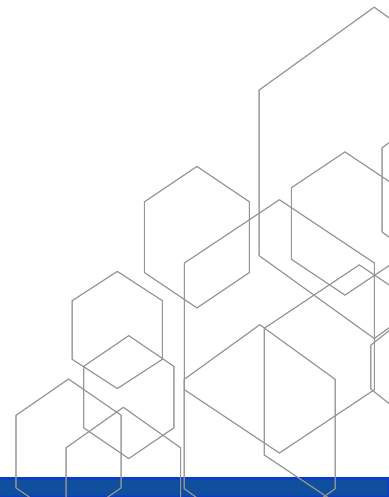


Enhancing physical activity for Māori, Pacific, and low-income families/whanau



Workshop goals

- Share draft findings
- Disseminate findings
- Get feedback from workshop to inform final policy papers



Physical Activity

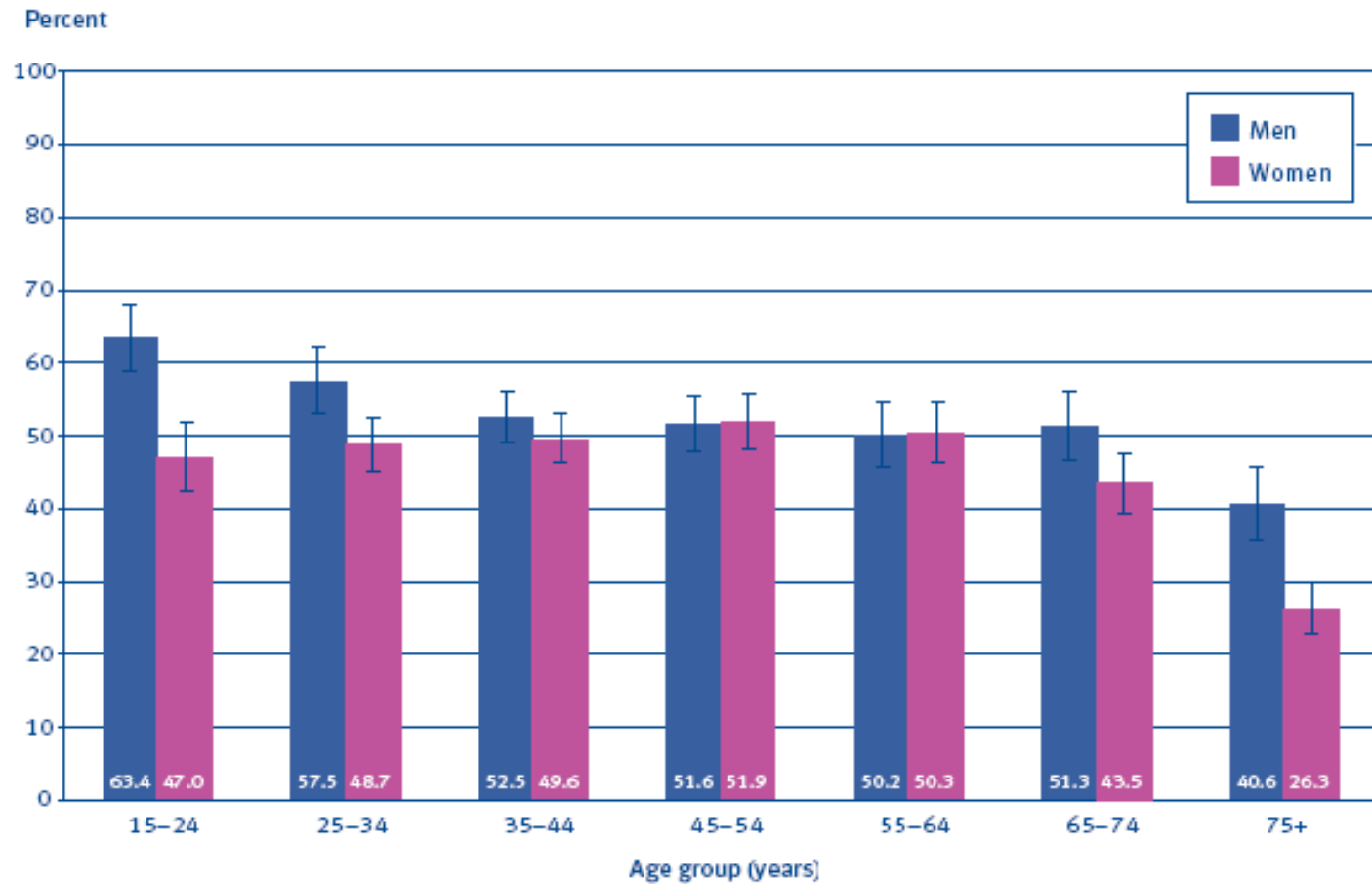
- Physical Activity - Any bodily movement produced by skeletal muscles that results in energy expenditure
- Exercise - Planned, structured and repetitive bodily movement done to improve or maintain one or more components of physical fitness

Caspersen, CJ & Stephens, T (1994) The demography of physical activity. In Physical Activity Fitness and Health, Human Kinetics



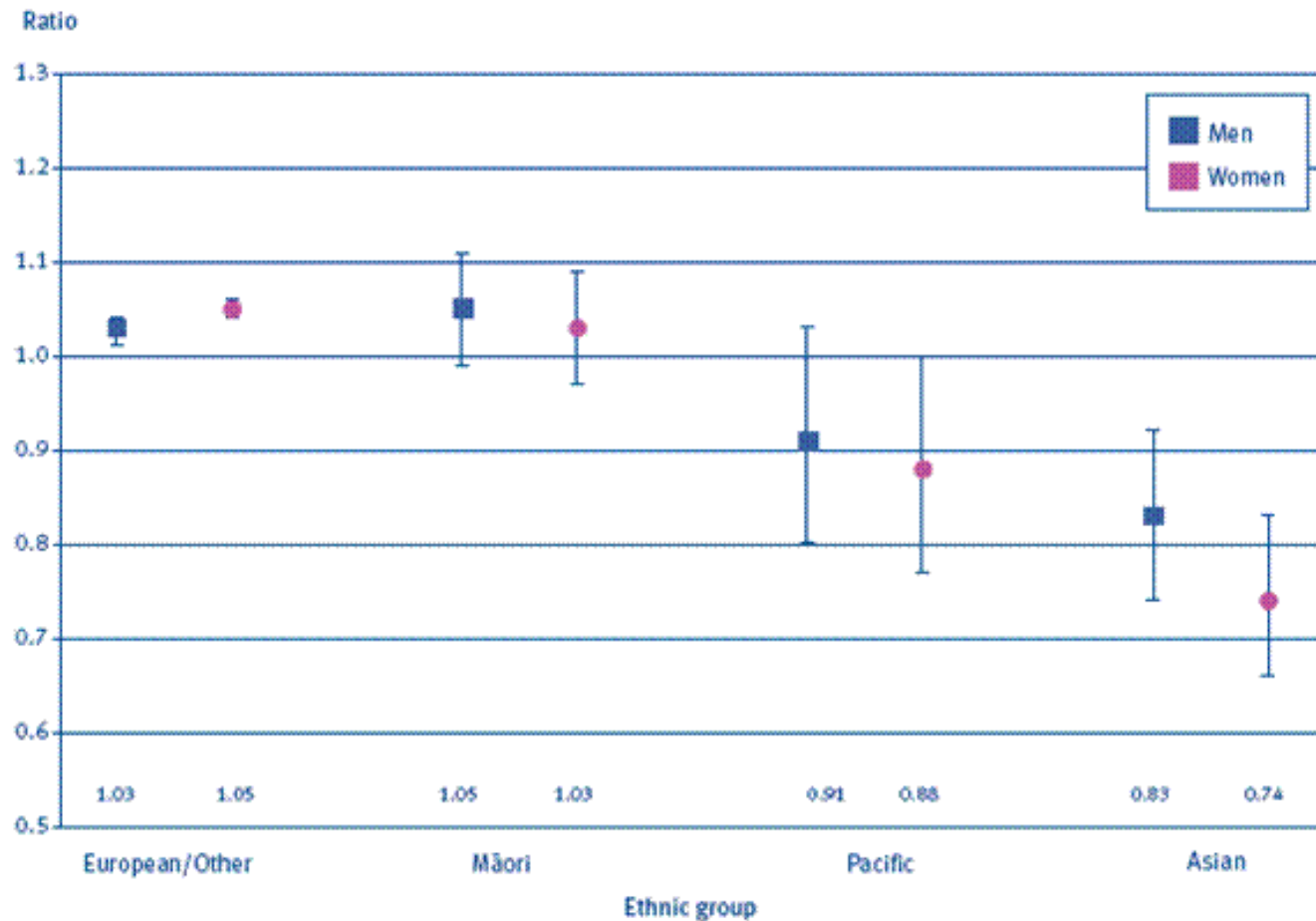
NZ situation

- 50% of all adults regularly active



Source: 2006/07 New Zealand Health Survey

Regular PA by Ethnic Group

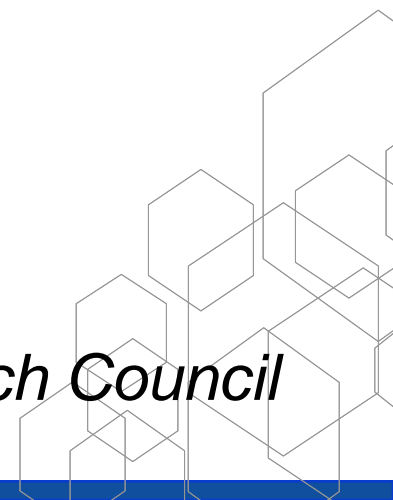


Source: 2006/07 New Zealand Health Survey

Enhance project

- RFP - Enhancing food security and physical activity for Māori, Pacific and low-income whānau/families
- Aim to understand environmental influences and identify solutions
 - Literature review
 - Focus groups
 - Identification of contributing factors and points of intervention
 - Defining opportunities for intervention
 - Evaluation of potential interventions
 - Portfolio of policies, programmes and actions

Funded by Ministry of Health and Health Research Council



Literature review

- Literature published up to and including 29 Oct 2007
 - 10 electronic databases
 - Google
 - Relevant websites
 - Hand searching
 - Grey literature
 - Key informants
- Results classified as physical, economic, socio-cultural, and political environments



Literature review findings

<i>Economic:</i> cost barriers, access to facilities, SES gradient, income	<i>Physical:</i> urban design, walkability, transport, access, experience safety, schools, places
<i>Social and cultural:</i> social support, motivation, barriers (time); family and peers, behavioural interventions	<i>Policy:</i> urban design, school policies, media and social marketing, community coalition

Few interventions
Macro level solutions

Focus groups

- 9 focus groups
- Both urban and rural locations
- 3 with Māori, 3 with Pacific and 3 with low-income people
- 87 participants in the study
- A semi-structured interview schedule was developed based on available literature
- Māori and Pacific researchers



Focus group findings

- Key barriers
 - Lack of motivation
 - Lack of time
 - Lack of money to access facilities
 - Lack of money to afford the transport
 - Lack of safety in neighbourhoods
 - Distance
 - Infrastructure
 - Modern technology
 - Lack of knowledge of what is available

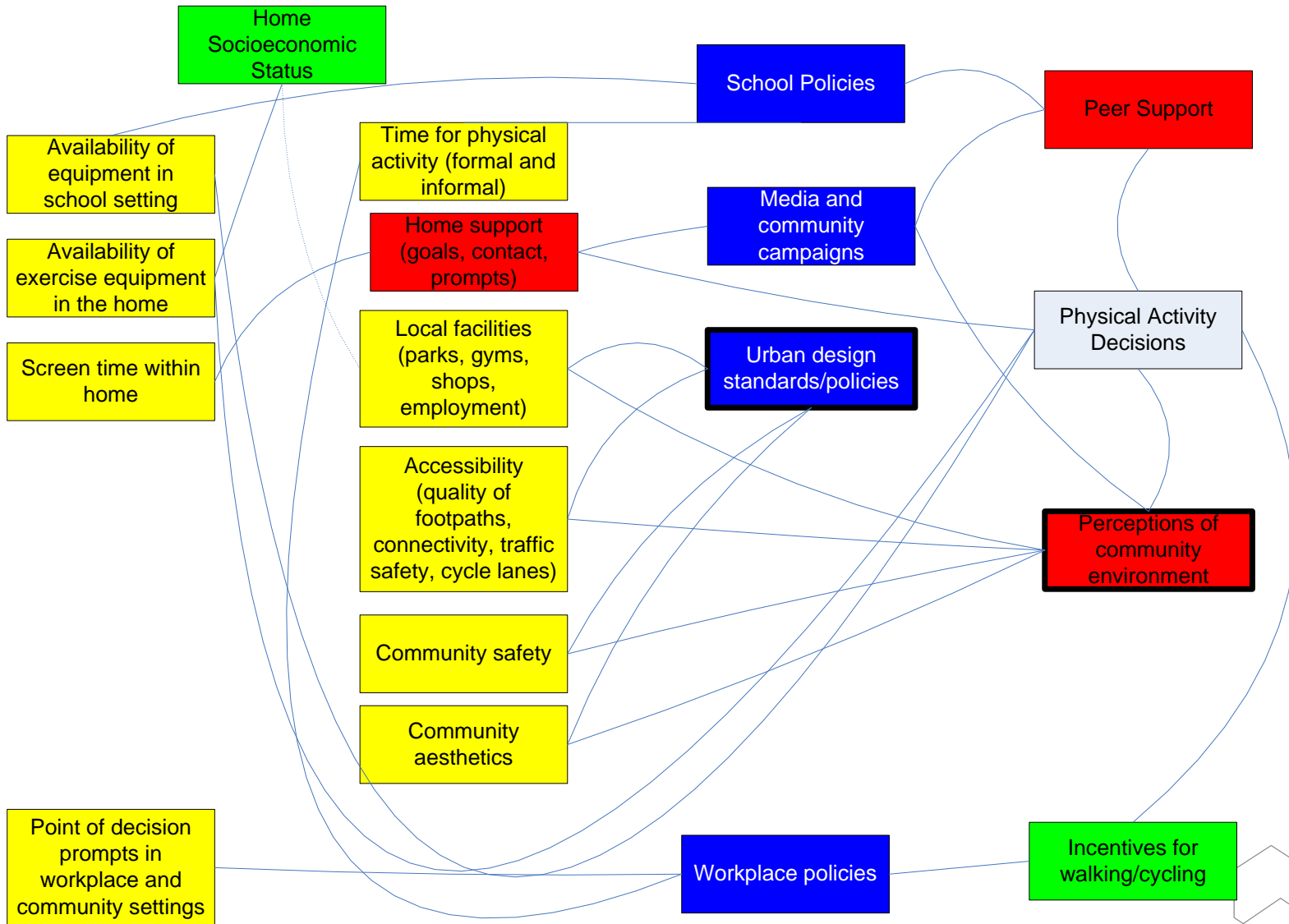


Where to intervene?

- Identify areas for interventions
- Use literature review and focus group research
- Take a systems approach
- Identify broad areas for further research and analysis



Physical Activity System

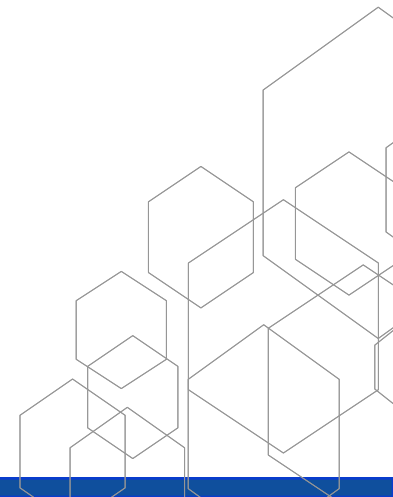
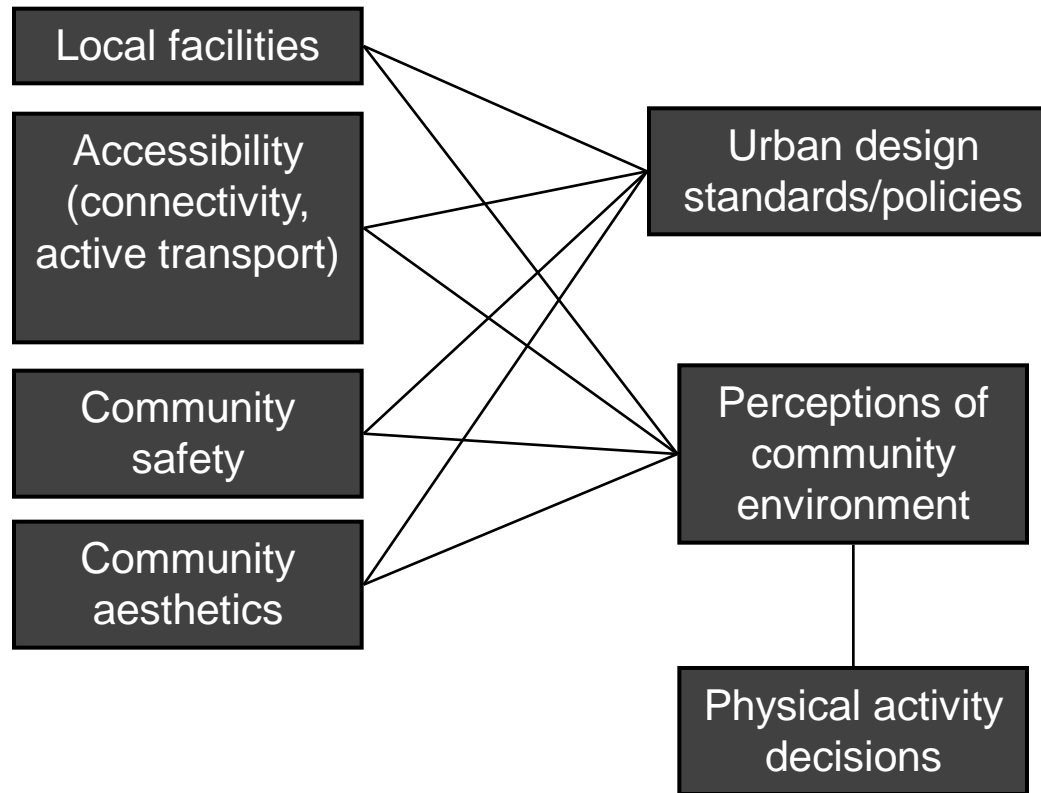


Two areas identified

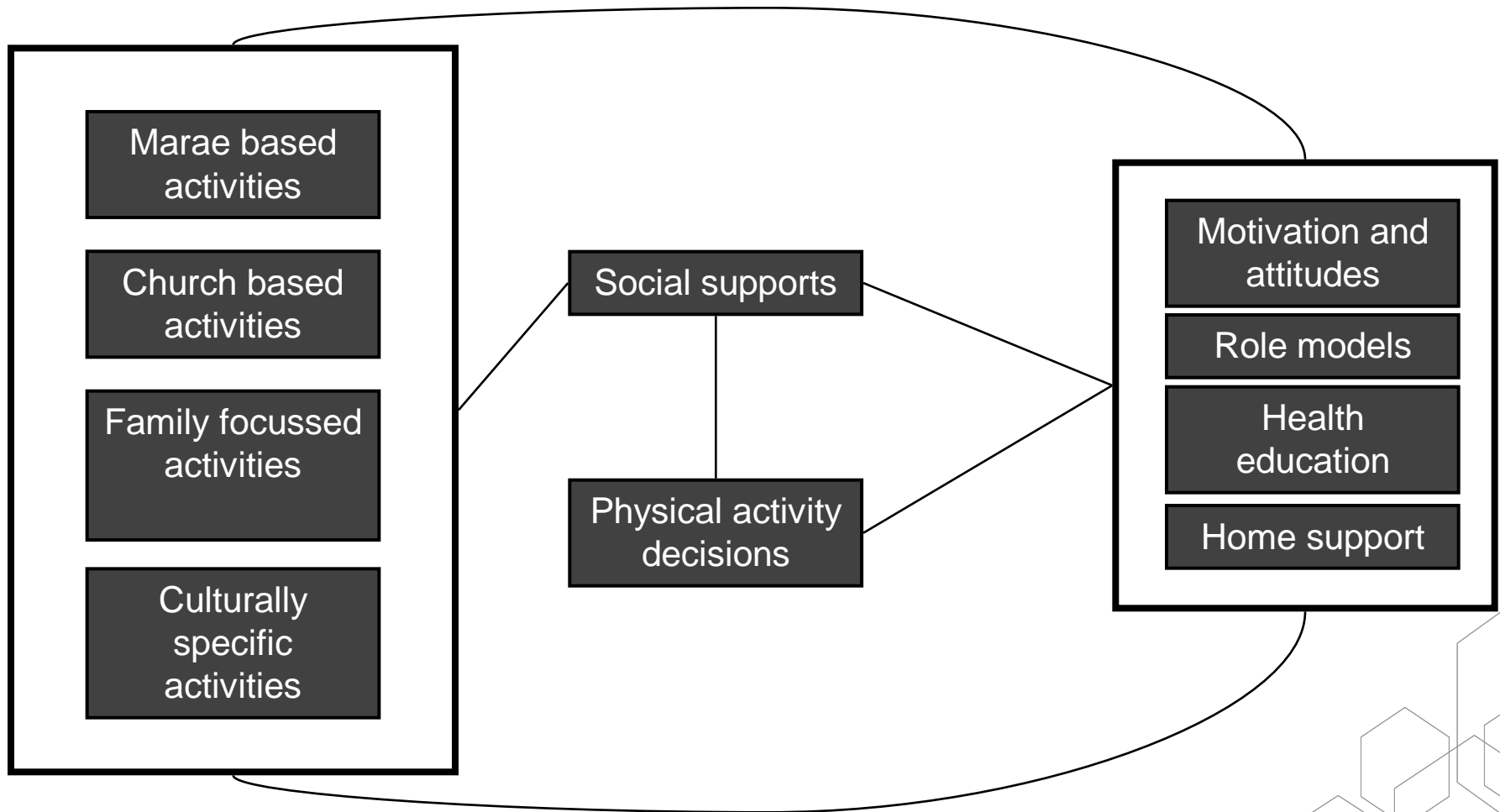
- Improving urban design
- Provision of culturally specific programmes



Improving Urban Design



Culturally specific programmes



Opportunities for action

- A range of focal areas were chosen for development of policy papers. Selection was based on:
 - Areas receiving most support at workshops
 - Findings from literature review and other earlier work
 - Key populations: Māori, Pacific, low-income
 - Initiatives covering a range of levels
 - Avoiding overlap with work in other areas
 - Utilising strengths of research team
 - Practical considerations of where value can be added and what was within the scope of the project



Policy paper topics

- Urban design:
 - Open space and connectivity
- Culturally-specific physical activity:
 - Developing capacity
 - Tikanga
 - Evaluation and research



Improving Urban Design: Enhancing open space and connectivity

Key Findings

- Increasingly recognised that public health strategies focused on encouraging individual behaviour to increase physical activity have been insufficient
 - Sustained improvements to PA likely to require making changes to built environment
- *International* evidence suggests that:
 - Local access to open space and neighbourhood street connectivity exert a significant but modest effect on population-level physical activity
 - However, adjustments of these factors alone are unlikely to increasing physical activity levels to recommended levels
 - The small amount of available evidence suggests that enhancing open space and street connectivity in more disadvantaged areas is particularly beneficial to low SES groups
 - Most of the research completed in the US



Enhancing open space and connectivity II

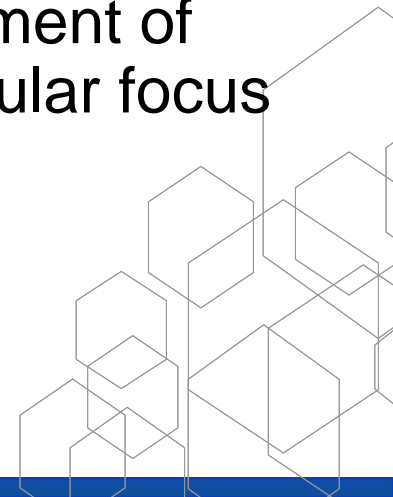
- The evidence base in *New Zealand* is particularly low.
 - Generally NZ studies do not support an effect
 - No studies have explicitly examined the effects of the built environment on the three target populations
 - It would be unwise to dismiss these urban design variables as being unimportant in NZ (small number of studies (n=3), methodological limitations and the data constraints of previous work)
 - The evidence base is not sufficiently developed for definitive conclusions



Enhancing open space and connectivity III

Recommendations

- Develop the New Zealand evidence base with a particular emphasis on the three target communities
- Facilitate and evaluate ‘natural experiments’ within the built environment
- Develop the infrastructure to enable adequate evaluation including the collection of detailed longitudinal data that tracks individuals as they move between different settings.
- Development and evaluation of a National Policy Statement that gives precedence to the enhancement of physical activity at a population level with a particular focus on the three priority communities.



Culturally-specific interventions

- Some evidence internationally
- A variety of examples of programmes in NZ
- Strong links within the community
- Collaborative community participation and consultation
- Early, meaningful and ongoing engagement with community leaders and diverse stakeholder advisory groups
- A holistic approach (lifestyle change)
- Adapting or including activities that are relevant to the population of interest
- More rigorous design and evaluation of initiatives



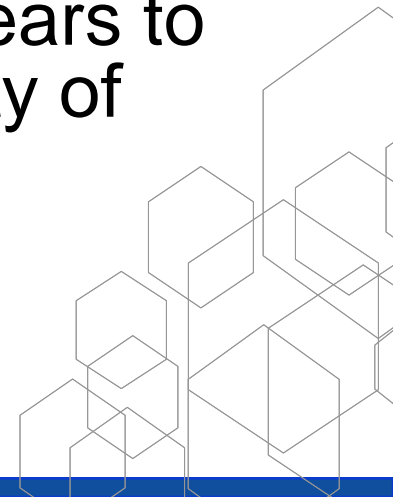
Developing capacity

- Extensive international literature
- Good examples in NZ
- A collaborative approach based on a community development model is required
- Māori for Māori or Pacific for Pacific delivery approach
- Expertise to facilitate mentoring strategies
- Education and training for those delivering the programme and in the community
- Champion roles and leadership actions
- Available and accessible sources of funding



Tikanga

- Enhance team undertook two Māori specific workshops
- What interventions would aid in the provision of culturally appropriate physical activity
- Defining tikanga
- Examples of use in New Zealand:
 - Korikori a Iwi
 - Taia te Kawa
- Huge gap in literature however there appears to be value in using tikanga to guide a variety of practices



Future culturally-specific programmes

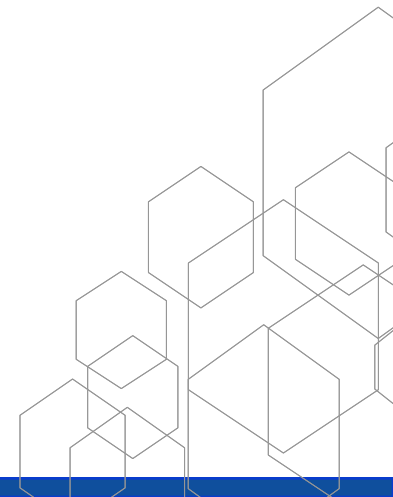
- Should clearly document their capacity, adequately fund these strategies, and incorporate a conceptual framework, which includes evaluation
- Identify where strategic development should be located for capacity building of physical activity workforce for Māori, Pacific and low-income communities



Workshop questions

This research aims to enhance physical activity and food security for Māori, Pacific and low-income New Zealanders

- What feedback do you have about the key findings?
- What feedback do you have about the key recommendations?
- What is needed to ensure these recommendations are acted on?



Where to from here

- Take advice from workshops
- Finalise policy papers
- Consider overall findings
- Complete the 'book' and submit to HRC and Ministry of Health (the funders)
- Disseminate widely

