

# 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

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

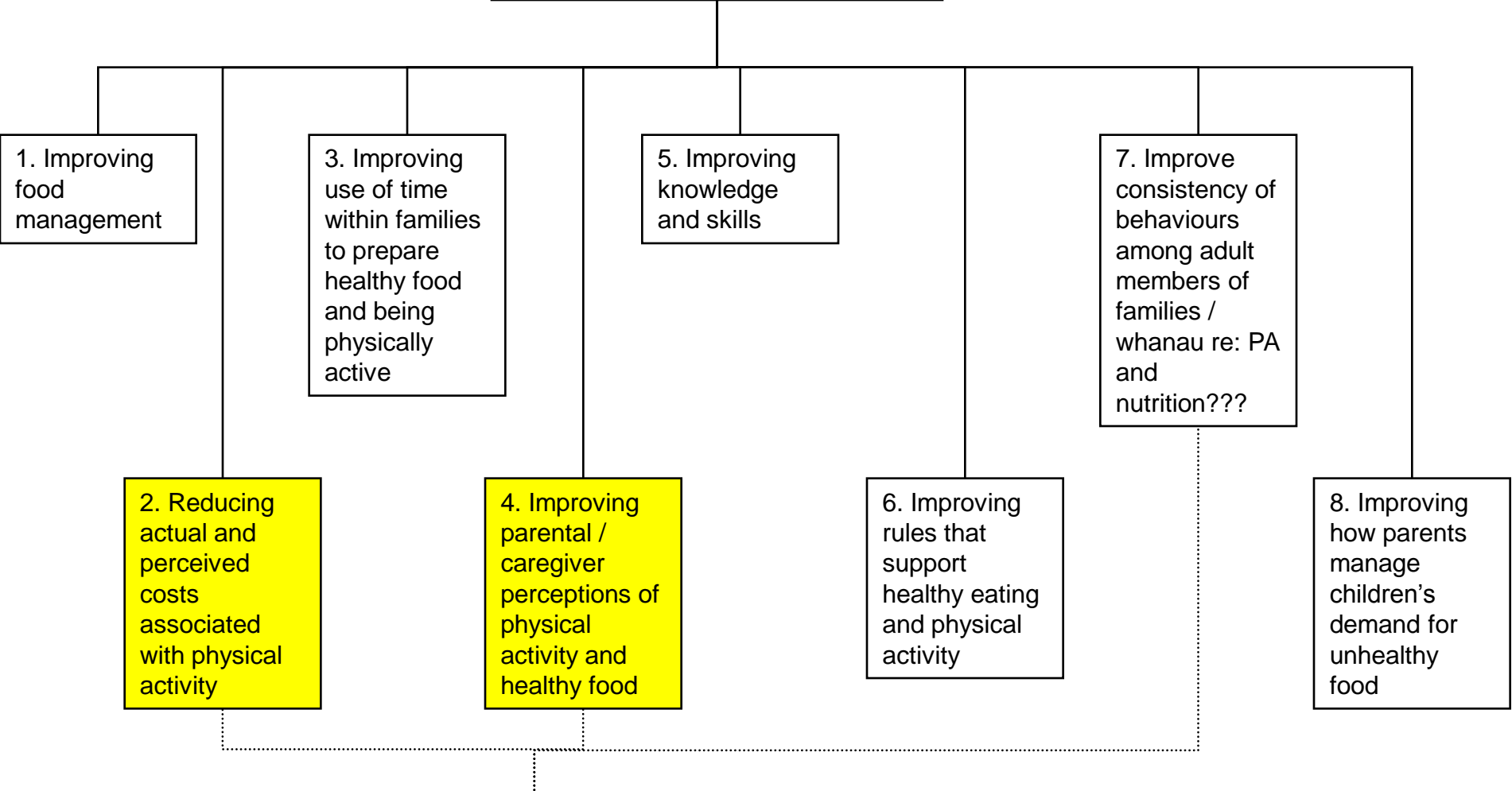
# Step Four

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

Individual and environment

Skills and knowledge

Expectations and beliefs

Learning from the behaviour of others

Confidence

Rewards

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

Increase time and resource allocation for school staff

Improve message consistency and synergy of interventions

Improve access to, and quality of, physical activity opportunities in the school environment

Improve food available to students in schools

Improve norms related 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

**Efficiency:**  
Improve use of council resources to develop healthy eating and physical activity promoting environments within communities

**Knowledge and skills:**  
Improve knowledge and skills about what councils can do to develop healthy eating and physical activity promoting environments

# 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

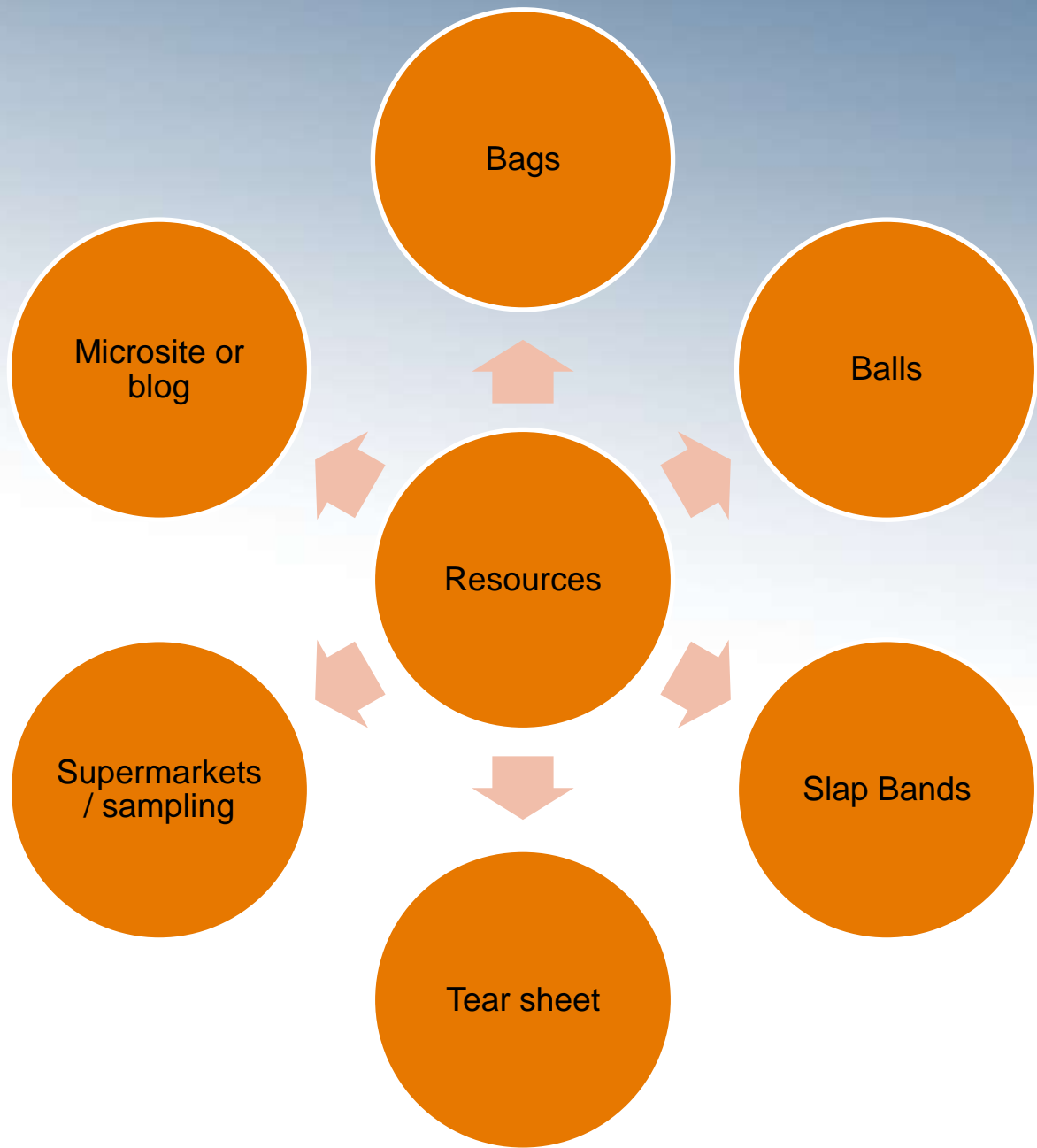
# Review concept

- 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 - gyothingia)  
**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 1cm dice.  
Place rings in a large pot or pan and add water/stock. Bring to the boil.  
Season for about 10 mins or until pumpkin is very soft.  
Mash until smooth with a potato masher 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 sauce: For hot serving mix a bit of oil and soy sauce for a smoky, tomato and garlic.  
• In many styles: Add 1 cup of green lentils at 1/2 hr. Add 1/2 cup of chickpeas at 1/4 hr.  
• Sweet & Sour: In spring, try a curry with mango for 1/2 hr. Get me up get 1/2 hr. make and 1/2 hr. cook it.

TIME: 30 min APPROX MEAL COST: \$3.20 (that's 80c each)

### 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 flour into a bowl, add 2 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 runny and more flour). Heat a thin layer of oil in a fry pan. Place 2cm thick of mixture in the pan (1/2 amount = 1 fry pan).  
When the fritter bubbles on top, turn over with a fish slice. Cook until golden brown on each side.

Serve on rice with your favourite sauce or try with sweet or bitter mango. Makes 400kcal per cup - 10g a fritter between two. 100kcal of bread or toast with butter and jam.  
**Yummy Variation**  
Add sliced onion, garlic, grated carrot, raw zucchini or potato for more fibre. (100kcal)

TIME: 15 min APPROX MEAL COST: \$3.55 (1/2 a serving)

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.

