

# My health for life

*Partnered with* Queensland Government



Queensland Government partnered with Social Marketing @ Griffith to evaluate the effectiveness of the \$27 million program, My health for life (MH4L). MH4L was co-designed with community members and stakeholders. Delivered by a coalition, MH4L aimed to support 10,000 Queenslanders facing high risk of chronic diseases like type 2 diabetes, stroke, and heart disease to adopt positive lifestyle changes.

To determine the effectiveness of the MH4L program, the evaluation aimed to:

1. Assess the participant, service and system impact and outcomes of MH4L.
2. Provide ongoing insight and feedback on key success indicators and key areas for improvement across the duration of the MH4L program.
3. Provide evidence on chronic disease prevention programs to inform policy and practice in Queensland.
4. Contribute to the evidence base on implementing large-scale chronic disease prevention programs.

From 2017–2019, the evaluation team annually assessed impacts, outcomes, implementation, and program sustainability, guided by evaluation frameworks such as RE-AIM and other models emphasising implementation research and contextual factors. Data collection tools, including risk assessment surveys, tracked changes in health behaviours, self-efficacy, and quality of life.

The overall findings from the 2017–2019 evaluation indicated that the MH4L program was a success and the first of its kind in the state's preventative health space. The evaluation period was also extended until 31 December 2020.

As of 31 December 2019, MH4L was on track to achieving the program's KPIs:



**194,403 health checks**



**14,132 Queenslanders enrolled in the MH4L program**



**9,051 completed the MH4L program**

The MH4L evaluation reports have been endorsed by Health and Wellbeing Queensland:

- [Evaluation Report 1 - 2017](#)
- [Evaluation Report 2 - 2018](#)
- [Evaluation Report 3 - 2019](#)
- [Evaluation Report 4 - 2020](#)

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