



Healthy Eating Healthy Action
Oranga Kai – Oranga Pumau



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HEHA – Future Directions

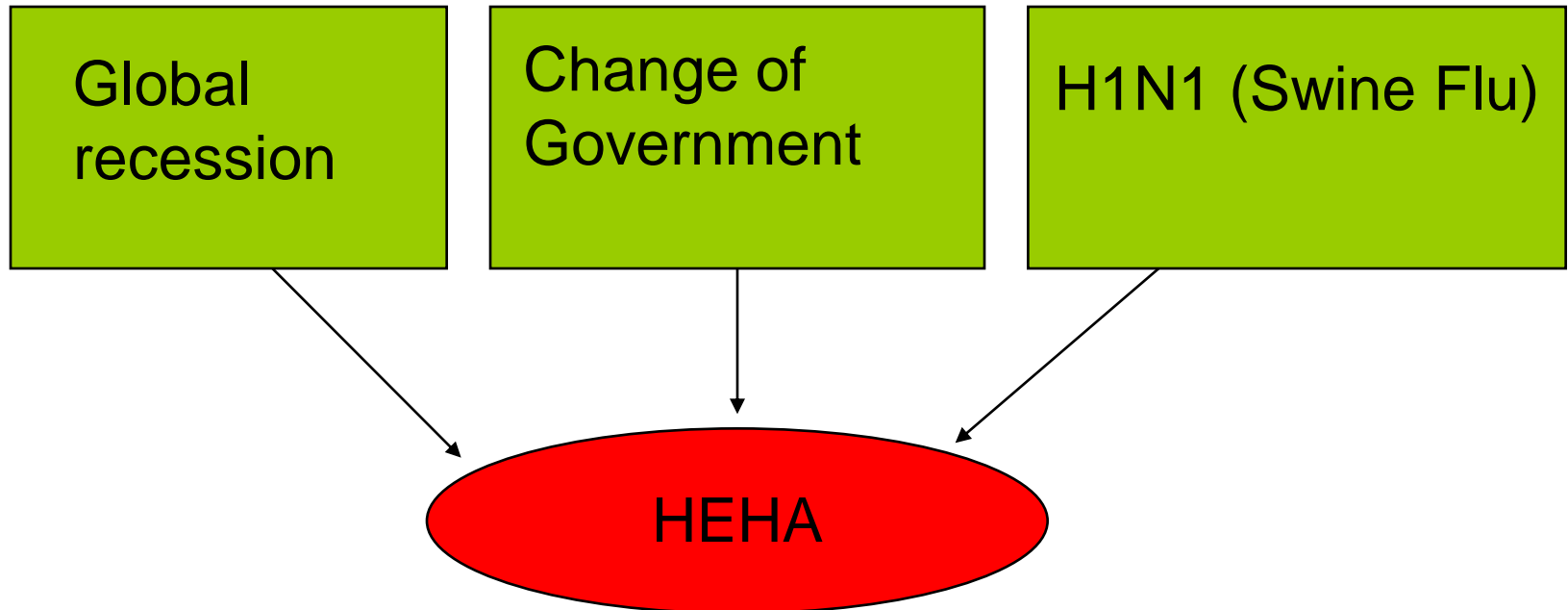
Dr Harriette Carr
Public Health Medicine Specialist
HEHA Team





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Current Influences on HEHA





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Recession and Obesity

- Recession Hitting Obesity Fight
- Recession and money-crunch can push up obesity
- The Recession Could Make You Fat
- The Recession is Making Us Fat
- Jamie Oliver warns MPs 'recession could worsen obesity crisis'



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Recession and Obesity

- KFC puts zing in Restaurant Brands' result
- McDonald's q1 profit up 4pc
- Americans turn to fast food as recession hits fine dining
- Global recession sees increase in fast-food consumption
- Recession gardens blooming in US
- Hot in recession: Chocolate, running shoes, Spam



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Change of Government

“We will focus sporting dollars where they make the difference - at the front line in schools and sports clubs.

We will, over time, give schools additional resources for ensuring more students can take part in extra-curricula organised sport. And we will ensure that more of the government's sport spending makes it through to the sports clubs at the front line.

We will do this by carefully re-prioritising government funds currently dedicated to a host of bureaucratic anti-obesity campaigns.

In doing so we will ensure that more Kiwi kids take part in sport. And that is something we think all Kiwis will be happy to support.”

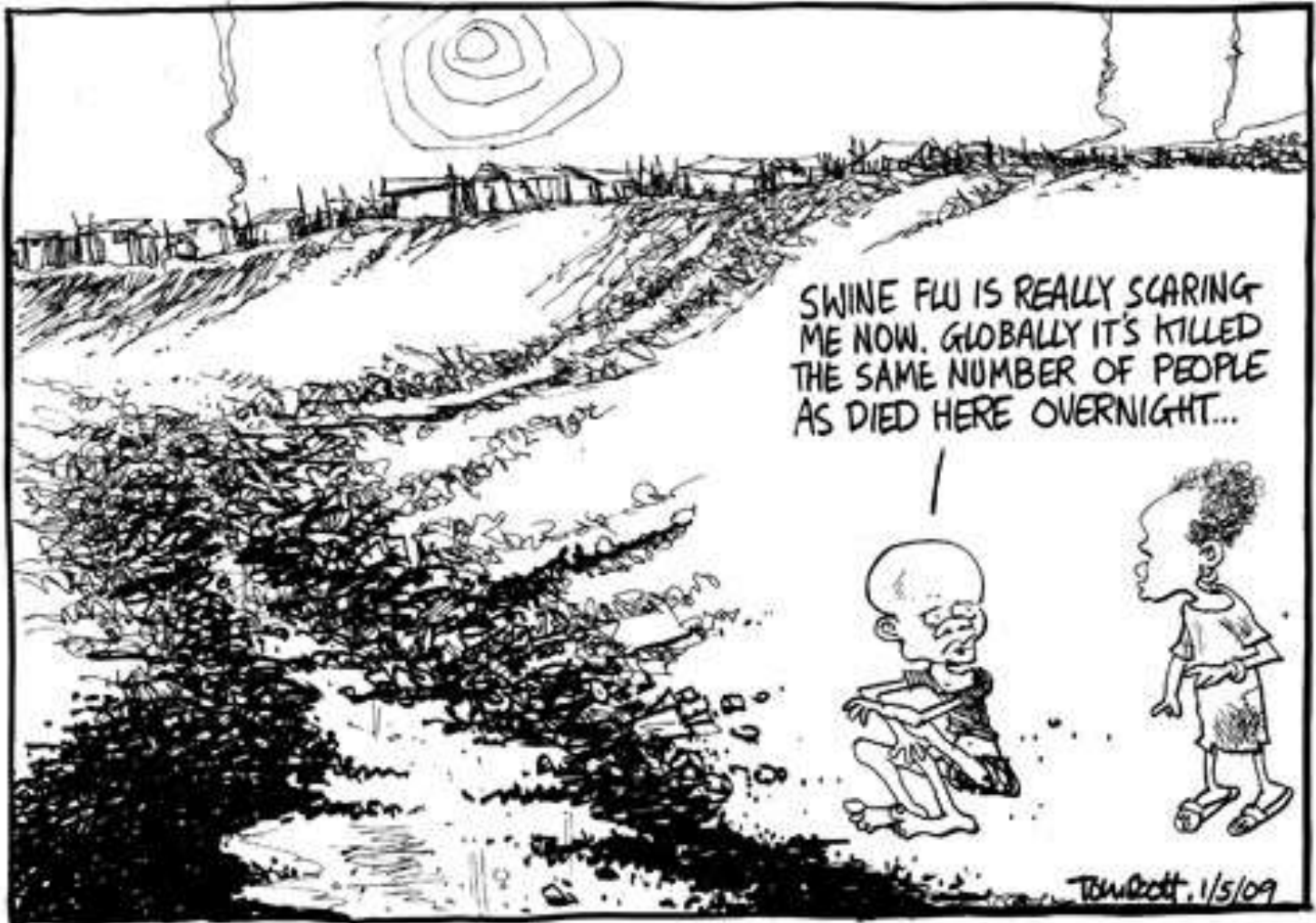
Speech to Waitakere Electorate Lunch, Henderson

By John Key MP, National Party Leader, 30 June 2008



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H1N1





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HEHA – Implications



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Implications

- Delays in some areas while line-by-line review and Government priorities are progressed
- Realignment of priorities
- Green Prescription Programme shifting from SPARC to Ministry of Health
- Revision of HEHA Implementation Plan – Still under development
- Will result in changes to some services and work areas
- New opportunities – Watch this space!



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HEHA – Update

- Primary Care setting
- Workplace setting
- Breastfeeding
- Network



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Breastfeeding

Breastfeeding Public Education Campaign

- GSL hold contract
- Phase 1 – partners, aunts, close friends and family/whānau/aiga – among others – are encouraged to support mums to breastfeed.
- Phase 2 includes support for mothers breastfeeding in a range of community settings including health services, hospitality venues, retail.
- <http://www.breastfeeding.org.nz/breastfeeding>
- www.moh.govt.nz/breastfeeding





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Breastfeeding

Breastfeeding Education and training

- Careerforce working with MOH to develop unit standards and assessments for breastfeeding training programme for community health workers

Information and Resources

- Updating HealthEd Resources
- Breastfeeding DVD resource for NZ context is in production due end 2009
 - advisory panel with breastfeeding and cultural expertise
- Guidelines for ECE Services – supporting breastfeeding in ECE settings e.g. milk storage, expressing

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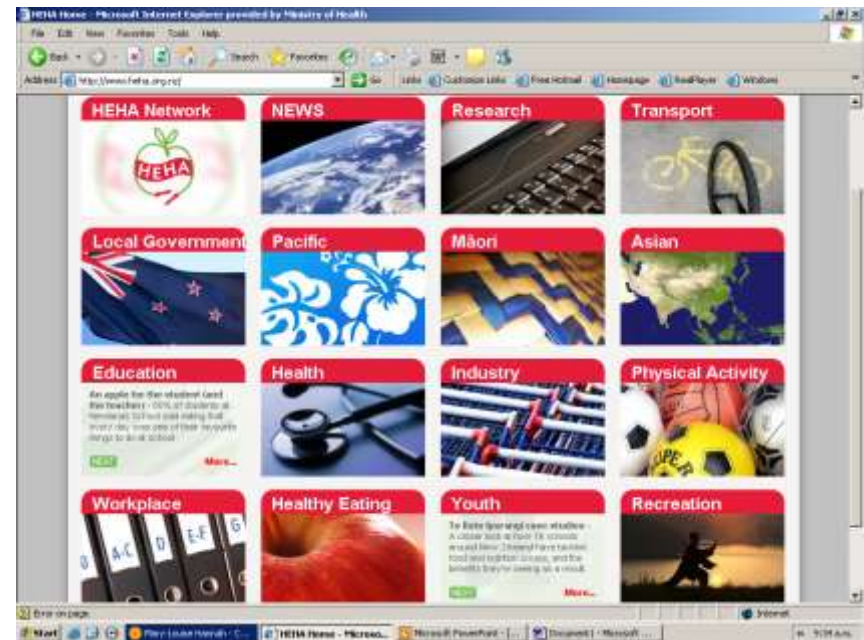


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Network

To facilitate communication across all stakeholders, networks and those interested in HEHA: Clinical, Physical Activity/Sport and Recreation, Breastfeeding, Nutrition, Obesity and Industry etc

- Phase One –
 - Static website launched October 2008, included Knowledge Library and Toolbox





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HEHA On-line NE

Enter Search He

- HEHA Network
- NEWS
- Research
- Transport
- Local Government
- Pacific
- Māori
- Asian
- Education
- Health
- Industry
- Workplace
- Healthy Eating

HEHA Nutrition Tips

Funky food tips

To prevent unhealthy snacking, leave healthier snacks within easy reach e.g. fruit, yoghurt, bread and spreads, cheese and crackers and milk.



- English - colour
- English - black & white
- Te Reo Maori - colour
- Te Reo Maori - black & white
- Samoan - colour
- Samoan - black & white

Download +

Healthy snacks include fruit, yoghurt, vegetable sticks, bread and spreads, plain popcorn, mini muffins, cheese and crackers, milk (plain or with milo or as part of a fruit smoothie), cold cooked corn-on-the-cob, pikelets, homemade pizza, mini bagels with hummus or other spread, pretzels, marinated mussels, sushi.



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- Te Reo Maori - colour
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- Samoan - colour
- Samoan - black & white

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Different ways to serve fruit to children: add chopped fruit to cereal or yoghurt for breakfast, fresh fruit as a snack, fruit salad, banana sandwich, freeze mandarin segments to have as a sweet treat in summer, stewed fruit with yoghurt or custard for dessert.



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- Te Reo Maori - colour
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- Samoan - colour
- Samoan - black & white

Download +

Kids are often busy after school: have some quick and



- English - colour

Regional Public Health
 Better Health For The Greater Bay

These nutrition tips developed by the F team at Regional Public Health Valley District Health support from Capiti District Health Board have been translated into Samoan by the New Translation Service

For further information contact Jane Wylie phone: 04 570 955; email: jane.wylie@huttvta.govt.nz



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Network

Phase Two –

Video-conferencing - cost effective, interactive,

- Breastfeeding Knowledge Transfer Pilot– if interested

www.heha.org.nz

- Now developing calendar of events, opportunities

Interactive Website piloted in June, live in July

- Includes simplified search engine and better access to the Knowledge Library



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Primary care

- National guidelines for the management of overweight and obesity
- Evidence-based guidelines, implementation and training plan 2009
- www.obesityguidelines.co.nz

GUIDELINES

Managing Overweight and Obesity



Home

[The Project](#)

[Statistics](#)

[Documents](#)

[Sign Up](#)

[Useful Links](#)

Home

We are developing evidence based guidelines for the treatment and management of overweight and obese children/youth and adults in New Zealand.

Why?

Overweight and obesity have a significant impact on preventable diseases in New Zealand.

- One in three (36.1%) New Zealand adults are overweight and one in four (26.5%) are obese (Ministry of Health 2008)
- This is seen more frequently in Pacific populations who are about 2.5 times more likely to be in the obese category
- It is also seen more frequently in Māori who are about 1.5 times more likely to be obese
- Obesity is associated with a long list of adult conditions, the most common being type 2 diabetes, heart disease, circulatory problems, kidney disease, and some cancers
- Reducing overweight and obesity in New Zealand benefits all New Zealanders
- There is evidence that as an individual puts on weight the risk of type 2 diabetes and other diseases also increases.

However, reducing overweight and obesity can have a huge benefit. Research suggests that every 1.0kg of body weight lost reduces:

- systolic blood pressure by 0.3 mmHg, and
- LDL cholesterol by 1%

In addition, a 5-10% weight loss is associated with a 10% improvement in a quality of life score.

Where does this fit?

We are doing lots of work to prevent current and future generations



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Industry

- Food Industry Demonstration Pilot
 - work with food industry to improve the food supply through reformulation and access to healthy food
 - Industry positions - 2 in NHF and 4 in DHBs
 - Access: Catering, vending, events
 - Composition: margarine, biscuits & cakes, chicken & fish, mince meat, sauces, breads & premixes



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Well@Work

“Individuals spend up to **60% of their waking hours** in their place of work. **More time spent in the workplace** than in any **other setting**.

Many employees eat **one or two meals on site** and spend **more waking hours with colleagues than family members**”





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Research, Evaluation, Monitoring

Research

- HRC partnership programme
- Research strategy for obesity and type 2 diabetes draft
- HEHA Knowledge Library

Evaluation

- DHB Evaluation Fund
- Overall evaluation of HEHA
- Toolbox

Monitoring

- NZ Health Monitor including surveys and other data sources



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HEHA – Future Direction

- Committed to improving nutrition, increasing physical activity and reducing obesity
- Continue to make progress where we can
- Look forward to new opportunities