


Enhancing food security & physical activity for Māori, Pacific, and low-income families



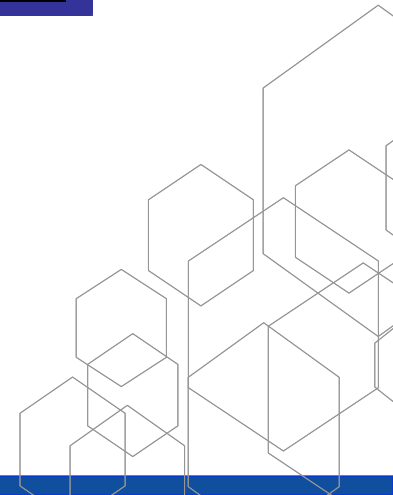
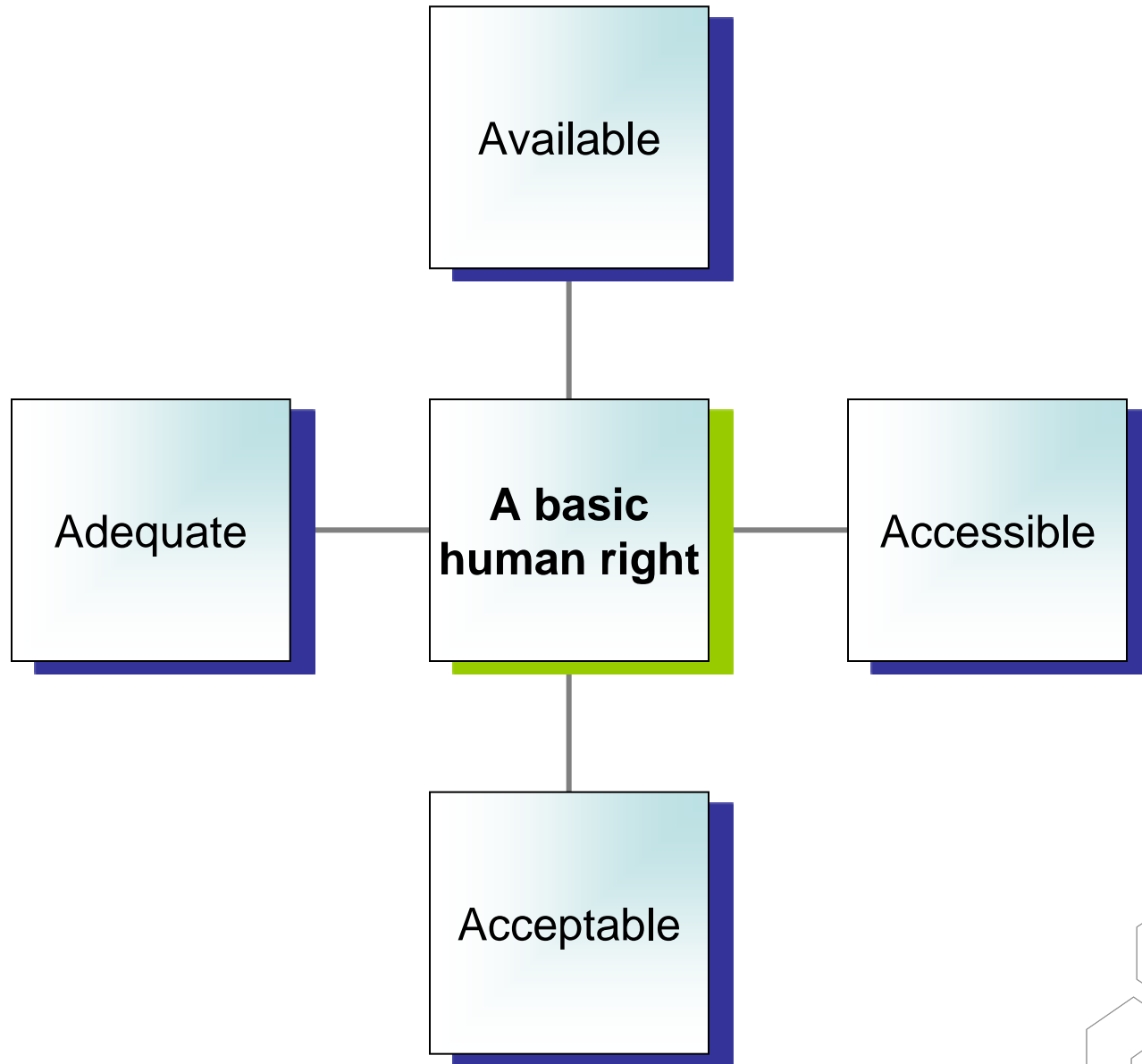
Enhance project

- 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 (complexity theory)
 - Defining opportunities for intervention (workshops)
 - Evaluation of potential interventions (literature and key informants)
 - Portfolio of policies, programmes and actions

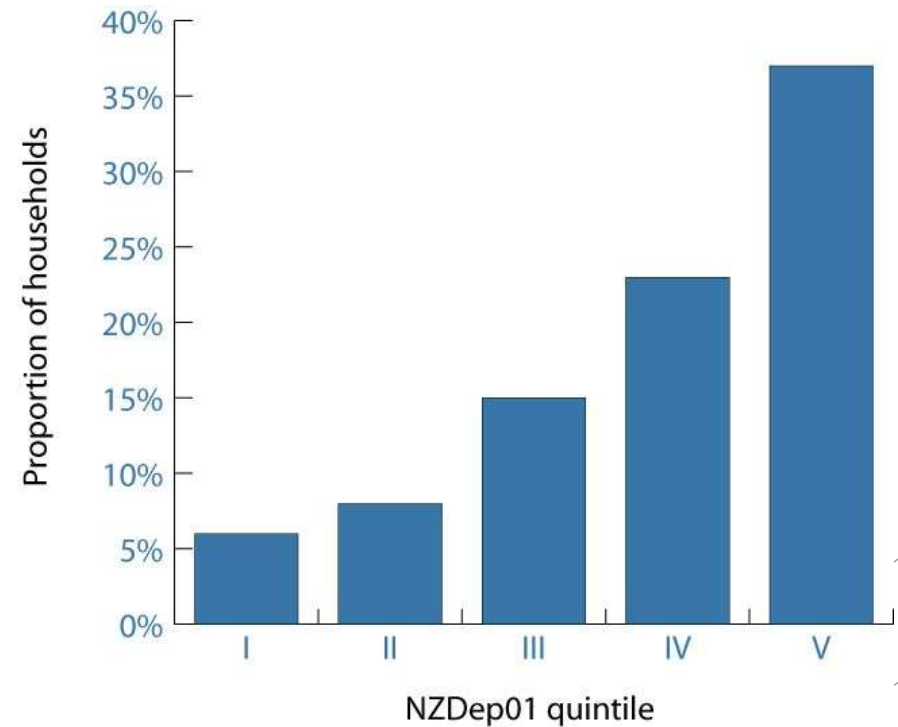
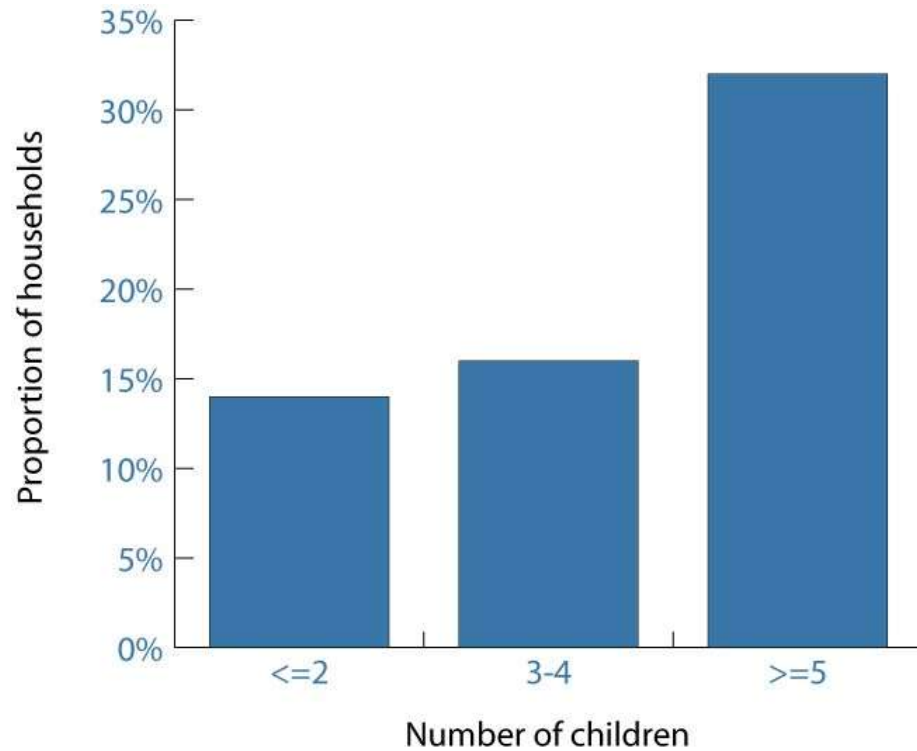
Funded by Ministry of Health and Health Research Council



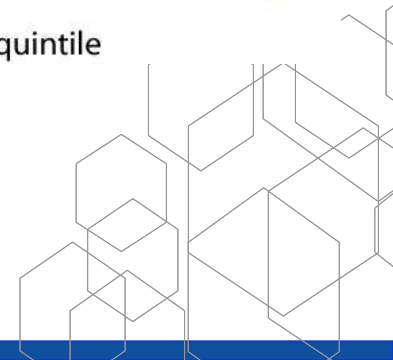
Food security




Food runs out *sometimes*



NZ National Children's Nutrition Survey 2002



Focus group findings



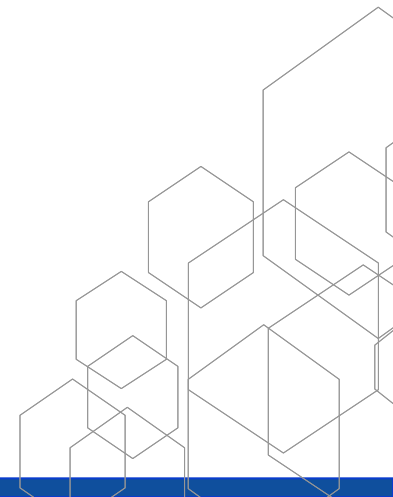
“It’s all just too hard”

- Desire for better access to healthy food
- Barriers: money, knowledge and skills, habit, time, availability, culture
- Supports: ↑money, ↓cost healthy food, ↑skills and knowledge, gardens
- Solutions needed at multiple levels



Three areas identified for action

- Food purchasing influences
- Cost of healthy, nutritious foods
- Money available in households
 - Economic instruments
 - Lender responsibility
 - Full benefit entitlements



Economic instruments

Remove GST from food, or from 'healthy basic foods':

Not Recommended:

A major objection is that it is poorly targeted to families likely to be suffering food insecurity.

Better information on work status, income levels & benefit entitlement of food insecure households so explore other ways to increase income. Consideration is given to increasing minimum wage but not enough information to judge effect.



Economic instruments

Provision of a Smart Card, providing discounts on healthy nutritious food:

Recommended for further investigation:

- Practicable - widely applied in the USA.
- Could be designed to both reduce food insecurity, and improve the nutritional quality of food purchases.
- Two principal design issues to be decided are which foodstuffs should qualify, and which households should be eligible.



Fringe lender responsibility

- Increase in fringe lenders, e.g. mobile trucks in low-income areas & pay-day lenders, who lend to low-income customers at very high interest rates
- People are borrowing for everyday needs
- Can result in accumulated debt, a culture of debt dependency & increased stress

Recommendations

- Regulation of fringe lenders – e.g. Credit Reforms (Responsible Lender) Bill
- Access to affordable credit
- Financial literacy for users of fringe lenders



Full benefit entitlements

- **This would increase money available in households for food**
- **Current, MSD policy that people receive full and correct benefit entitlement**
- **Recommendations**
 - **MSD continue and enhance policy ensuring full and correct benefit entitlements for all beneficiaries**
 - **Enhance case management to ensure the policy is fully and fairly implemented**



Physical Activity

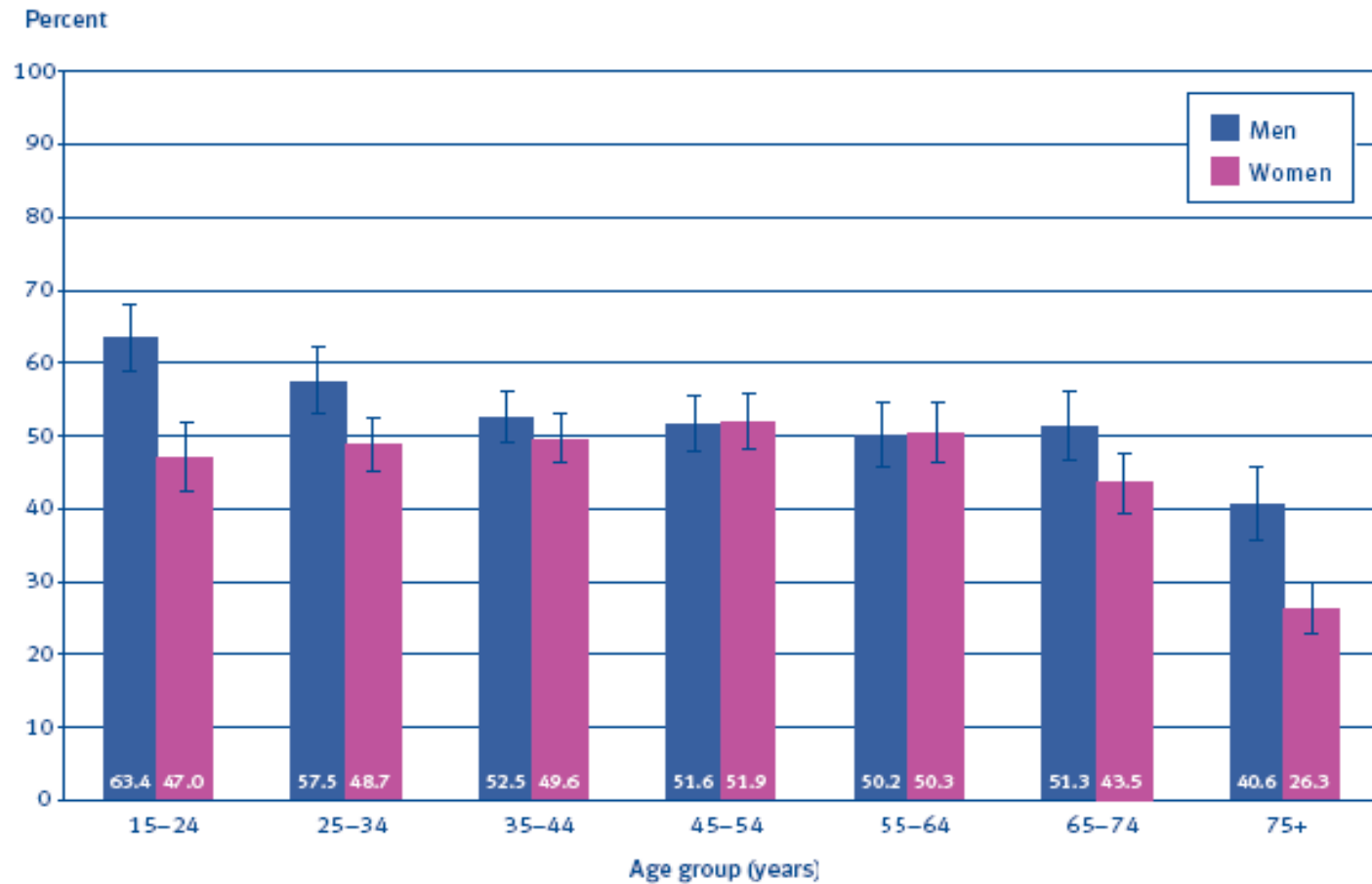
- Physical Activity - Any bodily movement produced by skeletal muscles that results in energy expenditure
- Exercise - Planned, structured and repetitive bodily movement done to improve or maintain one or more components of physical fitness

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



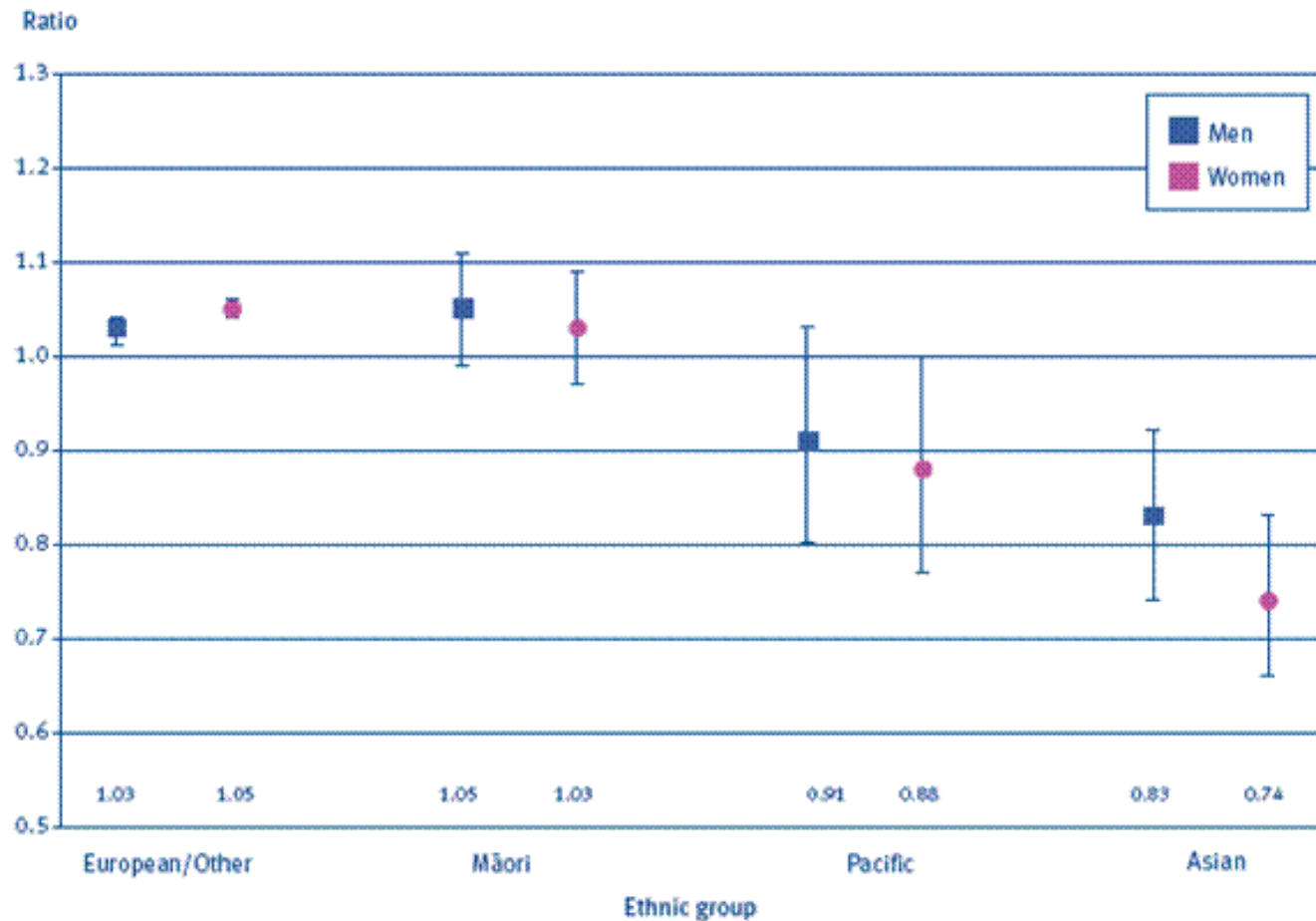
NZ situation

- 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

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



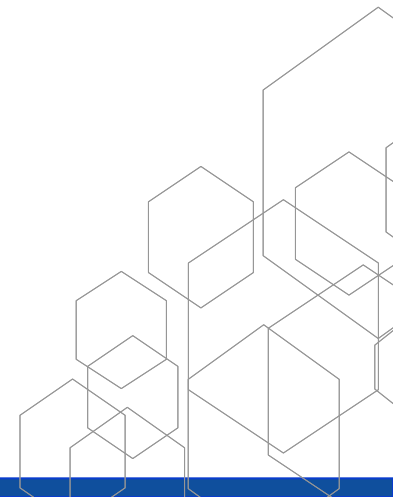
Key areas for action

- Urban design:
 - Open space and connectivity
- Culturally-specific physical activity



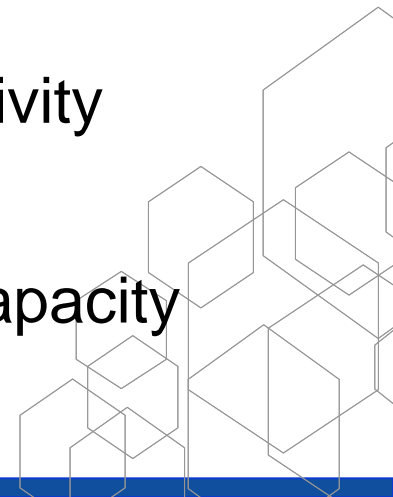
Culturally specific physical activity programmes

- Specifically the research prioritized for the following areas to focus on:
- Developing capacity
- Evaluation and research
- Using tikanga to encourage physical activity in Maori.



Developing Capacity

- Where strategic development of capacity building for programmes should be located within government is identified and adequately funded.
- Funding for culturally specific physical activity programmes explicitly includes stated capacity development elements, with subsequent evaluation.
- A proportion of funding of physical activity programmes delivered in community settings be ring-fenced for capacity building.
- Existing culturally-specific physical activity programmes are evaluated of capacity development.
- A community development model of capacity building is used



Evaluation and Research

- Evaluate existing culturally-specific physical activity programmes for their impact on Maori, Pacific and low income populations
- Continue to fund culturally-specific physical activity programmes while the evidence base is building.
- Ensure funding is provided to physical activity programmes targeted to low-income people as well as Maori and Pacific people
- Culturally-specific physical activity programmes need to be adequately funded including evaluation activities
- Evaluation activities should be supported by evaluation templates/toolkits and workforce training



Tikanga

- Funding is made available for traditional and modern forms of physical activity programmes that use tikanga
- Funding is allocated to research into the use of tikanga in physical activity programmes and how this may improve adherence to traditional and modern forms of physical activity
- Funding is provided for training of the Maori physical activity workforce on tikanga and its application within activity programmes.
- A review is undertaken of tikanga use within mainstream physical activity programmes to ensure tikanga is delivered appropriately



ENHANCE Conclusions

- Multiple interventions recommended designed to impact across social systems from which food security and physical activity emerge
- Need action to influence a range of physical, economic, political and socio-cultural factors within those social systems
- Action is required from across government, iwi, pan tribal organisations, community and the food industry
- A portfolio of interventions is suggested as a starting point



ENHANCE Conclusions

- It provides a roadmap to begin coordinated and comprehensive action
- Need research, evaluation and continual refinement and improvement
- Need strong government leadership to ensure that those least privileged in New Zealand are not food insecure, nor miss out on physical activity, but live long productive lives in good health.

