

Developing a Nutrition and Physical Activity Plan for the Nelson Marlborough NPA

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The Team

- Nelson Marlborough Nutrition and Physical Activity Programme Partnership (NPA)
(cross sector group to implement plan)
- Quigley and Watts
(research, developing the programme plan)
- Y&R
(creative strategy development)

Step One

First decisions

What do we want to do ?

Reduce incidence of obesity

In what group?

Target group

Preadolescent

Maori

Lower SES

How will we do it?

Settings based approach

Campaign integrated within general
NPA programme

What environments/setting influence children's nutrition and physical activity behaviours?

Families / whanau

Schools

Communities (under council influence)

Who has influence in those settings?

Intervention Groups

Families / whanau:

Parents / caregivers

Schools:

School management / Admin / Teaching staff / Boards

Communities:

Councilors / Planners / Managers

Step Two

Research

What will help change the children's environments?

Qualitative research

6 parent focus groups

3 general, 3 Maori

6 one to one parent interviews

3 general, 3 Maori

6 one to one interviews with school staff

3 one to one interviews with senior council planning staff- 3 areas

1 one to one interview community coordinator

To understand the barriers and enablers that influence what primary school children eat and their levels of physical activity experienced/perceived by parents/schools/councils.

Step Three

Putting the information together

Data collated

Interviews / focus groups

Evidence from the literature

Local baseline survey data (AK Uni Evaluation)

Information organised / analysed using

ANGELO Framework

Social Cognitive Theory

Diffusion of Innovation Theory

Angelo framework

- Frames obesity in terms of environmental factors (obesogenic environments)
 - Physical activity
 - Food
- Size:
 - *Microenvironmental settings*
 - *Macroenvironmental settings*
- Type
 - *Physical*
 - *Economic*
 - *Political*
 - *Sociocultural*

Summary of main determinants for obesogenic environments in family / whanau settings

Economic	Physical	Socio-cultural	Political
<ul style="list-style-type: none"> • SES <ul style="list-style-type: none"> ○ Income • Perceived and actual cost • Available time <ul style="list-style-type: none"> ○ Tiredness & motivation 	<ul style="list-style-type: none"> • Influences of children • Support from partners and other whanau • Food specific: <ul style="list-style-type: none"> ○ Access to food ○ Messages and communications re: food <ul style="list-style-type: none"> ▪ Packaging and labeling of foods ▪ Promotion of food • Physical activity specific: <ul style="list-style-type: none"> ○ Access to physical activity facilities ○ Opportunities to be active ○ Aesthetics of the activity and facilities ○ Actual safety 	<ul style="list-style-type: none"> • Social norms re: food <ul style="list-style-type: none"> ○ Week days ○ Weekends • Social norms re physical activity • Socially defined roles of parenting • Parental attitudes and behaviours <ul style="list-style-type: none"> ○ Attitudes and perceptions ○ Knowledge and skills re: health eating 	<ul style="list-style-type: none"> • Perceived parental control over child's eating • General rules re: children eating breakfast • Large number of rules re: healthy eating – not necessarily universal, inconsistently enforced • Enforcement of rules aided by schools • Enforcing dinner rules sometimes undermined by parental eating habits • Snack rules tend to be less defined

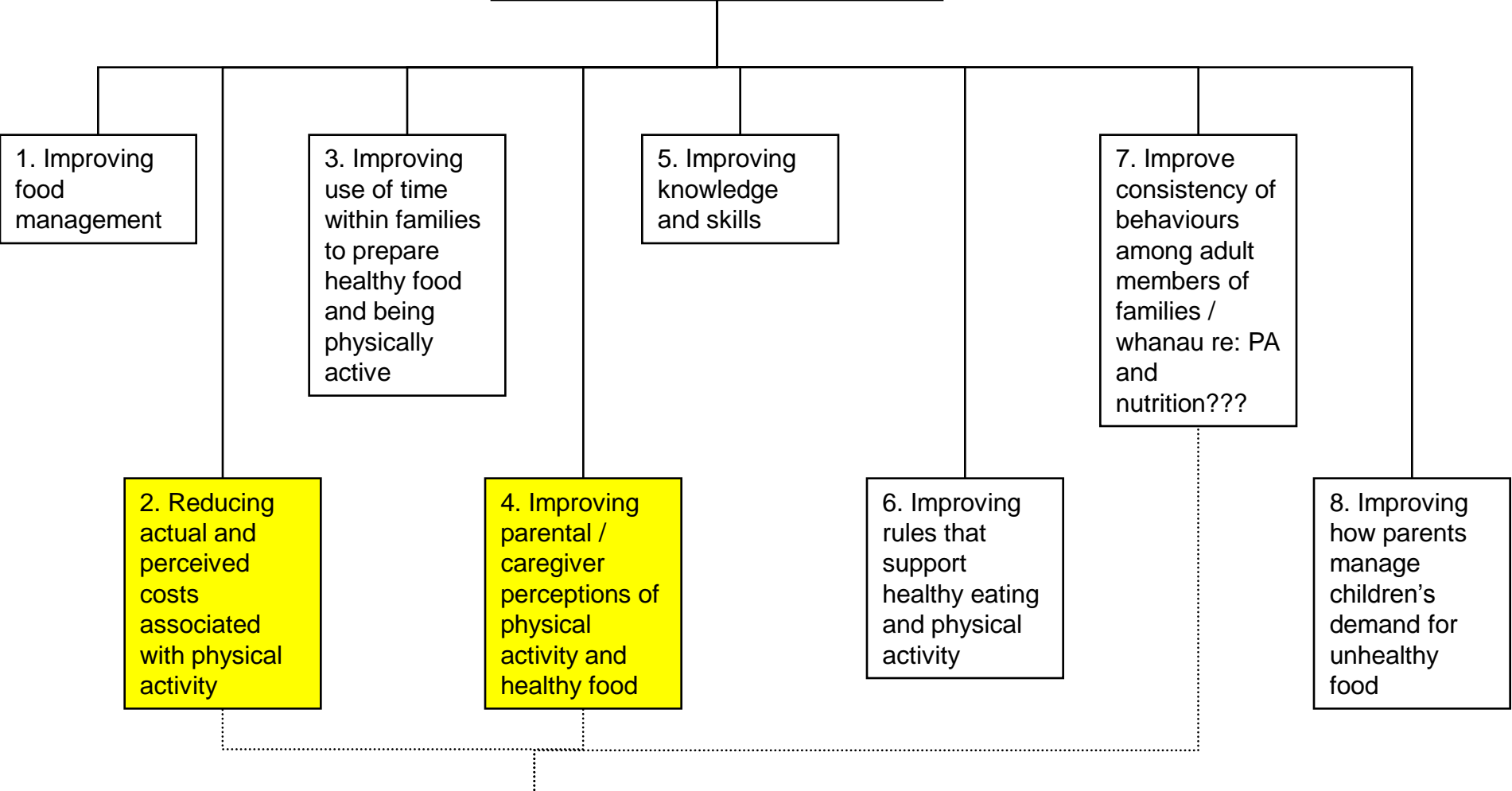
Step Four

Set the objectives and work out a plan

Draft objectives set for the 3 settings

- Workshop with NPA members & Y&R
 - what is possible
 - what will work with present work
 - what will work locally
 - what will work for social marketing campaign

Objective 1:
Improving environments to promote healthy eating and physically activity within families / whanau



Amenable through social marketing

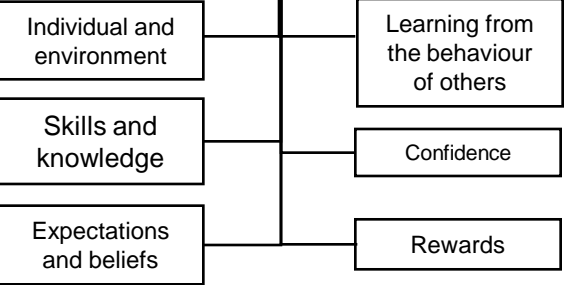
Summary of potential objectives for a social marketing campaign

- **Families / whanau**
 - Reducing actual and perceived costs re PA
 - Improving parental / caregiver perceptions of PA and healthy food
- **Schools**
 - Normalising healthy eating and physical activity
 - Improve [and coordinate] support from community members and providers for healthy eating and physical activity – schools, community providers (DHBs etc)
 - ‘Normalise’ healthy eating and physical activity in relation to the school environment - Health Promoting Schools
- **Communities**
 - Increase priority placed by decision makers on funding / developing initiatives that promote PA and / or healthy eating
 - ‘Normalise’ the role of councils to promote healthy eating and physical activity

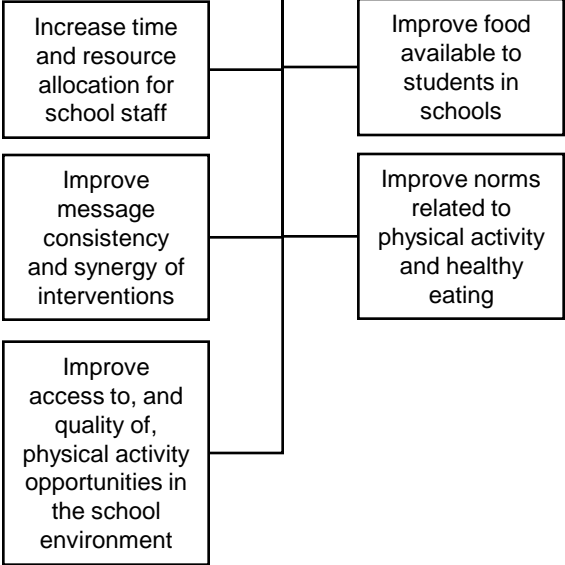
Programme Plan Objectives

Overarching goal
Improve environmental influences for young people to eat well and be physically active

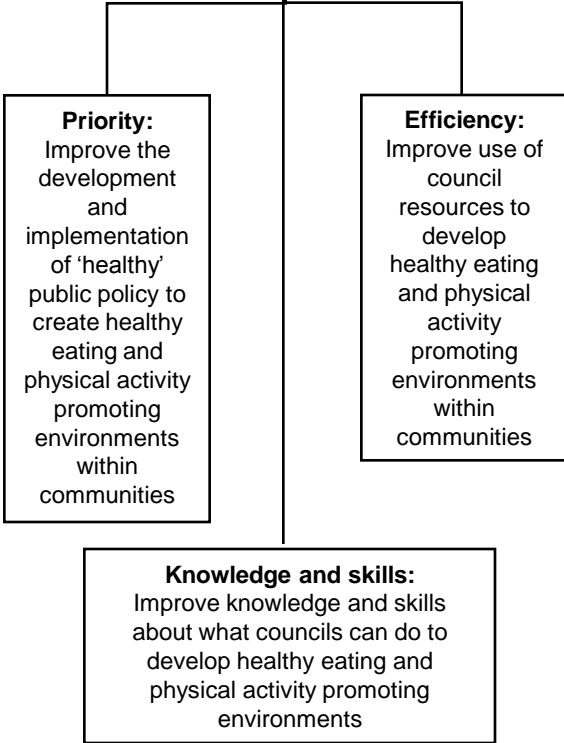
Objective 1
Improve environments to promote healthy eating and physical activity within families / whanau



Objective 2
Improve environments to promote healthy eating and physical activity within schools



Objective 3
Improve environments to promote healthy eating and physical activity within communities (councils)



Social Marketing Specific Objectives

Overarching goal
Improve environmental influences for young people to eat well and be physically active

Objective 1
Improve environments to promote healthy eating and physical activity within families / whanau

Individual and environment

Learning from the behaviour of others

Expectations and beliefs

Confidence

Objective 2
Improve environments to promote healthy eating and physical activity within schools

Improve message consistency and synergy of interventions

Improve norms in relation to physical activity and healthy eating

Objective 3
Improve environments to promote healthy eating and physical activity within communities (councils)

Priority
Improve the development and implementation of 'healthy' public policy to create healthy eating and physical activity promoting environments within communities

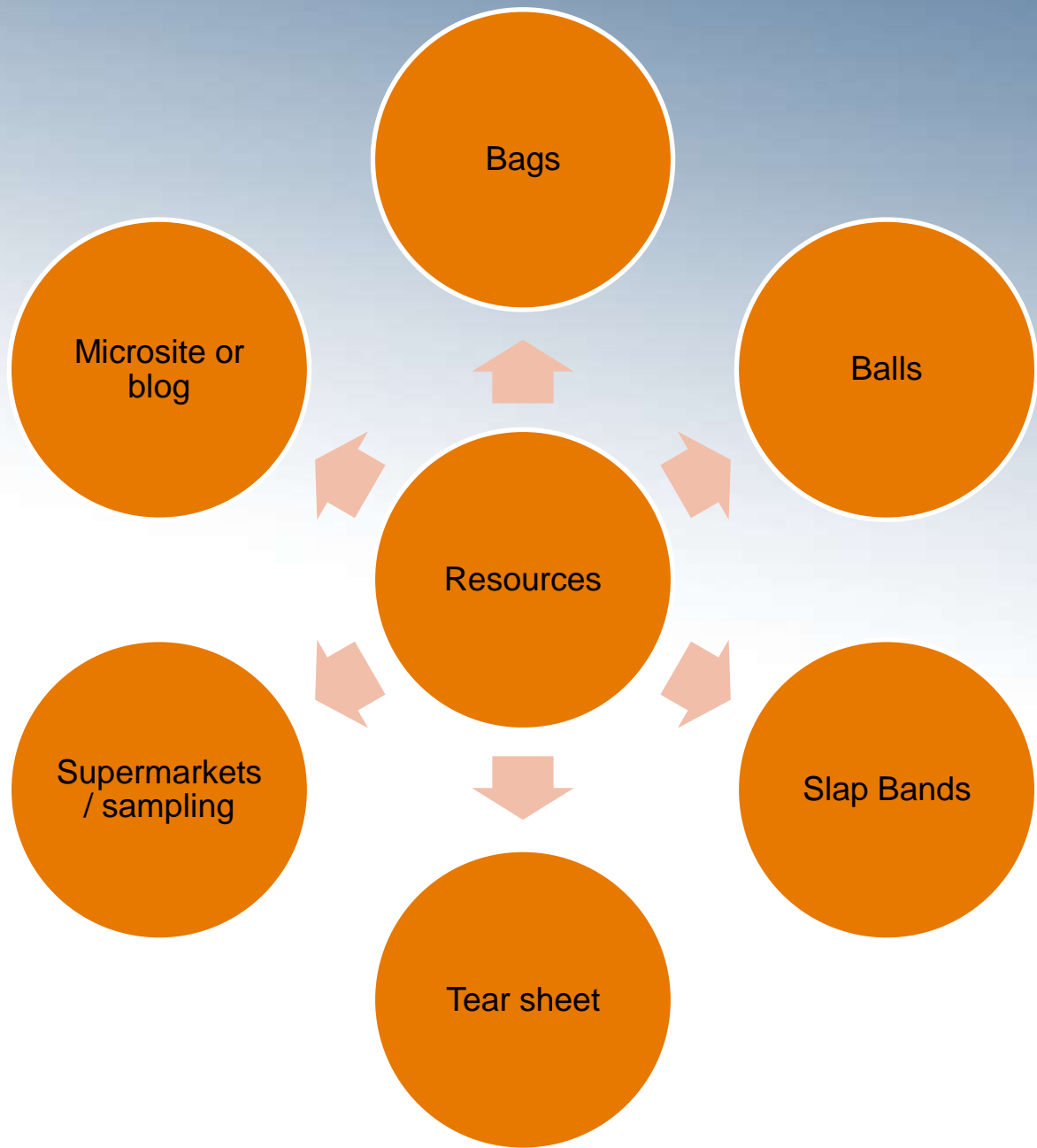
Review concept

- Every season's challenge is represented by a colour. The Orange Challenge includes twelve challenges inspired by seasonal food and seasonal activities. We promote single, simple, do-able actions, one at a time, via one challenge per week.



All challenges





Bags

Delicious Recipes

Tasty Pumpkin SOUP

 **1 kg Pumpkin**
(about 1 1/2 large - gyooshiki)

4 CUPS water or stock (vegetarian)

1 tsp curry powder

1/2 tsp nutmeg



Serves **4**

Peel and chop the pumpkin into large pieces. Roughly chop the onion.

Heat 1 litre of oil in a large pot and add water/stock. Bring to the boil.

Season the chestnut or cashi pumpkin in very oil.

Place cold onions with a potato peeler or hand blender if you want to be fancy, you can puree it in a food processor.

Serve with a slice of bread or toast to make a meal.

Yummy Variations

• Veggie burger: Use the pump in a roll of choice to get into the healthy, healthy and yummy.

• In many styles: Add 1 cup of green lentils or 1/2 cup of chickpeas.

• Sweet & sour: Add 1 cup of orange juice and 1/2 cup of honey to the soup.

TIME: 30 min APPROX MEAL COST: \$3.20 (incl. 10% GST)

Winter Vege FRITTERS

1/2 CUP Self Raising Flour

1/2 - 3/4 CUP low-fat milk

2 CUPS grated potato
or Avamara

1 CAN (425g) Eggs
Whole kernel corn, drained



Serves **4**

Whisk the flour into a bowl, add the eggs and milk slowly and it is a thick liquid mixture. Add veg (2/3's for thick and more milk or 1/2's for more and more flour).

Heat a thin layer of oil in a fry pan. Add a thin layer of oil to a fry pan.

Place 1/2 cup of mixture in the pan (1/2 cup = 1/2 of 100g).

When the fritter bubbles on top, turn over with a fish slice. Cook until golden brown on both sides.

Serve on rice with your favourite veg or try with sweet or bitter mango, lemons or other fruit - they are healthy between the 1/2 cup of bread or toast with lettuce and tomato.

Yummy Variation

Add chopped onion, garlic, grated carrot, raw zucchini or potato for more more flavour!

TIME: 15 min APPROX MEAL COST: \$3.55 (incl. 10% GST)

Take up 
The Winter Challenge
get into Fresh Foods
get into Action and get ...

       **healthyas.org.nz**



Balls...

- 1,000 per season
- Given out at the launch events
- One-colour print of the logo
- Balls from India. Winter to be air freighted



Slap Bands...

- 5,000 per season
- 3,500 in the bags that go to schools.
- 1,500 given away by the radio station through promos



Tear-sheets

- 1/3 A4
- Three versions per season
- Front – recipe and activity
- Back – Challenges for the month
- Distributed through supermarkets and NPA partners.



Supermarket Stand



Microsite/blog

- Aimed at parents – outside the scope of budget to build flash kids site
- Themed for the season, list 12 challenges
- Could be blog – voice of Helen, follow Helen on Twitter, etc.
- Experts on hand to answer questions – nutritionist, nurse, sports trainer
- Links to other sites
- Forum for parents to share recipes, tips and photos
- Best idea each week wins a box a vegies
- No registration
- Printable PDF of challenges

Website

95% have a computer in the house
83% access the internet at home
39% access the internet at work
62% use the internet daily

Visibility

Other channels -

- Use 'welcome' and 'goodbye' signs
- Street Flags
- Main street banners
- Lamp post wraps
- Change main street lights season's colour
- Shop window display competition, judged by the mayor.

Recognising success

- Publish stories of brilliant families **and** brilliant schools in local papers, on the blog, on radio.

