'Smart Choice, Smarter Life' – A proposed intervention to reduce childhood obesity.

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Abstract

Childhood obesity has emerged as a critical public health concern with over 42 million overweight and obese children worldwide. It is fundamental for the growing prevalence of obesity to be addressed. Interventions worldwide have been implemented to reduce obesity, however the need for more successful interventions is vital. Reducing childhood obesity is crucial as obesity is at the forefront of association with many non-communicable diseases such as cardiovascular disease.

Smart Choice, Smarter Life is a proposed intervention to be implemented in Queensland, Australia. *Smart Choice, Smarter Life* is evidence-based, developing on the intervention "*Smart Choices*" which was implemented in Queensland, Australia in 2005. *Smart Choice, Smarter Life* will begin with in-school focus groups for both parents/guardians and students. Following the completion of the focus groups, students will engage in an activity-based programme, which will allow them to match what they have in their lunchboxes to the "*Smart Choices"* regulations. To test the success of *Smart Choice, Smarter Life* students anthropometric measurements including waist circumference and body mass index (BMI) will be recorded at the start and at the end of each academic term. *Smart Choice, Smarter Life* aims to form habits among children, which will have a positive influence in their later life. If the intervention is cost effective and beneficial, there is potential for the measure to be implemented throughout Australia and worldwide.