

Building better health & wellbeing to last a lifetime.

How our Prevention Partnerships Program helped more than three million people make changes to protect their long-term health and wellbeing.

 nib foundation



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Acknowledgement of Aboriginal and Torres Strait Islander peoples

nib acknowledges Aboriginal and Torres Strait Islander peoples as the First Australians, and pays respect to Elders past and present across all the lands on which we operate. We acknowledge the rich and meaningful contribution they make to life and culture in Australia, and we aim to be a partner in improving the quality of life and health of Aboriginal and Torres Strait Islander peoples.

This report celebrates the impact made by nib foundation's Prevention Partnerships Program (2017-25) and the organisations that made it possible.

Guided by nib's purpose of better health and wellbeing, the program invested in organisations at the forefront of preventative health – promoting prevention and enabling health equity by targeting the risk factors behind chronic, preventable disease.

Those risk factors are the focus of this report: smoking and vaping, alcohol use, mental ill-health, and poor diet, body image and sleep. The projects tackling them reached more than three million people, building health literacy, improving access and helping Australians reduce the risks that contribute most to chronic disease.

The spotlights that follow show that prevention works when people get the right support.



A message from our Chair.

Looking back at almost a decade of our Prevention Partnerships Program, I'm struck by the incredible impact our partnerships have had on shaping the health and wellbeing of hundreds of thousands of Australians.

Almost half of all Australians live with at least one chronic health condition. But with the right support people can make gradual, meaningful changes in their lifestyle and habits that have long-lasting impact.

There are more than 20 preventable risk factors driving chronic conditions, including smoking and vaping, poor diet, obesity, and alcohol misuse. Together these risks account for 36% of the burden of disease in Australia*.

That's why our mission at nib foundation is to help reduce the chronic disease burden on individuals, populations and the health system by investing in partnerships that promote prevention and enable health equity.

In support of this mission, our Prevention Partnerships Program funded 19 organisations to undertake 31 projects from 2017 to 2025 aimed at helping Aussies tackle these complex risk factors.

Our chosen partners are organisations at the forefront of preventative health, focused on providing accessible and evidence-based support.

With mental health conditions the number one contributor to disease burden in children and young Australians[†], many of our partners deliver programs designed to help youth develop protective factors such as better body image and sleep habits.

Together, we helped more than three million people build their health literacy and reduce health risks. Their work is proof of what becomes possible when long-term, flexible funding meets purpose-driven, expert organisations.

This report celebrates the collective impact of that work, including a legacy of tools, apps, campaigns and community programs that continue to support healthier lives long after our funding ends.

Venessa Wells
nib foundation Chair

Our collective impact.

\$8.3 million invested

19 partner organisations

31 projects

3+ million people reached
with health support tools

8 year program (2017-25)



^{*}Australian Burden of Disease Study (2024)
[†]Health of young people (2026)

Nutrition.

A balanced diet can be your strongest defence against type 2 diabetes, heart disease, obesity, and a host of other chronic conditions that are largely preventable.

“

As a parent of two young kids, the No Money, No Time webinar with Professor Clare was incredibly helpful. I learned practical, budget-friendly ideas that I could easily integrate into our weekly menu. The website resources have been great for quick meal and snack inspiration. I walked away feeling confident that healthy eating doesn't have to be complicated or expensive.

— No Money, No Time user

Taking the guesswork out of healthy eating

Wanting to eat well and actually doing it is easier said than done. We are a founding partner of a University of Newcastle program to help people take the guesswork, cost, and complexity out of healthy eating.

Seven million Australians live with at least one diet-related chronic disease, with 27,500 dying each year from these preventable diseases*. But simply telling people to eat better doesn't work when misinformation about nutrition and health fads are rife online. And, when the wellness industry wants people to believe that they need to spend money to eat healthy.

A multidisciplinary team of nutrition, dietetics, IT and computing researchers at the University of Newcastle came up with a solution that supports people to access information in the way they need to make real changes to their lifestyle.

Their Healthy Eating Quiz®, No Money, No Time (NMNT) website and Nutrition Science Bites podcast cuts through misinformation to give evidence-based nutritional recipes, blogs and resources to people who want to build lifelong healthy food habits.

The website helps people seeking healthier eating patterns determine their nutrition score via the Healthy Eating Quiz®, and then set personalised goals. This tool was created by Laureate Professor Clare Collins and expanded with support from her team in Nutrition and Dietetics and the University of Newcastle.

*No Money, No Time website

Nutrition scores improved

for those who completed the Healthy Eating Quiz® more than once

1.3 million

website users since the launch in July 2019

3 million

page views across the NMNT website and Healthy Eating Quiz®

130,000+

podcast downloads

“

No Money, No Time offers real tools to make it easier to eat better. The strong uptake and positive outcomes we have seen during this nine-year partnership show that when you remove the barriers of cost, time and misinformation, people are ready and willing to make the change.

— Dr. Eduardo Pimenta
nib foundation
Independent Director



Sleep.

Good sleep is about more than feeling rested, it gives our body time to repair itself, regulate hormones, and maintain the mental resilience needed to support long-term health.



More than dreams: supporting teenage sleep for long-term health

Teaching teenagers how to protect and build healthy sleep routines helps them form good habits before problems take hold. We supported Black Dog Institute to develop Sleep Ninja® – a free app and classroom program doing exactly that.

Half of all mental illnesses emerge by the age of 14, right at the start of high school. It's also when teens are distracted by screens, faced with the stress of growing up and fall into irregular routines. As a result of these unhealthy habits, 40% of people will experience a significant sleep problem by early high school*.

Sleep problems can lead to fatigue, daytime tiredness, and cognitive difficulties and are a significant risk factor for the onset of mental health problems, specifically depression in young people.

40%

of adolescents will experience sleep problems during high school

10%

of young people experience insomnia

*Continuity of sleep problems from adolescence to young adulthood: results from a longitudinal study (2017)

Sleep.

Combatting bad sleep habits before they settle in

Created to help adolescents practice healthier sleep routines day-to-day, Black Dog Institute's Sleep Ninja® app is free, evidence-based and grounded in cognitive behavioural therapy for insomnia (the gold-standard treatment for insomnia and sleep disturbance). Developed alongside young people and their parents, the app offers practical advice and features that address unhelpful sleep patterns.

Rather than a set-and-forget app, Black Dog uses insights from the app to better inform how they can work with parents, schools and health professionals with dedicated resources.

[Download the app →](#)



21,000+
app downloads since 2023



76% of app users reported fewer insomnia symptoms



83% of students using the app said lessons changed how they think about sleep



63% of students improved their sleep knowledge



33% of users live in regional or remote areas



100% of teachers found resources useful and intended to use them again

More than 66%

of students who used the app intended to adopt behaviours such as consistent bed/wake times, daily exercise and getting morning daylight



Young people navigating high school are forming sleep habits that will shape their future. Sleep Ninja® reaches young people on their own devices, in their own time, before poor sleep becomes poor mental health.

– Venessa Wells
nib foundation Chair

Curriculum supporting sleep

With a direct interest in keeping their students alert in the classroom, schools can access free Sleep Ninja® for the Classroom educational resources. This evidence-based program translates the app into a classroom setting, helping teachers to embed sleep literacy and practical strategies early. The practical tools and fact sheets target year 7 and 8 students who are at the highest risk of developing bad sleep habits.

Alcohol use.

Cutting back on alcohol is a powerful change that protects your liver, heart and brain, lowers your risk of several cancers and supports your emotional wellbeing and relationships.

“

Alcohol is one of the top risk factors for chronic disease and contributes to mental health problems, cardiovascular diseases, liver diseases and a number of cancers. We see first-hand the impact alcohol has on our nib customers' health and wellbeing. Offering support early can help people make a change before issues take hold. That's why flexible self-help services like Hello Sunday Morning's are so critical to long-term health.

— Dr. Jeannie Yoo
nib foundation Partner Committee
Chief Medical Officer, nib Group

Closing the gap on alcohol support

Changing your relationship with alcohol shouldn't depend on being able to find or afford the right help.

Our long-standing relationship with Hello Sunday Morning has enabled a suite of evidence-based digital tools that address the gap in access to support for reducing alcohol use.

More than 432,000 Australians miss out on the support they need each year to change their relationship with alcohol. Although many people want help, timely and appropriate support can be difficult to access. An estimated 78% of Australians who need treatment for alcohol-related problems do not receive it, highlighting the continuing need for accessible services and a workforce equipped to provide effective alcohol support.

Hello Sunday Morning is on a mission to change that.

Hello Sunday Morning is the largest online movement for alcohol behaviour change in the world.



Alcohol use.

nib foundation has proudly supported Hello Sunday Morning since 2017, helping grow Daybreak and add features that help them on their mission.

Daybreak app: your biggest cheerleaders

Changing your relationship with alcohol is easier when you're doing it with others. Daybreak is Hello Sunday Morning's digital peer-support community, where people can connect with others on the same journey, share their experiences and find encouragement every step of the way – all from the comfort of their own device.

175,000+
app registrations

85.5% reduction in drinking risk within three months

78.2% reduction in psychological distress within three months

My Drink Check: understanding your relationship with alcohol

Before you can change a habit, it helps to understand it. In just five minutes, the My Drink Check feature in the Daybreak app assesses a person's drinking habits and provides a personalised report. It's confidential, non-judgemental and directs people towards clinically-backed advice and support to suit their circumstances – all from the comfort of their device.

49,056
completions

Drink tracker: small check-ins, big results

Sometimes the first step to change is simply seeing things clearly. Built into the Daybreak app, Drink Tracker is a science-backed tool that helps people monitor their alcohol consumption, set personal goals and measure their progress over time.

32,000+
drink trackers users
since the 2023 launch



Alcohol use.

Hello Change: A psychologist in your pocket

Hello Change is a self-paced online program that offers a personalised, non-judgemental and stigma-free space for people to reflect on, change, quit or pause their alcohol consumption.

Using evidence-based cognitive behavioural techniques, it helps users manage cravings, navigate relapses and build practical skills for lasting change. nib foundation funded psychologists, researchers and technical developers to build and launch the program to anyone who needs it.

1,200+
registrations
since January
2025 launch

Shea's year off alcohol

After years of binge drinking at uni and watching his mother struggle to overcome her alcohol addiction, Shea wanted to make a change to his own relationship with alcohol. Hello Sunday Morning's My Drink Check gave him a chance to reflect on his drinking patterns and get a clear picture of where he was really at. It then helped him navigate an alcohol-free year.

[Hear from Shea →](#)

“

Changing your relationship with alcohol is difficult enough. It shouldn't be difficult to find help to navigate it. Hello Sunday Morning has built an ecosystem that meets people at different points in their journey, with no judgement and no barrier to entry. This is what accessible, modern healthcare looks like.

– Glenn Treadwell
nib foundation Director
Director, Commercial – Strategic Projects,
nib Group

“

Finding Hello Sunday Morning was a pivotal moment. It provided me with a healthy option to replace my drinking habits and a community that held me accountable ... the benefits were immense: mental clarity, a sense of purpose, reduced stress.

– Daybreak user



Alcohol use.

Spreading the word on the link between alcohol & cancer

While most of us know that drinking alcohol can be harmful to health, many aren't aware that any amount of alcohol increases cancer risk, and knowledge doesn't always change behaviour. We supported Cancer Council NSW to run a campaign that educated people about the link between alcohol and cancer and helped them take steps to reduce their drinking.

In Australia, almost 20% of people who die from alcohol-related causes die from a cancer that could have been prevented by drinking less*. Drinking alcohol increases a person's risk of developing at least seven different types of cancer, including mouth, throat, breast, bowel and liver cancers.

Running across digital channels and social media for eight weeks, Cancer Council NSW's 'Spread' campaign[†] set out to raise awareness of the alcohol-cancer link and, crucially, to change people's intentions around how much they drink. It directed people to the Drinks Meter app – a high-quality tool promoted by the NSW Government that offered personalised, evidence-based feedback on alcohol use and tips for drinking less.

According to a campaign evaluation:

2.3 million
people aged 20-50
saw the campaign

People who saw the campaign were
twice as likely to have
taken steps to reduce their drinking
in the past three months

94% felt motivated
to reduce their drinking
as a result of the
campaign

“

The learnings from this 'Spread' campaign informed further work raising awareness of alcohol and cancer. It helped us to better target our priority audiences, reaching the people who need it most.

In 2025, we tailored the campaign to appeal to a male audience and ran a longer more intense campaign to improve reach and engagement. Our regular surveys of the NSW community show that knowledge of the link between alcohol and cancer is improving.

– Cancer Council NSW



*Alcohol consumption, drinking patterns and cause-specific mortality in an Australian cohort of 181,607 participants aged 45 years and over (2025)
[†]Cancer Council NSW acknowledges the Western Australian Mental Health Commission as the creator of the original Campaign Material.

Smoking & vaping.

Every smoke and vape-free day reduces your risk of cancer, heart disease, stroke, lung disease, and vascular disease for good.

Not just harmless vapours: busting vaping myths

nib foundation partnered early with charities first sounding the alarm of the harm of vaping – particularly in our younger generations. Now, we're focused on supporting the education of young people, and importantly, helping them quit.

At a time when smoking rates are the lowest in Australia's history, there has been a significant rise in e-cigarette use and vaping rates, particularly among teenagers who are more likely to smoke if they have previously vaped*. Research shows that chemicals inside vapes are linked to serious lung, heart and brain diseases, addiction, poisoning, lung injury and indoor air pollution.

After supporting the first National Vaping and Young People Roundtable in 2020, we continued to work with partners seeking to intervene early in those most at-risk.

Clearing the air around vaping

Alongside the growing popularity of vapes was the growing myth that it is a healthier alternative to smoking. For a lot of people, the misinformation stuck. That's when Life Ed and the Lung Foundation stepped in. With support from nib foundation, they created clear, easy-to-access resources that cut through the noise – busting myths and giving secondary students the real facts about vaping and other substance use.

We know that the conversations happening at home and in the classroom are critical to the way young people see the world. So, we supported the expansion of these resources to help parents and teachers have open, supportive conversations with teens about the risks of vaping.

Parents can access free videos, webinars and resources online. Schools can tap into ready-made lesson plans and classroom materials.

[Access Life Ed resources →](#)



Smoking & vaping.

Supporting students to resist peer pressure

Based on the resources developed with the Lung Foundation, Life Ed expanded their Reality Now program – one of Australia's leading school-based education programs – to include dedicated vaping content for students in Years 7-10.

Already covering alcohol, smoking, drugs and peer pressure, it was a natural fit. The updated program launched simultaneously in New South Wales and South Australia, reaching students where they are.

At its heart, Reality Now uses a real-time, anonymous student survey to challenge the misconceptions that often drive risky behaviour.

In 2024, 92% of students surveyed believed their classmates were vaping when in reality, 77% had never vaped at all. That gap matters.

When young people know the truth about what their peers are actually doing, it's easier to feel confident making their own healthy choices. Reality Now gives them the facts, the skills, and the encouragement to do just that.

“

Since 2020 we've worked alongside numerous community organisations who were at the forefront of the response to the emerging public health issue of youth vaping. In more recent years, we've been encouraged by the strong uptake of the Reality Now program by schools, as public concern rose and government and the health sector began to take action.

– Amy Tribe
nib foundation Executive Officer
Group Head of Community & Inclusion, nib Group



Life Ed has reached more than 30,000 secondary students*:

92% said they now know about the consequences of substance use

90% reported they now feel more educated on ways to manage peer pressure

87% reported an increased awareness of where to seek help and support if needed

*Reality Now: Tobacco and Vaping report (2025)

Helping young people to quit vaping

Wanting to quit vaping is one thing. Knowing how to do it is another. Until now, there's been little dedicated support built with and for young Australians to help them break their vaping habit and manage the nicotine addiction that often comes with it.

Filling a current public health gap, nib foundation supported Cancer Council NSW to build a first-of-its-kind platform to help young people reset and break free from vaping.

The platform was co-designed with young people and grounded in the latest evidence on how to quit.

Importantly, it provides tailored guidance for parents, carers and other supporters to support those needing it.



Mental health.

Strong mental health and wellbeing can help build resilience for the challenges life brings.

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Mental health challenges are among the most significant contributors to long-term chronic disease in Australia, affecting not just individuals, but their families and communities. Offering support early and effectively eases pressure on the health system, and importantly helps build stronger, more resilient communities which is one of nib's sustainability priorities.

— Renea Gilbert
nib foundation Partner Committee
Group Head of Sustainability,
Remuneration & Governance, nib Group



Expanding access to mental health support in the diverse ways people need it

When someone is struggling, finding the right support shouldn't be another hurdle to overcome. We supported the design, development and launch of Lifeline's Support Toolkit – practical, accessible information that meets people wherever they are in their mental health journey.

Lifeline has long been a reliable place for Australians in crisis to get help via their helpline, online chats and text service. After funding Lifeline during the pandemic when their services were in unprecedented high demand, we decided to work together to fill a gap in their services: providing early intervention mental health support.

With our help, Lifeline expanded their support to people who weren't in crisis, but were searching for information and tools they can access in their own time, at their own pace, either for themselves or a loved one.

The Support Toolkit is a curated online library of plain-language information, practical tools, lived-experience stories and clear pathways to further help. Built for people at different stages of their journey – including those from culturally and linguistically diverse communities – the toolkit makes it easier for more Australians to access support that works for them.

[Access the Support Toolkit →](#)

Lifeline supports Australians who are experiencing emotional distress to access 24-hour crisis support for suicide prevention, mental health, and domestic and family violence.

Mental health.



“

Lifeline’s Support Toolkit is very concise and in plain English, reassuring that intrusive thoughts are quite common and with help and support can be dealt with, a feel-good moment at the right time, showing that, there is a way... and it is not all doom and gloom, helps with that dreadful fear component.

– Lifeline’s Support Toolkit user

1.36 million people have accessed the toolkit for support

250,000+ people also accessed external support through the toolkit such as tools or apps and support services

81% of users found the toolkit helpful to find practical solutions they could use straight away

75% of users reported that the toolkit increased their knowledge around strategies that can help them feel better

Real life impact: supporting Bondi attack victims

When the Bondi Beach terror attack occurred in December 2025, many people, whether directly or indirectly involved, experienced shock, grief, fear and heightened anxiety – and the demand for Lifeline’s services rose.

Because the Support Toolkit infrastructure was already in place, Lifeline was able to rapidly create and publish Bondi-specific wellbeing content within 24 hours.

Alongside the helpline and the pop-up Community Crisis Support Hub in Bondi Pavillion, the toolkit helped ensure that Lifeline could cater to the many and varied ways people needed to access support depending on what felt right for them.

Specific guidance educated people on how to help understand trauma responses related to the attack, manage distress, and know when and how to seek further support.

“

Lifeline’s ability to respond quickly, thoughtfully and at scale after the Bondi attacks was possible because of years of investment in tools, systems and ways of working. nib foundation’s sustained support as founding partner of the Support Toolkit demonstrates the value of long-term and strategic funding in building this kind of readiness.

– Ed Close
nib foundation Director
CEO nib Group



Mental health.

Harnessing the power of storytelling for change

Sometimes the most powerful thing you can hear is that someone else has been there too. We supported batyr to develop the OurHerd app – an online community where young people share their lived experience of mental health, reduce stigma, and contribute to a collective voice that reaches all the way to policymakers.

When young people are struggling, many turn to the internet for support – it's the third most common source of help after friends and family* yet fewer than 4% of wellbeing apps are designed specifically for them†.

OurHerd is a moderated online community built in collaboration with 600 young people, extending batyr's successful university programs to anyone, anywhere. It also recognises the unique needs of specific cohorts, like international students navigating mental health challenges far from home.

[Download OurHerd →](#)

“

OurHerd doesn't just support individuals. By capturing powerful, anonymised insights and trends, it informs governments, policymakers and service providers on how to deliver better mental health outcomes for young people.

– Martin Matthews
nib foundation
Independent Director

batyr is a movement that empowers young people to talk openly about mental health and use their voices to drive change.



14,000+ active app users

11% of users connect to support services through the app

2 million story views

85% of users feel equipped to support a friend struggling with mental ill health

57% of users would seek help from professional services

96% of users showed very low levels of stigma

“

It's been so inspiring seeing how other people have been able to overcome their difficulties, and how there's such a wide range of stories.

– 15-year-old high school student user

*Android and iPhone Mobile Apps for Psychosocial Wellness and Stress Management (2020)
†The Digital Psychiatrist: In Search of Evidence-Based Apps for Anxiety and Depression (2019)

Body image.

Building a positive relationship with your body from an early age helps protect against disordered eating, anxiety and depression.

Learning positive, lasting healthy habits at home

We partnered with Butterfly Foundation to support a program of work that helps parents and policymakers to better support healthy body image from a young age.

Young people have grown up in a world that normalises unhealthy and unattainable representation of the 'perfect' body, often amplified by social media algorithms that target their vulnerability. Surrounded by these messages, it's no surprise that one million Australians are impacted by eating disorders, projected to cost the country \$70 billion*.

90% of young people reported some level of concern about their body image

75.5% of young people wished they were leaner or thinner

57.2% reported social media made them feel dissatisfied about their body



Body image.

Body kindness starts at home

Having role models that embody healthy lifestyles is critical to a young person's developing body image. Learning to appreciate and respect their body from a young age is one of the best protections against external messages.

With nib foundation's support, Butterfly Foundation's BodyKind Families developed a free hub of practical tools, bite-sized sessions and expert guidance to help parents model healthy attitudes toward food, bodies and physical activity at home.

BodyKind's impact is far reaching and long-lasting:

6,600+ young Australians in 3,600+ families were reached

93% of participants reported planning to put what they learned into practice

“

BodyKind Families gave me confidence to encourage dialogue around weight and body issues, which I was nervous about previously for fear of getting it wrong and causing issues.

— Parent



Giving a voice to people who need the help

To best help people experiencing body image issues, we need to hear from them. Butterfly Foundation's BodyKind Youth Survey is the first of its kind in Australia. It gives young people a real voice on body image and is helping shape the prevention programs and advocacy work that supports them.

“

Before the BodyKind Youth Survey, Australia didn't have reliable data on how young people felt about their own bodies. Now we do – and it's confronting. This data is exactly what policymakers and governments need to design programs that actually address the problem at its core. And, it gives the whole sector a stronger evidence base to advocate from.

— Lauren Daniels
nib foundation Director
Group Chief People Officer, nib Group

**Thank you to each of our Prevention Partners
and their teams for helping us support the health
and wellbeing of Australians.**

Featured in this report:



**Our full list of
Prevention Partners:**

Alcohol and Drug Foundation

batyr

Black Dog Institute

Butterfly Foundation

Cancer Council NSW

Cancer Council Queensland

Cancer Council Victoria

Hello Sunday Morning

Life Ed. NSW

Lifeline Australia

Live Life Get Active

Lung Foundation Australia

Monash University

Skin Check Champions

Smiling Mind

The Banksia Project

University of Newcastle

Waves of Wellness Foundation

YMCA of Sydney Youth & Community
Services Inc

