notes that while every workplace is different, a workplace that promotes mental health will:

- Create a positive, encouraging and supportive workplace culture.
- Deploy workplace practices to identify, assess and, if necessary, remove or manage psychosocial hazards.

- Not tolerate discrimination of any kind.
- Build structures to support employees with mental health conditions and those returning to work after suffering physical or psychological harm.

“*One study* shows that improvements in mental health in the workplace will have healthier employees overall with, on average, every dollar spent on improving mental health returning \$2.30 in benefits,” he notes.

Such measures are important as workplace stressors can also impact mental health. The Diversity Council of Australia’s report *Mapping the State of Inclusion and Mental Health in the Australian Workforce* explores *workplace inclusion’s impact on mental health*. It found that 31% of workers reported that work had a negative impact on their mental health, while 32% reported a positive impact.

Woolworths Group's health initiatives: walking the walk, not just talking the talk

Woolworths Group believes in creating a safe and inclusive workplace where diversity in all its forms is valued, and every team member can be their best self. Our *inclusion strategy* currently focuses on five pillars of diversity: Gender Equity, LGBTQ+ Inclusion, First Nations Inclusion, Disability Inclusion and Cultural Diversity.

Overall health and in particular mental wellbeing is a high priority for all team members. 'I am here,' brings together Sonder organisational wellbeing and safety services available 24/7 to support the Woolworths team and their families. Easy to access features via a phone app, a Sonder in-house medical team and in-person responders and a library of resources available.

We promote freely available healthy life resources to the team such as the *Resilience Made Simple guide* with ways to support building resilience and tips for kids and teens.

Financial support is also available with the Frolo app and Good Shepherd to help with financial management along with, a team bank and team discount benefits.



built environment

Australia is in the midst of a *\$218 billion infrastructure boom*, with major projects in the planning pipeline across the nation. It is critical that these projects not only comply with environmental requirements but also provide genuinely increased amenity to users. Parks, green spaces, and cycle tracks must be included where possible. It is possible for such projects, especially for urban infrastructure, to *improve equity and health*, for example, by including health impact assessments in the approvals process.

next steps

In light of the above research and findings, healthylife's Advisory Board makes the following recommendations for action:

climate change

Addressing climate change should be an urgent priority for all Australians. With climate change driving anxiety disorders as well as social and economic change, it is clear that government and businesses must enact and promote strong action to combat climate change and keep the public informed with timely and accurate information.

sleep

Education on sleep – its importance and how to improve one's quality of sleep – should be the focus of campaigns by government, health organisations and responsible businesses alike.

workplace culture

Businesses need to give employees' mental health in the workplace the same priority as their physical health and safety. Implementing transparent and accountable management and aligning businesses with socially important goals (such as fighting discrimination and climate change) will benefit employers and employees alike.

mental health

Government and private mental health services must be well-funded and their geographic reach increased. With more than 40% of children reporting negative impacts from the COVID-19 pandemic we must concentrate on building this cohort's resilience and social engagement.

built environment

Australia must plan now to ensure that the significant public monies allocated to infrastructure projects deliver public health benefits as well as productivity and economic gains.



overview



eat healthy



move healthy



feel healthy



stay healthy



outlook



stay healthy

OUR DEFINITION:

At **healthylife**, we're about looking after our health at every age and stage of life. Whether that involves taking pharmacy and complementary medicines or consulting with health professionals, the focus is on wellness and leading a life that supports healthy ageing, longevity and a strong engagement with life in your golden years and beyond.

75%

of **Australians** regularly use a complementary medicine

118.2M

telehealth services were delivered to 18 million patients between March 2020 and July 2022

850K

Australians will live with dementia over the next 35 years

83%

of **people** feel they are able to appraise health information

9 in 10

Australians saw a GP in 2017–2018

Woolworths Group data:

37%

drop in cigarette sales from 2020–2022



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eat healthy



move healthy



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stay healthy



outlook

what does it mean to 'stay healthy'?

Eating, moving and feeling healthy are all critically important to individuals' health. But it is not enough to become healthy: the goal is to stay healthy. To stay healthy is to maintain your best physical, mental and social wellbeing. It involves prevention with proactivity over reactivity from individuals and decision-makers with a focus on wellness rather than illness.

Preventive actions and preventive medicine play key roles here. Healthylife's Simone Austin says, "It's surprising the lack of action on prevention from the public, decision-makers and funders when we know the benefits of health prevention. Maybe because there is no waiting list for prevention, therefore less urgency to act.

"Effective prevention is invisible, as it stops bad outcomes from occurring but we must make the need for preventive health visible to all.

"We can measure reductions in disease rates and reduced need for acute care, however this can take many years

to be demonstrated. This delay makes it harder to gain attention from individuals and organisations that want to see results quickly. We all need to advocate the benefit of investment in preventing ill health and staying healthy."

Healthylife's Dr Dinesh Palipana notes that some *chronic health conditions* "are not preventable, for example genetic conditions such as rheumatoid arthritis, type 1 diabetes or multiple sclerosis.

"When anyone has any type of long-term health condition, managing it proactively and accessing high-quality health care is key for quality of life."

Care for such conditions is multifactorial and can include:

- regular visits to the GP or other healthcare professional
- taking prescribed medications
- healthy lifestyle initiatives.





social media and online information

In recent years, thanks largely to social media and other digital communications platforms, information has become easier than ever to acquire. What has not necessarily improved, however, is this information's accuracy.

As social media and other digital channels become more popular, the risks of misinformation spreading are growing. "To help counter such misinformation – intentional or otherwise – healthylife has produced a *'How to find reliable sources of health information,'* resource to help people judge the quality (trustworthiness and relevance) of the information they're seeing," reports healthylife's Dr Rob McCartney.

The AMA notes in its *position paper* that: "Many people have difficulty determining which sources of information are reliable, or they easily absorb misinformation delivered directly to them through advertising and/or social media."

Commercial organisations can play an important role too, providing evidence-based information to help cut through the clutter of unreliable misinformation. Healthylife is one such endeavour committed to providing free and accurate online health information to all Australians.

For example the *Living Healthy Report 2022* consumer insights showed more than half of people surveyed reporting average or poor gut health and with around **30% of people** in Australia suffering with IBS, people are wanting and needing evidence-based information to help them. We can see that people are seeking information on the healthylife site, with four of the top 10 organic traffic articles relating to FODMAP information. A leading brand of low FODMAP solutions at Woolworths Supermarkets has seen 130% sales growth in the last year.

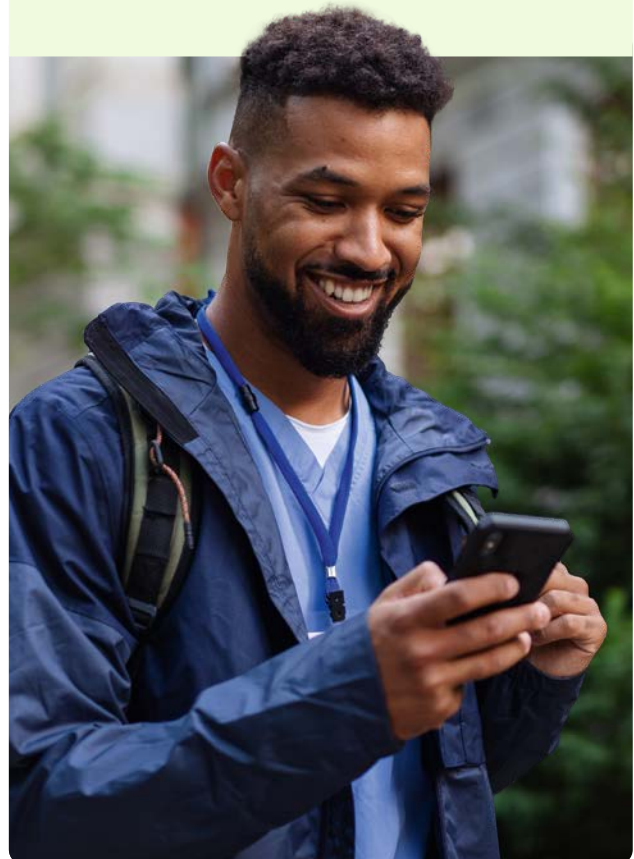
Healthylife's Sarah Gray says, "Having access to free programs we offer such as *The Simple FODMAP challenge* and *Manage your gut symptoms*, along with hundreds of articles means people are accessing accurate information to support their gut health. Without correct information when it comes to IBS, *research shows* results can be disappointing."

On the healthylife website, 'rapid antigen test' (and related variations) was the most-searched-for term in 2022 by a considerable margin, accounting for around 10% of searches.

Googling for health tips and information

At the start of 2023 we reviewed Google's search data from 2021–2022, which showed us that:

- Nearly half of young people look to TikTok or Instagram instead of Google.
- Over 65% of searches were conducted on mobile devices.
- Searches for weight loss in 2022 were down from 2021 as people searched more specifically, in specific diets such as vegetarian, carnivore, high protein and Mediterranean.
- Searches for gut health were up from 2021–2022.
- People searched for solutions to sleeping problems.
- Searches for ageing, often with 'best' as a prefix, continue to grow.



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eat healthy



move healthy



feel healthy



stay healthy



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health literacy

'Health literacy' – individuals' ability to understand health information and make informed decisions – plays an important role in maintaining good health, particularly on the prevention side. "Having information is just the start – people need to be able to act on their decisions, which means they need services, infrastructure and support," says healthyLife's Simone Austin. *Promoting health literacy* helps to build individual and community resilience, address health inequities and improve health and wellbeing. Campaigns to *promote health literacy*, as well as improving literacy rates across the entire population, can help unlock these benefits. Woolworths Group understands the importance of both literacy and health literacy to the community supporting with programs such as Breakfast Library and Healthy Harold, Life Ed programs. The AIHW has found that people with *low health literacy are more likely to experience worse health outcomes* than those with higher health literacy. For example, *low health literacy* has been associated with:

- increased rates of hospitalisation and greater use of emergency care
- lower use of mammography and lower uptake of the influenza vaccine

- poorer ability to demonstrate taking medications appropriately
- poorer ability to interpret labels and health messages
- poorer knowledge among people about their own disease or condition
- poorer overall health status among older people.

Research from the ABS further found that in Australia:

Health literacy levels also tend to be lower in people who speak English as a second language or come from a culturally and linguistically diverse background. The 2018 ABS survey revealed that people who mainly spoke a language other than English at home were more likely to disagree that they felt understood by healthcare providers and that they had sufficient information to manage health than those who mainly spoke English.

The Australian Bureau of Statistics (ABS) conducted the *Health Literacy Survey* (ABS 2019) with pleasing results that the majority of people (97%) agreed or strongly agreed that they have sufficient information to manage their health.





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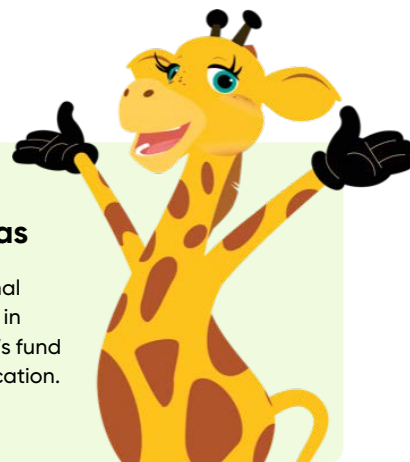
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Healthy Harold's inflatable classroom reaches remote areas

Healthy Harold, Life Ed's popular health education giraffe mascot, reaches kids in regional and remote areas with an inflatable classroom that fits in the back of a ute and pops up in minutes. Woolworths Fresh Food Kids is the foundation partner to Life Ed Thrive Children's fund which is helping nearly 10,000 kids across the country access health and wellbeing education.

education and health

Healthylife's Dr Dinesh Palipana emphasises that education also contributes to better life outcomes overall: "When a child learns to read and write, it allows them to participate fully in society and take advantage of the opportunities in life that most of us take for granted."

Though 'literacy' and 'health literacy' are distinct ideas, both can have a strong impact on health. The National Literacy Trust noted in its paper *Understanding the role of literacy in public health* that: "Literacy is a stronger

predictor of individual's health status than income, employment status, education level and racial or ethnic group." (Weiss, cited in *WHO, 2013*).

The WHO further notes that: "Literate individuals participate more actively in economic prosperity, have higher earnings and employment, are more educated and informed and contribute more to community activities and enjoy better health and wellbeing" (emphasis ours).



breakfast library

The Australian Literacy and Numeracy Foundation (ALNF) *Breakfast Library* helps children who don't have access to the resources they need to thrive and read. This school-based initiative has been developed by the *Australian Literacy and Numeracy Foundation* and is proudly supported by BIG W and Woolworths.

This program provides children in challenging situations, including refugee communities and some Aboriginal and Torres Strait Islander communities, with a nutritious breakfast, age-appropriate books and the support they need to improve their reading. In 2022, 42,000 books for children and 129,240 healthy breakfasts to start the day at school.



how healthy is our healthcare system?

Australians are becoming more sophisticated when it comes to maintaining their health, preventing health problems and engaging with healthcare providers.

Our primary health system

It has been noted that Australia's primary healthcare system was under *unprecedented* stress before the COVID-19 pandemic struck. *GP numbers* have been declining, largely due to long hours and unmanageable workloads. At the same time, more and more Australians (currently around 10%) are *checking with their local pharmacist first* on health issues.

But our healthcare system's recent crisis – the COVID-19 pandemic – may have shown us how the system might be significantly improved.

Thanks to pandemic-mandated social isolation measures, the way Australians engage with their healthcare providers has changed. Telehealth – always important for Australians

living in regional and remote areas – has become even more significant as a way to maintain contact with healthcare professionals, and perhaps holds the key to reducing GPs' workloads and stress levels.

Other measures are also set to have an impact. Healthylife's Sarah Gray says, "Community health initiatives, such as allowing pharmacies to administer vaccinations and even prescribe some medications are being embraced or at least discussed.

"So too are *opportunities for closer collaboration* with other parts of the health system, including GPs, aged care providers, other primary health network providers and other healthcare providers. These initiatives make healthcare more accessible for Australians to stay healthy."

There is a *renewed debate* around how to better utilise GPs in the primary-care role and how to make Australia's entire healthcare system deliver better outcomes; 'team care' and making better use of data are key concerns.

medication

A combination of complementary and pharmacy medications are important to the quality of life of Australians by treating, relieving or preventing symptoms or complications of health conditions.

Two-thirds of Australians (66%) take *prescription medication* and many Australians take medications for multiple conditions. In 2020–2021, *314.8 million* prescriptions were supplied and *13.6 billion* was spent on the Pharmaceutical Benefits Scheme. Consumers paid 19%, government 81%.

Healthylife has recently provided access to *SuperPharmacy*, meaning customers can now access all their pharmacy related medicines, including fulfilling e-prescriptions at the same time as accessing complementary health and wellness products from healthylife. Increasing convenient access to pharmacy medicines will help access in regional and remote areas of Australia, as well as for customers who are unable to visit a physical pharmacy store.

All scheduled products on the healthylife website are sold by SuperPharmacy, an independently owned and operated pharmacy business. SuperPharmacy's contact details can be found [here](#).¹

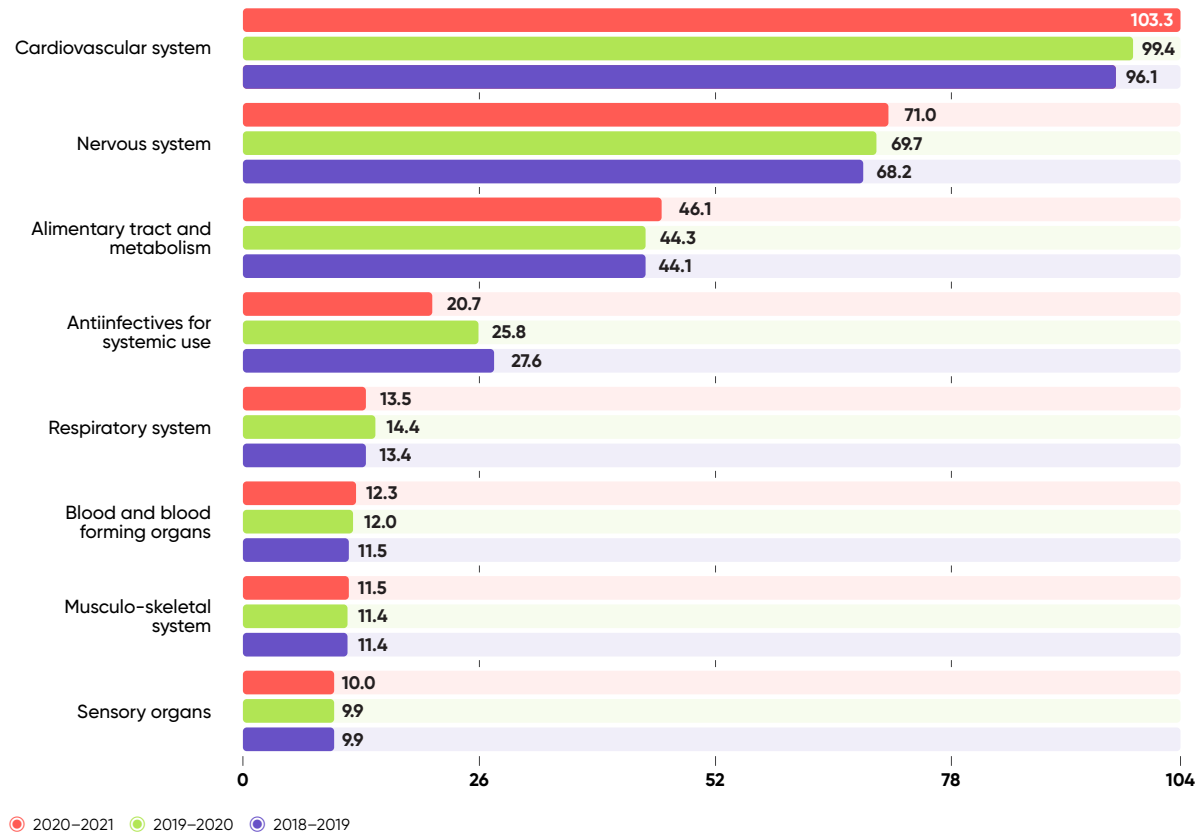
The *AIHW* tells us that "In 2020–2021, medicines used to treat cardiovascular conditions were the most commonly dispensed. These medicines accounted for 103.3 million PBS and RPBS prescriptions (33% of all PBS and RPBS prescriptions in 2020–2021), and 8.0% of government expenditure. Cardiovascular medicines include cholesterol-lowering medicines (such as statins), as high cholesterol is considered as a major risk factor for developing cardiovascular disease".

The next-most prescribed medications were for "nervous system" and "alimentary tract and metabolism" conditions.

All three of these condition types have strong lifestyle (diet and exercise) components, making them amenable to preventive care.

number of prescriptions dispensed by Anatomical Therapeutic Chemical Group

(a) (ATC), 2018–2019 to 2020–2021 (millions)



Source: AIHW analysis of PBS and RPBS data maintained by the Australian Government Department of Health; ABS 2011; ABS 2021. www.aihw.gov.au/

1 SuperPharmacy is owned by Warren Turner – B.Pharm M.P.S Pharm.S 5a/17 Billabong Street, Stafford QLD, 4053 Australia. All pharmacy and prescription medicines on the healthylife website are sold by SuperPharmacy, an independently owned and operated pharmacy business.



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complementary medicines

Complementary Medicines Australia notes that 75% of Australians regularly use a complementary medicine, a category that includes non-prescription medicines:

Vitamins, mineral and nutritional supplements, homeopathic, aromatherapy products and herbal medicines as well as traditional medicines, which includes traditional Chinese medicines, Ayurvedic, Australian Indigenous and Western herbal medicines.

It further notes that the top five categories of dietary supplements are: immune system, beauty, mood/relaxing, energy and bone.

Future trends and marketing categories include: immunity, pet health, natural beauty and healthy ageing.

Complementary medicines are governed in Australia by the Therapeutic Goods Administration (TGA) under the *Therapeutic Goods Act 1989*, who monitor quality, efficiency and safety.

Complementary medicines and therapies can work together with conventional medicine. People need to check that they combine complementary and conventional medicines properly, as they can sometimes negatively interact.

wearables

Wearable health monitoring devices such as smartphones, smartwatches and various types of 'fitness trackers' are becoming more prevalent, with around one in five Australians owning at least one device (with sales of wearable devices steady at BIG W over three years), meaning healthcare providers potentially have access to more comprehensive, real-time data about their patients' vital signs, activity levels and other indicators.

But Dr Palipana sounds a note of caution, about such devices, noting that "the key concern is their accuracy, which depends on the device".

"Those that measure blood oxygen levels are not as accurate as medical-grade equipment; sleep trackers have delivered mixed results, making them mostly useful for looking at trends, while some, such as watches that can detect atrial fibrillation are quite accurate."

With these caveats in mind, we can say that these advances make 'proactive' or 'preventive' healthcare a more feasible option. "New trials for remote care are commencing in remote areas of Northern Territory and we want all the relevant parts of the healthcare network to share data and collaborate", says Dr Palipana, "to help people prevent chronic conditions, monitor symptoms or indicators, and improve quality of life."

This can include vitamin and mineral supplements along with herbal medicines. Research and peak bodies support for example omega-3 supplement use to play a beneficial role in the treatment of people with high triglycerides. Herbal supplements such as St. John's Wort have evidence it may reduce symptoms in people with mild to moderate depression.

The NHMRC is committed to building the evidence base for complementary medicine with research to investigate the use and effectiveness and strengthen integration into the healthcare sector.

"Complementary medicines are an important part of healthcare in Australia, and they are highly accessible in Australia, in supermarkets and pharmacies. In order to support customers in selecting and using the right complementary medicines, with appropriate safety and efficacy data, healthcare professional advice and support is key. HealthyLife offers free consultations with a naturopath to help guide customers in this regard, as well as offering specialised practitioner only supplements and guided product discovery tools which are unique ways to support customers who choose these therapies as part of their overall healthcare," says Sarah Gray.





what are people buying to stay healthy?

From BIG W:

- BIG W vitamins (multivitamins & Vitamin C) were +33% for the 2022 year. This probably reflects interest in immune health due to COVID-19.
- Travel toiletries +83% with people travelling more.
- Cosmetics +20% with people not wearing masks as much anymore and going back into public places.
- Skin and sun +27% as people are out more and new innovations particularly in serums.

From healthylife:

- Products to fight house mould and insect repellents were popular, a reflection on the weather including floods.
- Sales of manuka honey and bone broth have seen an increase in sales.
- In the vitamin range, gut and immune health products stood out along with magnesium salts.



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dementia

In its *Dementia in Australia 2021: Summary report*, the AIHW notes that 'dementia' is an 'umbrella' term used to describe a range of conditions that gradually impair brain function. It is the leading cause of death for Australian women, the second leading cause of death in Australia, the third-leading cause of disease burden and the fifth-leading cause of death in Aboriginal and Torres Strait Islander people aged 65 and over.

Dr Palipana notes that "risk factors for dementia include diabetes, excessive alcohol consumption, high cholesterol, physical inactivity, social isolation and smoking. These are all modifiable factors, meaning that with care and education they can be minimised."

Over the next 35 years, there will be nearly 850,000 Australians living with dementia. In 2022, it was estimated that 401,300 Australians are living with dementia. It is not restricted to the elderly; currently some 27,000 Australians are living with early onset dementia. Around two-thirds of Australians living with dementia live in the community.

For this reason we need to look at how we empower people living with dementia to interdependently live in the community for as long as possible. Businesses play a role and becoming dementia-friendly can deliver many benefits. These may include competitive advantage (as sufferers prefer accessible venues), improved customer service and brand reputation and future-proofing (as numbers are likely to increase). It could include having toilets large enough for carers to assist, assistance at check out with understanding card payment methods and team having time to provide assistance for customers to find items in store.

"Dementia is also a manageable condition, if not a curable one. Medication can help manage symptoms and slow the disease's progress. According to the AIHW more than 632,000 prescriptions for dementia-specific medications were dispensed in 2019–2020. Dementia is a good example of why staying healthy – both mentally and physically – is so important," says Dr Palipana.

tobacco and vaping

Reducing tobacco use and nicotine addiction is a focus area of the *National Preventive Health strategy*, which notes that in the 30 years between 1970 and 2000, at least \$2 billion in net benefits has been gained through health promotion campaigns aimed at reducing tobacco consumption.

Further, smoking prevalence in Australia has significantly fallen over the past 20 years due to successful preventive health measures. Our data shows a 34.12% drop in cigarette sales from 2020–2022.

Notably, the AIHW found that while the gap in smoking prevalence between the Indigenous Australian adult population and the non-Indigenous Australian adult population has remained more or less stable, both are declining at around the same rate.

And although significant progress has been made, tobacco remains the leading cause of cancer in Australia, contributing 22% of the cancer burden, as well as 41% of respiratory diseases and 12% of cardiovascular diseases.

Vaping

Initially positioned as a way to help tobacco smokers quit their addiction, vaping (also known as e-cigarettes) has quickly become an addictive practice of great concern

in its own right. Research conducted by the Cancer Council NSW and the University of NSW, found one-third of children aged between 14 and 17 reported vaping.

The proportion of never smokers in research carried out in Victoria found those who currently use e-cigarettes increased from 0.6% in 2018–2019 to 2.7% in 2022. This represents approximately 77,200 never smokers who reported currently vaping, of which 44,534 (more than half) were under the age of 25 years.

Equally concerning was the fact that vaping products were easy to access, despite sales to minors being illegal. Many vape products contain nicotine and other harmful chemicals, despite such products being illegal. It is essential care is taken not to allow the above-noted drop in smoking to be undone by an increase in vaping.

The Federal Government plans for tobacco reforms with a goal that no more than 5% of Australians are daily smokers by 2030. A Therapeutic Goods Administration public consultation on nicotine vaping products was announced in November 2022 with reforms aimed at preventing children and adolescents from accessing nicotine vaping products. It supports access to products for smoking cessation (of known composition and quality) with a doctor's prescription.

next steps

In light of the above research and findings, healthylife's Advisory Board makes the following recommendations for action:

health literacy

All health-sector participants could devise and deploy programs to improve literacy and health literacy. This can play a critical role in empowering Australians on their health journey. The education sector should be well and equitably resourced to assist with specific health education.

media and social media

Governments and businesses must take care with their communications and ensure accurate information about health, safety, product guides and the like are readily available.

healthcare system

Investment should continue into increasing access to health services such as technologies that support healthcare for those with difficulty accessing the system.

prescription medicines

With the most commonly medicated conditions in Australia (cardiovascular and gastrointestinal conditions) having strong lifestyle components, targeted education campaigns could significantly reduce their prevalence and Australians' overall need for medication.

complementary medicines

Healthcare professional collaboration across modalities (e.g. GPs, pharmacists, naturopaths) could help strengthen multi-modality treatments and preventative measures for more of the population. Further research into complementary medicines is required to assist with their integration into the conventional health system.

wearables

Education on the benefits and limitations of wearable health devices should be widespread. Public health bodies, healthcare providers, insurers and device providers should be encouraged to make devices practical and affordable.

dementia and other chronic conditions

Funding to raise awareness of these conditions, including early diagnosis and preventive measures, should be allocated. Businesses and other employers should devise action plans to allow affected team members to participate in the workforce.

tobacco and vaping

Measures to continue reducing the uptake of smoking should be continued and education around health issues from vaping highlighted.



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what is Woolworths Group doing?

Woolworths is committed to improving Australians' health. We recognise that this commitment must begin in-house. We are constantly evolving the way we work to have a positive impact on our team, our planet, our customers and the communities we serve to create a better tomorrow.

We asked some of the leaders in Woolworths Group to share a few of the health initiatives happening in their business areas.



Ananth Sarathy Chief Executive Officer, healthylife

- We are building an online health platform that provides expert-backed health information in one place.
- We created the healthylife Health Advisory Board and our Health and Nutrition Team.
- To help Australians understand the balance of their shopping basket, we launched a world-first tool – Food Tracker, powered by healthylife.
- We are building a comprehensive library of free health and wellness programs (Ways to Well).
- So customers can easily access a GP or dietitian, and have their medications and holistic health products delivered together, we are linking customers to telehealth and pharmacy services (via [SuperPharmacy](#)¹).

¹ SuperPharmacy is owned by Warren Turner – B.Pharm M.P.S Pharm.S 5a/17 Billabong Street, Stafford QLD, 4053 Australia. All pharmacy and prescription medicines on the healthylife website are sold by SuperPharmacy, an independently owned and operated pharmacy business.



Guy Brent Managing Director, Woolworths Food Company

- We have been ranked *Australia's healthiest supermarket* Own Brands for the fourth year in a row by The George Institute for Global Health.
- We are committed to the Australian Government's Healthy Food Partnership reformulation program; 76% of eligible Woolworths Own Brand products meet the targets for salt, sugar and saturated fat.
- In 2022, our Own Brand products won eight Healthy Food Guide awards.
- By 2025, our Own Brand products will only use characters, graphics and activities that could be perceived as primarily appealing to children on healthier product packaging.
- Our Macro Wholefoods brand is the most recognised health and wellbeing brand in Australia, leading the way in higher animal welfare meat and poultry (including eggs), organics, and sustainable packaging.



Natalie Davis Managing Director, Woolworths Supermarkets

- We are making healthier options more affordable, with more than 50% of products in our Prices Dropped campaigns being 3.5 HSR or above.
- We are providing more affordable fresh fruit and veg options while minimising waste with our 20% less price commitment on imperfect 'Odd Bunch' produce.
- We are making healthier options easier to find in-store; healthier options (3.5 HSR and above).
- We have continued to partner with suppliers on health through our Supplier Sustainability Council.
- We are showcasing healthier choices through HSR in our catalogue, in-store communications and campaigns.



Alex Holt Chief Sustainability Officer, Woolworths Group

- We have invested in data, analytics and governance to influence business priorities, including reducing emissions, food and plastic waste, and offering our customers healthier and more sustainable product choices.
- We measure our ambition to grow the proportion of sales from healthier products by 50 basis points annually using the Health Star Rating (HSR) system.
- We aim to inspire kids through healthier products, activities and ideas to help make healthier eating easier for families. We encourage physical activity through partnerships and sports sponsorships.
- Woolworths Group is committed to reconciliation. We have established our First Nations Advisory Board and have a dedicated Indigenous Affairs team to support our efforts to better understand remote Indigenous communities' challenges around food security, affordability and nutrition.



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Faye Ilhan Managing Director, ConnectedX – WooliesX

- We updated our website navigation, which made our Making Healthier Easier hub simpler to discover. The hub features recipes and inspiration, as well as healthier products on Low Prices and seasonal Prices Dropped.
- We have over 500 healthier recipes, which received 1.3 million visits on Woolworths website and app in 2022.
- In the past year, we increased the number of products that show Healthier Options, an online tool that supports customers to discover healthier alternatives as they shop.
- 96% of Own Brand and 18% of Branded products show HSR online¹. We are working to increase this.
- We launched Food Tracker powered by healthylife on the Woolworths App.



Annette Karantoni Managing Director Primary Connect and Chief Supply Chain Officer Woolworths Group

- Our safety movement 'Life' reinforces the link between our safety behaviours and everything else in our lives across six key areas of wellbeing.
- Mental Health and Wellbeing is a focus for both our team and our partners, including our support for the 'Healthy Heads in Trucks and Sheds' Foundation, and the Corporate Mental Health Alliance.
- We are exploring an industry-specific 'R U OK?' day.
- Investment continues in technology solutions to enhance safety for our teams in manual handling and equipment interaction.
- We offer our team members fresh fruit in our canteens, and we often 'hero' fresh food in our campaigns while we celebrate our role in feeding Australians and New Zealanders.



Caryn Katsikogianis Chief People Officer, Woolworths Group

- 38,080 team members and families have activated the Sonder app for 24/7 safety, wellbeing and psychological support.
- We have 2,462 mental health first aiders.
- 342 of our leaders had a proactive wellbeing check in through our partner Mindstar, exploring their physical and mental health.
- Our Good Shepherd partnership conducted 4,559 financial counselling sessions throughout the year.
- We now have 21,575 I am here tribe members and 5,099 I am Here Ambassadors.
- 22,394 of our new team members last year completed the 'wellbeing through mental fitness' training.
- We created a WOW wellbeing advisory council comprising external experts who advise on strategy, including psychosocial risk, building mental health capability, wellbeing support and critical incident responses.

¹ Products intended to show HSR, where HSR data has been provided.



Daniel Hake Managing Director, BIG W

- Our purpose is to make *a real difference for families* thus we are focused on having ranges to keep our customers active inside and outside. We continue to innovate in our active ranges of equipment, accessories and clothing to stay fit and we have a great range of books and games for families to spend quality time indoors as well.
- We ask our leaders to show consistent care for their team and encourage them to take leave for both their physical and mental wellbeing, especially after the pandemic years.
- We encourage team members in-store to stay hydrated through the warmer months – water and snack stations are standard in our back-of-house areas.



Justin Nolan Director, Woolworths Metro

- We continue to make fruit available for the team, growing this initiative to include a number of our Own Brand foods in all our Metro team rooms.
- Our focus on physio-designed 'Metro Moves' encourages stretching and safe movements throughout our teams; we encourage both stores and support functions to take time to stretch.
- We continue to engage and encourage team members to use Sonder; over 27% of our staff are active users.

We employ a range of healthcare professionals across healthy life and the wider Woolworths Group including medical practitioners, dietitians, nutritionists, pharmacists, naturopaths, psychologists and more.



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how we built this report



The Advisory Board gathered information from many sources to understand our collective state of health. We focused on our previous report's three pillars for good health: eat, move and feel, adding a new pillar of stay healthy. Based on this information we have outlined positive steps and called for actions we can collectively take to support Australians' health.

supermarket transaction data analysis

We used Woolworths aggregated transaction data 2020–2022, together with Woolworths market share, ABS household composition, Australian Health Survey database 2011–2012 and a newly developed database on food group serves, to analyse Australian food and drink purchases for at-home eating (excludes out-of-home eating).

We compared the number of serves purchased to the *Australian Dietary Guidelines (ADGs)*, specifically, to the *Australian Guide to Healthy Eating* recommended number of core food group serves and discretionary serves. We also identified any emerging trends.

We specifically looked at Woolworths Supermarkets transaction data to identify foods sold that contributed most to the core food groups and discretionary foods from the supermarket.

calculation process

The process to calculate the average per-person purchasing was:

- 1. Analyse** Woolworths' aggregated food and drink transaction data of over 900 million total transactions in the years 2020–2022 (~18 million weekly transactions). No individual transaction data was used and bulk purchases were excluded (300+ serves grains, 100+ serves other food groups).
- 2. Group** purchases into five core food groups and discretionary foods.¹
- 3. Adjust** Woolworths' data to account for food purchased at other outlets.
- 4. Adjust** data per household to calculate the number of serves per person per day of the five core food groups and discretionary (sometimes) foods.
- 5. Compare** the number of serves of each food group and discretionary foods per person to the recommended serves based on the ADGs. We used a male aged 19–50 as our reference point for per-person data as they have the most number of serves.

¹ The database used to calculate the number of serves was prepared using an approach consistent with published data files available from the Australian Bureau of Statistics and Food Standards Australia and New Zealand used in the 2011–2013 Australian National Nutrition Survey. The Food Tracker tool uses the same database.



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data limitations

- Customers' actual household composition may differ from our assumptions (step 5 in the process outlined on opposite page).
- Data is for food and drink purchased, not consumed.
- We assumed purchases were for households. However, some may have been for commercial use. Bulk purchases were removed.
- Foods were categorised by either core food groups or discretionary. Foods that fall into both were coded as core or discretionary, not both, hence we couldn't capture core food serves contained in discretionary foods.
- Transactions from other outlets were based on market-wide research by Nielsen. Although representative for Australia, it is not actual transaction data. There might be limitations on coverage, such as from fruit and vegetable markets.

consumer food & health survey 2022

We reviewed data from the Woolworths Group Annual Food and Health Survey 2022 insights to understand Australians' food values. The survey involved surveying 2,000 Australians aged 18–80 years recruited from Ipsos + partners research panel, Australia wide, metro and regional areas in June 2022.

other data sources

The report draws on data and expertise from many sources including sales data to see how we are purchasing from different businesses across Woolworths Group and from other organisations such as published academic research and government data.

resource guide

Woolworths Resources:

Woolworths Making Healthier Easier Hub ▶

Woolworths Sustainability ▶

Woolworths Healthier Recipes ▶

Healthylife Health Programs:

Ways to Well ▶

healthylife Food Tracker ▶

healthylife Advisory Board ▶

healthy highlights ▶

Eat More Veggies Life's Good ▶

Eat More Veggies Life's Better ▶

Eat More Veggies Life's Great ▶

Manage Sugar Intake Life's Good ▶

Manage Sugar Intake Life's Better ▶

Manage Sugar Intake Life's Great ▶

Move More Essentials Life's Good ▶

Move More Essentials Life's Better ▶

Move More Essentials Life's Great ▶

Ways to feel essentials – Master mindfulness ▶

Ways to feel essentials – Get more sleep ▶

Ways to feel essentials – Stress less ▶

FODMAP: managing gut symptoms ▶

FODMAP challenge ▶

Lunchbox – Life's Good ▶

Pantry Basics Life's good ▶

Pantry Basics Life's better ▶

Pantry Basics Life's great ▶

Immune health ▶

Move More: heart health – Life's Good ▶

Move More: heart health – Life's Better ▶

Move More: heart health – Life's Great ▶

Drink More Water Life's (good) ▶

Drink More Water Life's (better) ▶

Weight and wellbeing (good) ▶

Weight and wellbeing (better) ▶

Weight and wellbeing (great) ▶

Workplace burnout guide ▶

Resilience guide ▶

Women's health life's good ▶

Women's health life's better ▶

Fertility eat ▶

Fertility move ▶

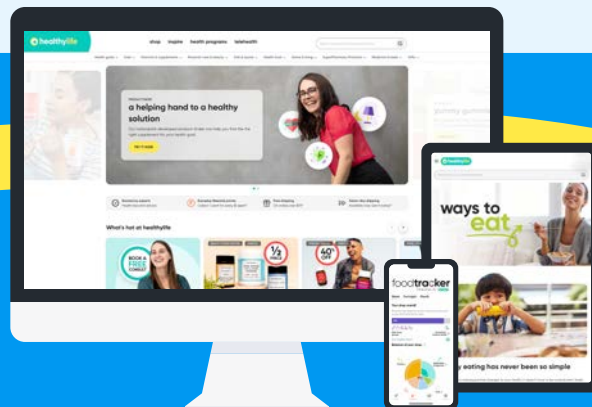
Fertility feel ▶

Gut health (general) ▶

Men's health (eat) – NA ▶

Ways to eat for more energy ▶

Ways to move for energy ▶



For the latest health information, visit the healthylife website: www.healthylife.com.au

reference guide



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Web pages and services referenced in this report include:

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CHO's message

Australian Health Survey: Biomedical Results for Chronic Diseases ▶

Australian Burden of Disease Study: Impact and causes of illness and death in Australia 2018 ▶

National Preventive Health Strategy 2021–2030 ▶

How much does Australia spend on prevention and how would we know whether it is enough? ▶

Invest in prevention to save lives – Position statement ▶

Return on investment of public health interventions: a systematic review ▶

Australia's hospitals at a glance ▶

Introduction

Australian Burden of Disease Study: Impact and causes of illness and death in Australia 2018 ▶

Physical Activity ▶

Foodbank Hunger Report 2022 ▶

Sleep problems as a risk factor for chronic conditions ▶

First insights from the National Study of Mental Health and Wellbeing, 2020–21 ▶

Introduction to wellbeing

What is the World Health Organization? ▶

Social determinants of health (AIHW) ▶

Social determinants of health (WHO) ▶

The commercial determinants of health ▶

Health across socioeconomic groups ▶

Australia's health 2022 in brief ▶

Mental health ▶

Living in economically uncertain times

Consumer Price Index, Australia ▶

Financial stress and your health ▶

COVID-19 Induced Economic Slowdown and Mental Health Issues ▶

Australian Burden of Disease Study: Impact and causes of illness and death in Australia 2018 ▶

Early childhood poverty and adult achievement, employment and health ▶

Recessions and Health: The Long-Term Health Consequences of Responses to the Coronavirus ▶

Macroeconomic Conditions and Health in Britain: Aggregation, Dynamics and Local Area Heterogeneity ▶

The Impact of Economic Recessions on Depression, Anxiety, and Trauma-Related Disorders and Illness Outcomes – A Scoping Review ▶

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Healthy diets ASAP – Australian Standardised Affordability and Pricing methods protocol ▶

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The new normal for food insecurity? A repeated cross-sectional survey over 1 year during the COVID-19 pandemic in Australia ▶

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Strategies to increase children's vegetable intake in home and community settings: a systematic review of literature ▶

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