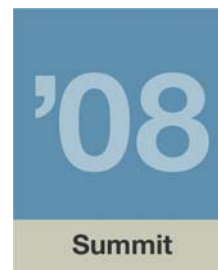




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**Embargoed for Release**

**Midnight Sunday/Monday, 25<sup>th</sup> February 2008 AEST**

## **HEADSTART FOR RUDD 2020 SUMMIT**

SYDNEY, Australia - The Federal Government's 2020 summit will be given a blueprint for action to combat chronic diseases, developed by an alliance of world experts meeting in Sydney this week.

The Oxford Health Alliance summit will finalise a resolution setting out the urgent global action it says is required to halt the devastating impact of chronic diseases including diabetes, heart disease, many cancers and other tobacco related illnesses.

This "***Sydney Resolution***" will be sent to Prime Minister Kevin Rudd and delegates attending the 2020 summit in April which will examine "how to invest to help prevent chronic and acute health problems".

The Oxford Health Alliance is a leading global organisation which gathers world experts across a range of areas, including academia, government, business, law, economics and urban planning, to encourage innovative and effective ways to build a healthier environment and prevent disease.

OxHA's Asia-Pacific Co-director Prof Ruth Colagiuri said, "In Australia, like the rest of the world, chronic diseases are running wild. The way we live now is making us sick: it's making our planet sick and it's not sustainable."

"Four preventable chronic diseases- heart disease, chronic lung disease, diabetes and certain cancers - are responsible for nearly 60-per cent of the world's deaths. Heart disease and diabetes alone account for 32 million deaths each year. They are not only increasing but are affecting people at a younger age right in the prime of their working lives.

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“We have heard a lot about working families, but how will families work if they have chronic diseases? Already four million working days are lost in Australia each year through obesity. Just one family member with a chronic disease can have a devastating impact, but the good news is that these diseases are preventable. We have to stop them before they stop us.”

The Sydney Resolution focuses on four key areas: Healthy Places, Healthy Food, Healthy Business and Healthy Public Policy. It sets a framework for chronic disease prevention - for example, making cities walk-able, more open spaces, reducing sugar, fat and salt content in food, making fresh food affordable and available and making workplaces healthier.

Oxford Health Alliance Trustee and Chairman of the Oxford Centre for Diabetes Prof David Matthews said, “At the end of the day, you might not be able to tell whether it was cycle lanes in your city or stairs in your buildings or labeling on food that had the best impact but it doesn’t really matter. The likelihood is it will be a combination of those things that come together to improve the health of a nation.

“The private sector has a crucial role to play and needs to understand that good health is good business. Business can contribute firstly by aligning their products, services and advertising with good health and also by investing in their employees with workplace change and wellness programs,” Prof Matthews concluded.

<END>

**Note to Editors:**

**Monday 25 February**            9am Official opening of summit  
   10.30am Media conference  
  
   The Intercontinental Hotel (James Cook Room)  
  
   117 Macquarie St, Sydney, Australia

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**Video news bulletins highlighting the key issues raised at the summit and including interviews with key speakers will be available to view on [www.3four50.com](http://www.3four50.com).**

**The Oxford Health Alliance** (OxHA), is a public-private partnership committed to finding innovative solutions to the world's largest preventable health problem - the global epidemic of chronic diseases - by addressing the risk factors of unhealthy diet, physical inactivity and tobacco use. The Oxford Health Alliance brings together experts and activists from different backgrounds to change behaviours, policies and perspectives at every level of society. For more information: [www.oxha.org](http://www.oxha.org)