The Cost-Effectiveness of a Successful Community-Based Obesity Prevention Program: The Be Active Eat Well Program

Concern is growing around the prevalence of overweight and obesity among children globally. Consequently, this has pushed for the increased implementation of childhood obesity prevention interventions programmes. Often, these are multi-faceted, multi-level and multi-setting interventions. The Be Active Eat Well programme focused on providing opportunities, resources and support to ensure positive changes in communities, children and families. The aim of this study was to examine the cost-effectiveness of the programme between 2003 and 2006.

The studied interventions targeted evidence-based behaviour change. In Colac, the intervention setting analysed, the intervention resulted in saving 547 BMI units, which in turn translated to 10.2 DALYs averted and cost-offsets of AUD27,311. When modelling was done to look at 10% of Australian primary school children, the intervention was expected to reach 181,212 children and result in 82,899 BMI units and 1,521 DALYs averted. Overall, the Be Active Eat Well intervention appeared to be cost-effective when looking at the effect on BMI in children.