

# MAGDA'S BIG NATIONAL + HEALTH CHECK ❤️





# AN EMPOWERING JOURNEY TO IMPROVE THE HEALTH AND WELLBEING OF A NATION

What does it take to be healthy today? *Magda's Big National Health Check* is a documentary series and format that follows actor and comedian Magda Szubanski (*Kath & Kim*) as she investigates the major health challenges facing society – and what we can do about them, individually and collectively.


Magda launches herself headlong into an immersive and personal journey that looks at how we can all live healthier lives, herself included.

Across the series, she reveals pioneering new initiatives, undertakes cutting-edge experiments, and finds ways to bring the health issues confronting us to life on-screen.

Inclusive, revelatory and life-affirming, the documentary series demonstrates how we can work towards better health, and challenges industry and government to be part of the solution.

*Magda's Big National Health Check* empowers all of us to make our health and wellbeing a shared priority.

**HD 3 x 60'**  
**Southern Pictures**  
**Format available**



“It’s time to tackle what health means for ordinary [people]. I want to ask the questions that are on everyone’s minds, deliver what we are searching for and bust some myths along the way.”

**MAGDA SZUBANSKI**


# EPISODE SYNOPSES



## EPISODE 1

Magda uncovers the epidemic of chronic disease. Nearly 50% of the population has at least one long-term illness, and it's killing 9 out of 10 people. Magda learns it's not just the individual — the system is against us. As Dr Sandro Demaio points out, "I do believe the cards are stacked against us when it comes to being healthy". Digging deeper, Magda identifies that today many of us are too sedentary and we eat too much junk food.

Obesity and poor nutrition are starting to overtake smoking as the biggest cause of premature disease and death. Magda uncovers the importance of where we live in shaping up to 50% of our health outcomes. She also learns that we need more regulation of junk food advertising — because of its impact on the health of our kids.



Magda also meets a town that is fighting back by keeping out global burger franchises, building good infrastructure that makes health a community responsibility, and bringing people (herself included) together to have a heart health check. On the course of her journey Magda also gets a very personal health shock.

### Key Messages

- Ban junk food advertising directed towards kids
- Importance of heart health and getting it checked

# EPISODE SYNOPSES

## EPISODE 2

As Magda learns more about her own health status, she unpacks the frightening reality of how so much of the food we eat is making us sick. Type Two Diabetes is one of the world's fastest growing chronic illnesses, and two in three Australians are now living with being overweight or obese.

Magda learns that the commodification of food and the rise of ultra-processed food and snacks are behind an epidemic of chronic disease. She uncovers how much processed foods, high in sugar, fat and salt, lurk on supermarket shops – and the challenges facing households trying to shop healthily.

Magda realises the importance of mandatory and transparent health food labelling and tackles government ministers about this.

She also returns to a town where school children are being supported to eat and cook with unprocessed foods – making long-term sustainable change to their health outcomes. But Magda also learns that toddlers and babies are growing up addicted to sugar and uncovers how much sugar is contained in some kids' foods and snacks. Provoked to action, Magda shows how much sugar we consume in our lives.

### Key Messages

- Mandatory health food labelling on processed foods
- The benefits of a sugar tax



# EPISODE SYNOPSES

## EPISODE 3

Magda explores the links between our physical and mental health. She uncovers the rising tide of mental health conditions as the leading chronic disease amongst young people today.

Magda takes part in a pioneering initiative: A mental health first aid course that helps young people become first responders and improves literacy around mental health. She also discovers the link between food and mental health. It would seem, once again, that mental health needs to be seen as an all-of-society community issue.

Magda explores how trauma underpins our mental health — and the importance of building resilience. She sees firsthand how a First Nations community is forging new initiatives to provide safe and supportive environments for the next generation; reaffirming the importance of connected communities.

### Key Messages

- The need for trauma and resilience training and support
- Mental health first aid courses in all schools and workplaces



# MEDIA

‘Must-see series... Informative deep-dive into the state of the nation’s physical and mental health’

– **The West Australian**

‘Nobody doesn’t love Magda Szubanski, which makes her the perfect person to present unpalatable news’

– **Sydney Morning Herald**

‘National Treasure Magda Szubanski is on a mission to improve our health and well-being as a nation’

– **TV Black Box**



# TWITTER HIGHLIGHTS

Thank you @MagdaSzubanski For your advocacy on food labelling and healthy weight via your excellent 'Big National Health Check'

**@RohanGreenland**

Love @MagdaSzubanski's series 'Magda's Big National Health Check'. Confronting and so accurate. My 10y.o is for sure addicted to sugar and it is literally EVERYWHERE. It's a constant battle saying no to the requests for drinks, snacks, yoghurts etc. The struggle is real.

**@Ms\_Bec7**

Loving this analysis of the commodification of food and labelling problems. Thanks @MagdaSzubanski, your show demonstrates how hard it is to buy genuinely good food at the shops.

**@drnaomi**

Thank you @MagdaSzubanski for making perhaps the most important TV show of the year. Everyone should watch Magda's Big National Health Check.

**@margo\_MK**

My family is loving this program. We watch it together, learn & chat. . . Definitely worth a watch.

**@welcomeandhello**

Caught up with 'Magda's Big National Health Check' on @ABCiview and it's \*amazing\*- @MagdaSzubanski and @SandroDemaio both have lovely TV-equivalent of a bedside manner. It's a really important conversation they've having on #NationalHealthCheck. Watch it!

**@danielle\_binks**

