



It's not Rocket Science

keeping community nutrition messages simple





CVD Risk Assessment & Management Program - HRPHO


- To address our population health needs
- Use NZGG CVD guidelines – clinically robust best practice
- Invite people to have their CVD risk measured
- Then provide the intervention required
 - Cardioprotective diet
 - Physical Activity
 - Weight Management
 - Smoking Cessation
 - Medication management



Programs

- Practice Nurse support
- Healthy Lifestyle Team
training, mentoring
- Walking the talk
 - as a health organisation
- Café Creative
 - Workplace interventions

Practice Nurse Support

- Needs assessment
 - Resources for consistent messages
 - ? Training
- 



Healthy Lifestyle Team

- 4 Healthy Lifestyle Coaches
- Quit coach
- Community Dietitian



Healthy Lifestyle Team

- “A Healthy Lifestyle Coach will work closely with you and your whanau/family/supporters to provide advice on, and support for, making lifestyle changes to help you on your journey to good health.”
- Whanau Ora approach



Healthy Lifestyle Team

- “At the end of the programme we will meet to look at your results and celebrate your success! We will work with you to connect you to other community programmes that can help you maintain the positive changes you have already made.”
- Sustainable and on-going

What works - nutrition

- Intensive basic nutrition training – train the trainer
 - Starting at the beginning
 - Cardioprotective diet
 - Diabetes
 - Supermarket tours
 - Mentoring

- In conjunction with resources developed for PN

What are we finding?

- No breakfast
- No routine
- Low fruit and veggie intake
- Blue top milk
- White bread
- Frequent takeaways



Consistent Nutrition Messages

➤ Te Wai O Rona

- 12 key messages (7 nutrition + 5 activity)
- www.sportwaikato.org.nz

Mauriora -
 Diabetes Prevention

Āta whakaarohia
 te rahi o te kai

Watch the portion
 size

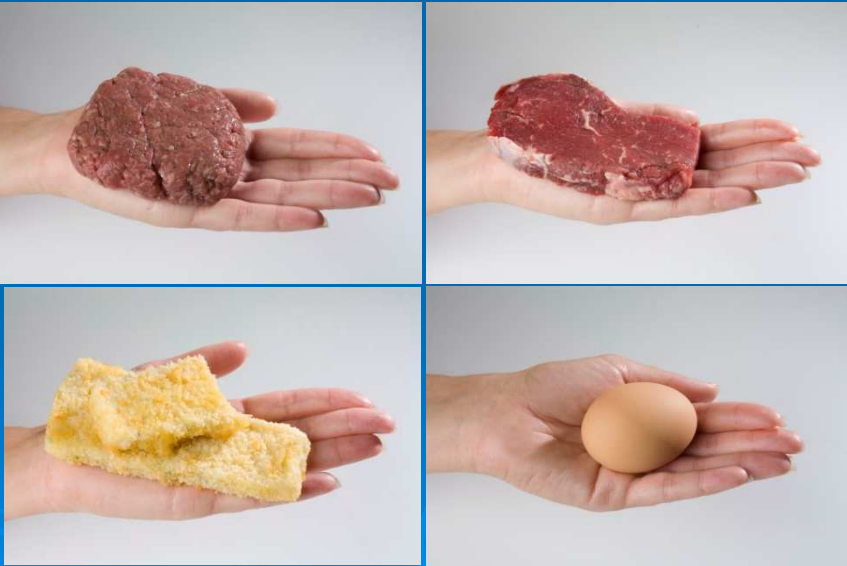
Mauriora - Diabetes Prevention
 Ko te kore horomia kai Te kot parekaraka o te ari!

Tips...

- Use a smaller plate or cup
- Meat portion size of palm of hand
- Chew slowly
- Wait before going for seconds.

Own Tip...

Keep it simple

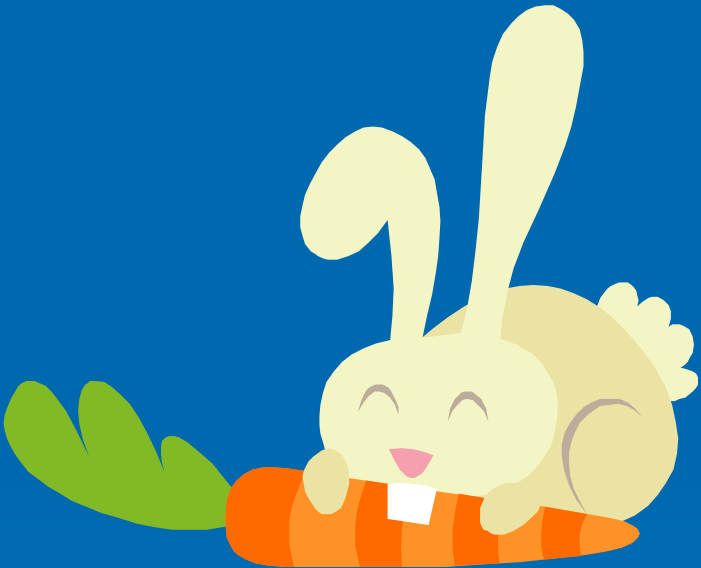


Make it meaningful





Supermarket tours





Walking the Talk

If we can't do it then how can we expect anyone else to do it ?!

- Developing and implementing a nutrition policy
- Support for our own health goals



**CREATING VIBRANT
AND HEALTHY WORK-
PLACES....**

Cafe Creative

*A Smorgasbord of
Workplace Initiatives*

Contact:

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Sport BOP

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Satisfy your appetite for health and order
from the workplace menu today.
To do so simply phone the providers listed.
(Items on the menu are at no cost unless otherwise
specified)



TEMPT YOUR TASTEBUDS WITH THIS WORKPLACE SMORGASBORD

Workplace Specials

Active Appetisers

'Nervous Nellies' Cycle Safety Workshops	Sport Bay of Plenty	A tailored cycle-safety workshop for you and colleagues to get commuting
'Train the Trainer' Tai Bo, Sit & Be Fit and more	Event Venues	Training workshops for staff to run their own physical activity programmes within the workplace setting
Active Business Programmes	Recreation Rotorua	Enjoy great ways to Push Play with twilight sports and more for your staff

Motivating Mains

Smoking Cessation Training	National Heart Foundation	Become a trained Smoking Cessation leader to support colleagues to quit smoking
Activity Friendly Workplaces— Presentation & Pedometer Challenge	Sport Bay of Plenty	Become an activity-friendly workplace and get your staff motivated to move more often!
Workplace Green Prescription Programme	Sport Bay of Plenty	A personalized, motivational support service to get you and your workplace active!

Sensible Supper

Food and Mood Nutrition Workshop	Health Rotorua PHO	Boost your mood and optimise your physical and mental well-being with this information!
Healthy Food Workshop	Health Rotorua PHO	A hot topic for all workplaces, encourage a healthy approach to food with this workshop
Workplace Wellness Programme	Toi Te Ora Public Health	Engage your workplace in a high quality, comprehensive workplace wellness programme

Night Cap re-cap

Evaluation process - questionnaire or face-to-face debrief (meeting)	Café Creative Member	Order one or more of the services listed above and provide us your feedback via a questionnaire or meeting as you prefer!
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Takeaway menu available - refer to back of menu

Challenges

1. Dealing with false and confusing messages...

I can't drink low fat milk because when they take the fat out there is more sugar and I'm a diabetic so I can't have the sugar.

- Know the consistent nutrition messages, where to find them and pass them on

Challenges

2. Meeting community/HEHA demand

- Take every opportunity to work together
 - to be more effective
 - to support each other in our own areas of expertise
 - work smarter



**Its all about
starfish!**

**Small
changes**

Great Gains





Overview of Health Rotorua

Our goal is to significantly improve the health and well-being of the 71, 688 people enrolled with us

He Aha Te Mea Nui o Te Ao? He Tangata, He Tangata, He Tangata

- Rotorua and Murupara
- Our role is to increase access to primary care by;
 - Targeting high health need populations
 - Promoting networks of coordinated health and wellness services that work together
 - Encouraging new & innovative health and wellness solutions



Why these priorities?

Source = Lakes DHB Health Needs Assessment 2004

Risk factors	Disease states	Life cycle	Mental Health	Other
Smoking Obesity Nutrition Physical activity	Cancer Cardiovascular Diabetes	Child Health (including oral health & asthma) Older Peoples Health and Disability	Suicide Drugs and alcohol	Reduce injury & Violence (including road injuries) Sexual health Communicable diseases

Top 10 Avoidable Mortality Causes, Lakes DHB 1988 to 2001 total population

Avoidable Mortality	Number	Proportion of total mortality	
		Lakes	NZ overall
Ischaemic heart disease	1,275	13.3%	14.4%
Lung cancer	608	6.3%	5.0%
Stroke	551	5.8%	7.0%
CORD	516	5.4%	5.2%
Colo -rectal cancer	389	4.1%	4.0%
Respiratory infections	307	3.2%	3.4%
Road traffic injury	306	3.2%	2.2%
Diabetes	276	2.9%	2.0%
Suicide	217	2.3%	1.9%
Breast cancer	196	2.0%	2.2%



Nga Pumanawa e Waru o Te Arawa

Top 10 Avoidable Mortality Causes for Maori, Lakes DHB 1988-2001

Mortality	Number	Proportion of total mortality	
		Lakes	NZ overall
Unavoidable Mortality	707	32.2%	34.3%
Avoidable Mortality			
Ischaemic heart disease	242	11.0%	11.7%
Lung cancer	192	8.7%	7.8%
Diabetes	129	5.9%	5.7%
CORD	109	5.0%	5.0%
Road traffic injury	104	4.7%	5.2%
Suicide	69	3.1%	3.1%
Stroke	64	2.9%	3.4%
SIDS	63	2.9%	2.5%
Breast cancer	57	2.6%	2.1%

- Tane life expectancy 69yrs vs 77yrs for non-Maori
- Wahine 73yrs vs 82yrs
- 50% of Maori smoke vs 25% of non-Maori
- 30% of Maori are obese vs 23% of non-Maori
- 9% of Maori have diabetes vs 3% of non-Maori
- 14% of Maori have heart disease vs 8% of non-Maori
- Cancer prevalence rates are similar but the Maori death rate is 51% higher



Health Rotorua Population Requiring Screening

Aged from	Male				Female			
	Maori	Pacific	Indian	Other	Maori	Pacific	Indian	Other
35 –	4354	267	116	-	-	-	-	-
45 –				9373	3138	150	156	-
55 –								6635
Overall total	24 189 patients meet NZGG screening recommendations							

Issue – how do we get them in? > local identities and networks + social marketing and promotion



He Patai?

www.hrpho.org.nz



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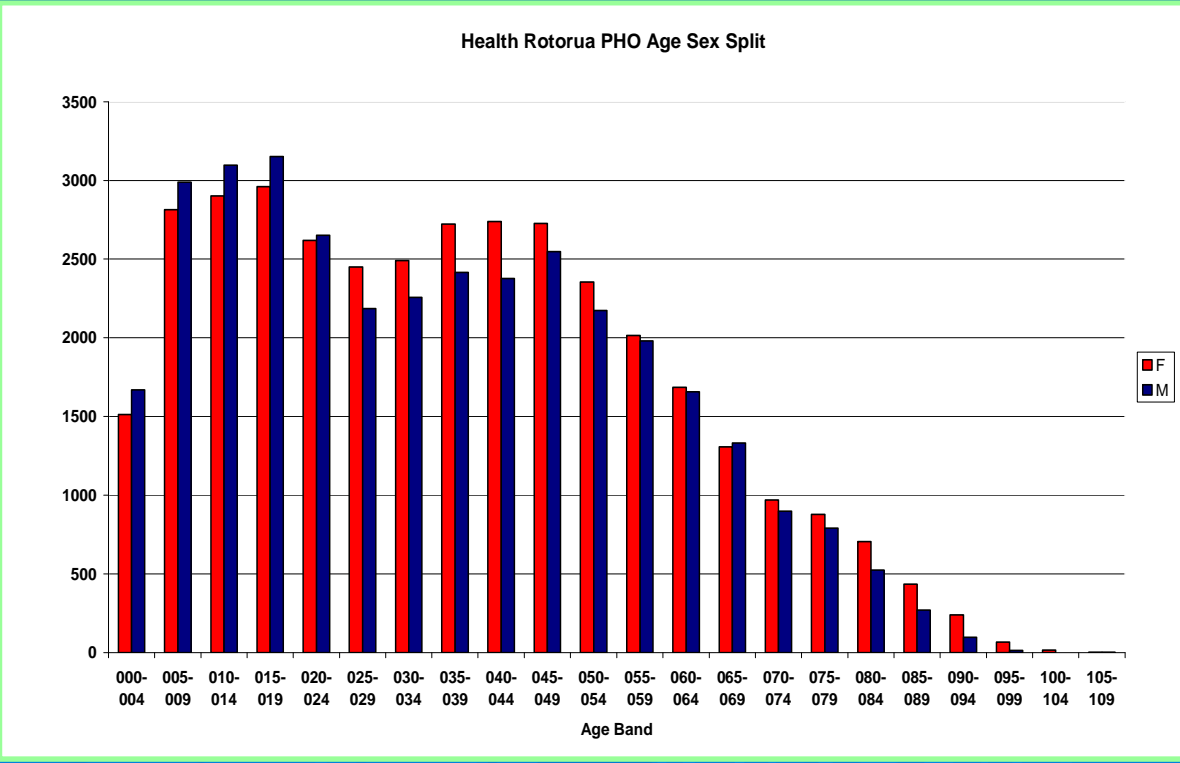
Our People

Health Rotorua PHO demographics 30 Jun '06

Sex at 30 Jun 06	71688	100.0%
Female	36607	51.1%
Male	35081	48.9%

Deprivation at 30 Jun 06	#	%
Total	71688	100.0%
Dep 5	24369	34.0%
Dep 4	15378	21.5%
Dep 1	12663	17.7%
Dep 3	9309	13.0%
Dep 2	8889	12.4%
Dep 0	1080	1.5%

Ethnic Group at 30 Jun 06	#	%
Total	71688	100.0%
NZ European Pakeha	37510	52.3%
Maori	25841	36.0%
European	3882	5.4%
Pacific	1403	2.0%
Asian	1400	2.0%
Declined / Not Stated / Other	896	1.2%
Indian	493	0.7%
African	154	0.2%
Middle Eastern	67	0.1%
Latin American	42	0.1%





Our strategic priorities

- **Reducing the impact and incidence of preventable disease**
 - Reduce smoking rates
 - Improve nutrition & reduce obesity
 - Increase physical activity
 - Provide appropriate treatment
- **Increase appropriateness and attractiveness of services to Maori**
- **Improve child oral health**
- **Reduce barriers to access for those in greatest need**