

MISSION-ON

Update
May 2007

- **Mission-On is a package of initiatives aimed at improving the lifestyles of young New Zealanders by targeting improved nutrition and increased physical activity.**
- **The outcomes sought are improved health, high educational achievements and a valued 'Kiwi lifestyle'.**

ANA Gisborne 22 May 2008

1. Mission-On: background & who's who
2. Campaign updates:
 - in schools
 - on TV
 - on the web
3. Supporting Mission-On

“From Edmund Hillary and Peter Blake, to our All Blacks and Olympians, our icons have been symbols of health and vitality, taking advantage of what New Zealand has to offer to build active lives. This is how the world has seen us.

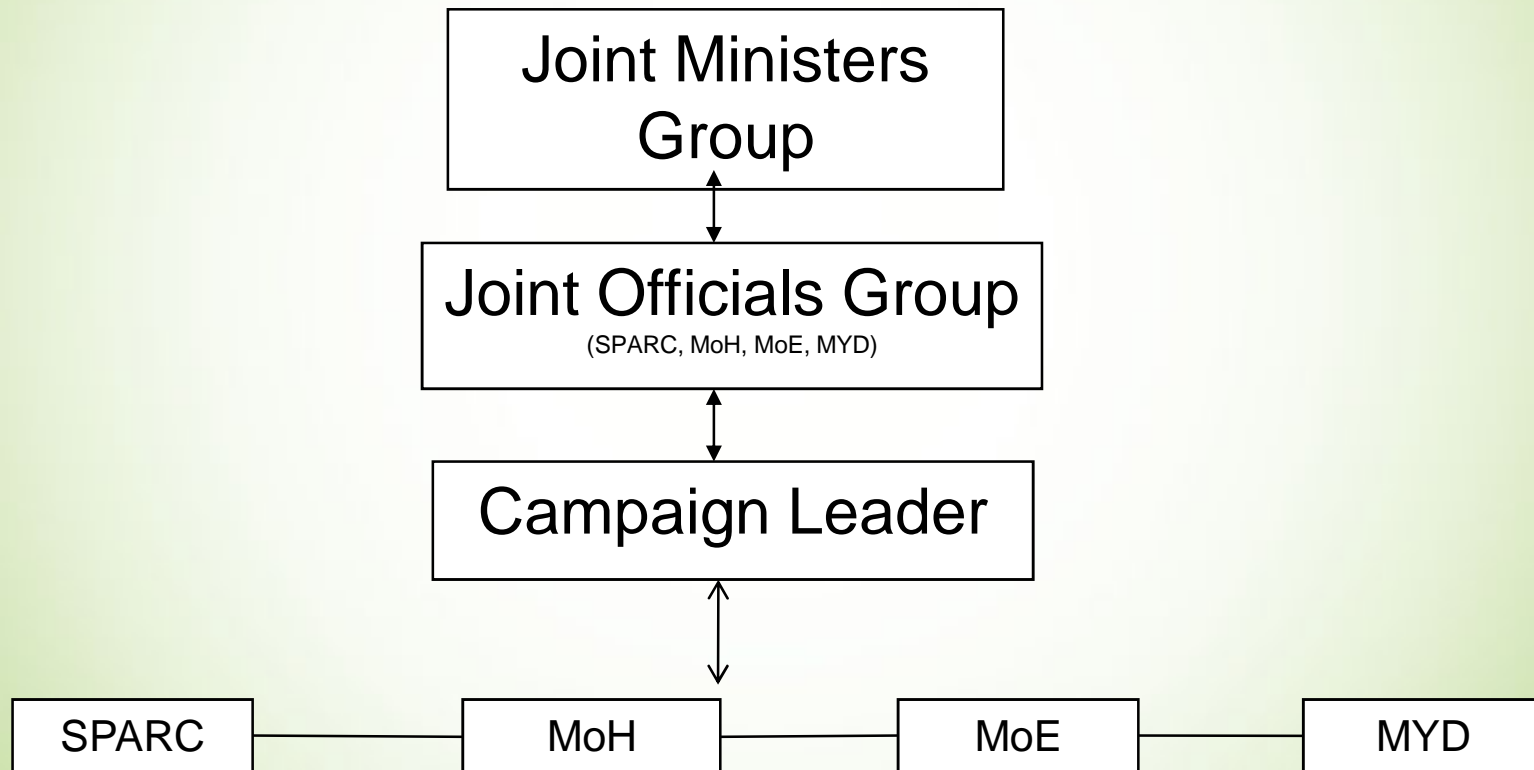
“Despite this, it's getting harder to be healthy. .. An epidemic of obesity threatens to undo the significant progress made in improving our health and our quality of life.

“More than 50 % of New Zealanders are now either overweight or obese. Most alarmingly, more than 30 % of our children can already be classified the same.

“Unless something changes, the current generation of New Zealand children may very well be the first to die at a younger age than their parents.

“We all have a responsibility to do something – within our homes, our schools and our communities.

Who?



Mission-On in schools

- NAG Change
- *Fuelled 4 School* challenge
- Stage Challenge

From 1 June 2008: Where food and beverages are sold on school premises, only healthy options to be available.

Mission-On on TV

- Studio 2
- Activate
- Pūkana
- *Upball*

Mission-On on the web


- Website for 5-12 year olds
- Weird World of Sports
- Mission-On info



launched 19 Feb – now over 7800+ users

www.mission-on.co.nz

www.
weirdworldofsports.
co.
nz




**WEIRD WORLD
WWS
OF SPORTS**

SUMMER SERIES

5 LAME-O REASONS

**FOR NOT INVENTING A NEW SPORT IN THE
WWS SUMMER SERIES**

- 1: Too much sand in my crack.*
- 2: I'm busy kicking zombies on Facebook.*
- 3: I'm busy getting busy – with myself.*
- 4: Outside scares me.*
- 5: I've got my hands full sun-blocking Auntie Doris.*




Click here to view our new video

We've invented three wicked new sports and now it's your turn! Check them out at www.weirdworldofsports.co.nz

The first 36 uploaded summer sports will win! Be in to win sweet prizes like Panasonic Camcorders, Puma gear and Ticketek Vouchers.* And if your brain's gone into summer mode you can use our super-high-tech-new-gadget-thing The Randomiser (randomly generating weird sports since 2007) it's on the site too.

So get into it, see you round!

Bill and Ben.



* Prizes for first 36 entries will be awarded randomly at SPARC's discretion.

www.mission-oninfo.govt.nz

Supporting Mission-On

- Green Prescriptions / Active Families
- Health Impact Assessments
- Controlling advertising
- Government 'walking the talk'

What else?

- e.g. OSCARS resource

What else could we do?

How could you use Mission-On?