

**MEDIA RELEASE**

**Friday 29 October 2021**

## **VicHealth welcomes new plan to put kids' health and wellbeing first**

Health promotion foundation VicHealth has welcomed the launch of [Healthy kids, healthy futures](#) the Victorian Government's 5-year action plan to ensure kids across the state grow up happy and healthy.

The plan lays the foundation for long-term change, supporting Victoria's children and young people to be strong, healthy and well right from birth.

As part of the plan, VicHealth will support Victorian councils to set our kids up for their best possible future by creating communities where children and young people grow up active, socially connected and healthy.

VicHealth will also support the delivery of the strategy by listening to the needs and ideas of young people and families across the state as part of its [Future Healthy initiative](#).

VicHealth CEO Dr Sandro Demaio said the *Healthy kids, healthy futures* plan demonstrates the Victorian Government's commitment to ensuring all Victorian children and young people enjoy the best possible health and wellbeing.

"Prioritising our kids' health and wellbeing has never been more important or urgent. The last 18 months has been immensely challenging for people in Victoria, with young people hardest hit," Dr Demaio said.

"We see a future where no Victorian child or young person should be denied a future that is healthy, whatever their postcode, bank balance or background. This plan from the Victorian Government will help set children up for a lifetime of good health and wellbeing."

Dr Demaio said the plan's focus on healthy eating, active living and mental wellbeing recognises the critical role these factors play in ensuring children and young people can live healthy and fulfilling lives.

He also commended the Victorian Government's commitment to prioritising programs to support people facing greater barriers to good health and wellbeing including those on a low income, or who are living with a disability, Aboriginal and Torres Strait Islander people or members of the LGBTIQ+ communities, people from culturally diverse backgrounds, and those living in regional and rural areas or regions devastated by bushfires.

"We know that children who grow up in disadvantage are more likely to experience poor health and wellbeing through no fault of their own," Dr Demaio said.

"Our diverse communities across the state know what's needed for their kids to grow up healthy and strong. I welcome this commitment from the Victorian Government to deliver programs where they're needed most, working with communities to deliver this ambitious plan to ensure all Victorian kids get to enjoy a healthy future."