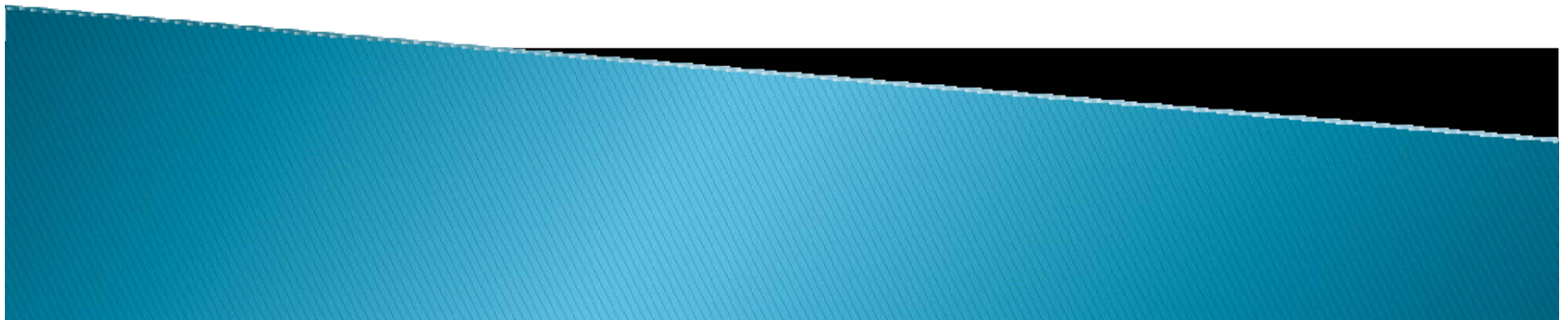


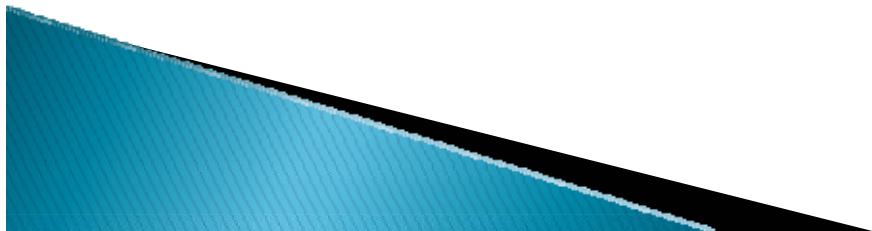
Food Security: Using advocacy as a tool

Midland makes the moves
Rotorua
29 May 2008



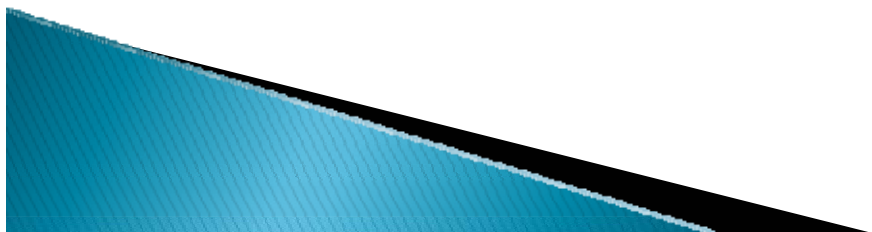
A bit about OAC?

- ▶ Formed in 2003
- ▶ Funded by MoH + small amount of other income
- ▶ Primary aim to reduce the prevalence and impacts of obesity in NZ, and to improve the wellbeing and health of all New Zealanders
- ▶ AGM & Symposium – 26 September (AK)
- ▶ www.obesityaction.org.nz



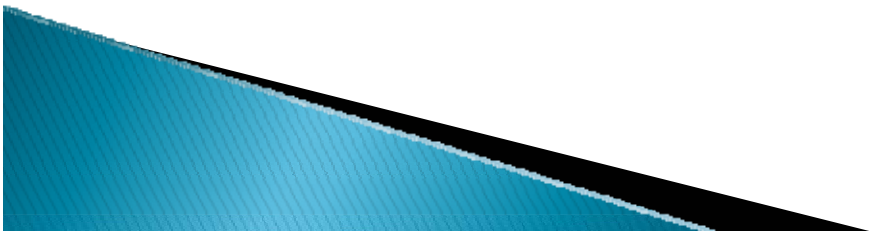
What are public health interventions?

- ▶ Public health interventions are intended to promote health or prevent ill health in communities or populations
- ▶ They do this by attempting to change human behaviour
 - Either at the individual level
 - And/or by altering the environment the individual inhabits



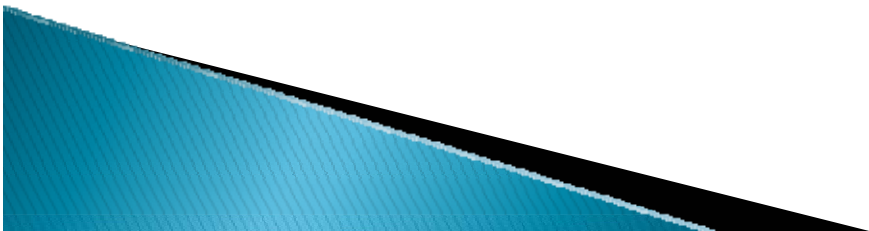
Individual interventions

- Uses an individual approach to change behaviour, such as through counseling and education
- Some people will respond and these can be very effective
- Have been criticised due to many having difficulty in sustaining their behavioral change due to social pressures



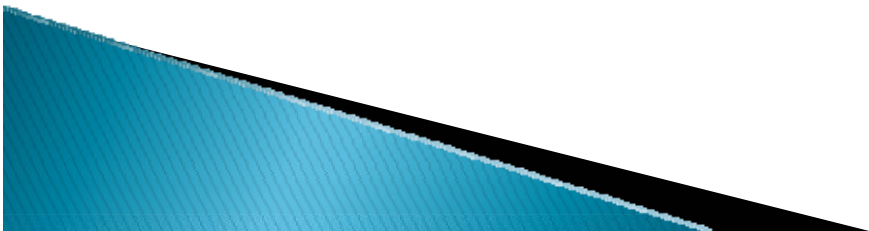
Population based interventions

- Uses mass media campaigns, economic incentives or changes in regulations to influence behaviour
- Attempt to create an enabling environment that assists people to make healthy choices by providing them with the means or opportunity to make those choices



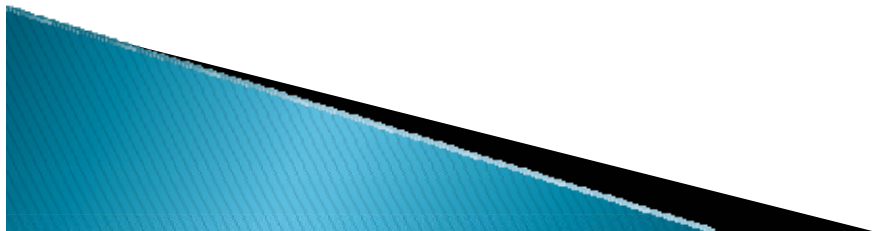
▶ Advantages

- Has the capacity of influencing large numbers of people (because they are passively exposed)
- Attempts to shift the whole spectrum of behaviour for a specific group of people



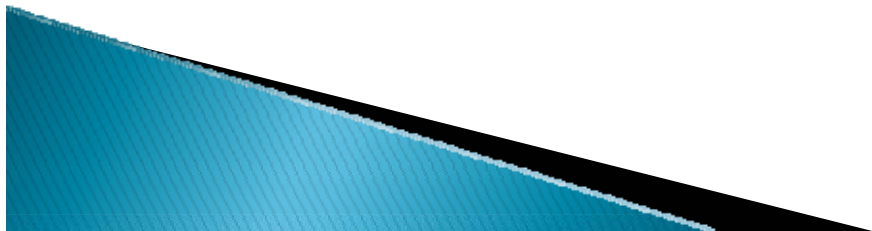
Examples of structural interventions

- ▶ Random breath testing to reduce drink-driving
- ▶ Alcohol taxation to reduce consumption and related harm
- ▶ Restriction of tobacco advertising and sponsorship
- ▶ Social marketing campaigns, such as Feeding our Futures



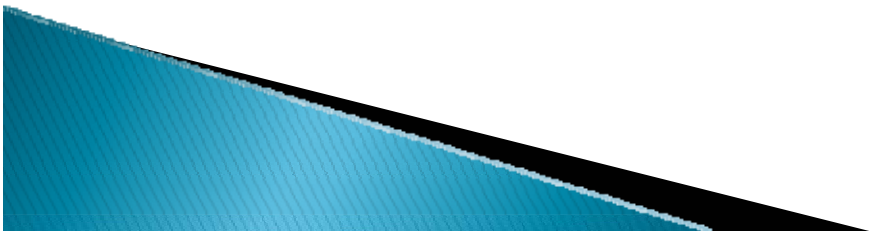
Why are some campaigns successful?

- Good leadership
- The capacity to inspire others to follow a common goal
 - Convincing science
 - Understanding, monitoring and building public opinion
 - Building coalitions of organisations
 - Timing, good campaign strategies, good tactics
 - Persistence

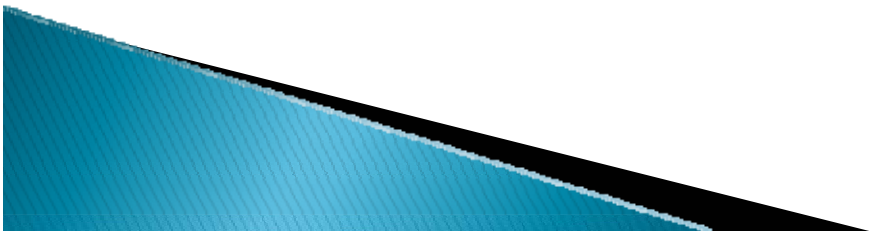


Some definitions of advocacy

- ▶ An action directed at changing the policies, positions or programmes of any type of institution
- ▶ Working with other people and organisations to make a difference



- Can include lobbying, social marketing, information, education and communication
- Is speaking up, drawing a communities attention to an important issue and directing decision makers towards a solution
- Is the process of people participating in the decision making process which affects their lives

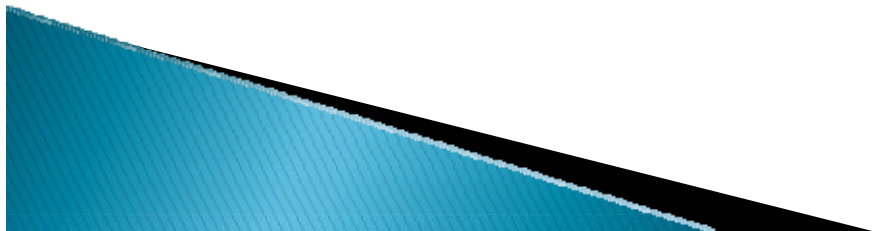


How has advocacy changed the social climate?

- ▶ Without advocacy we cannot improve the health status of our community
- ▶ Health advocacy often conflicts with the market e.g. big business
- ▶ Advocacy requires taking a position where there is controversy
- ▶ Advocacy involves risk taking

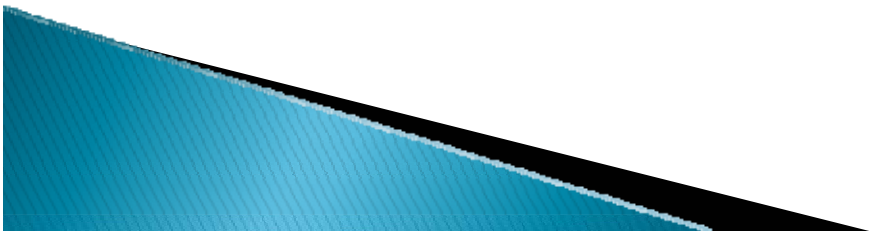


- ▶ Remember – if there is no risk, it's probably not important; and....
- ▶ If you bite the hand of the powerful on something important, they will bite back



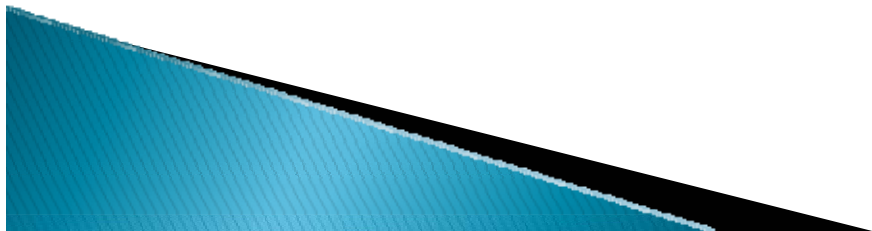
Remember the scream test

- ▶ That's when you can tell of the likely success, or otherwise, of a proposed measure by the degree to which the affected industries protest.
- ▶ If there is no 'scream', chances are the proposed measure will be ineffective



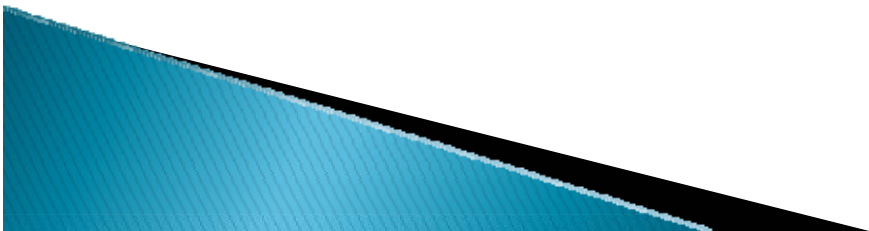
Food security – what is it?

- ▶ It's a complex issue.
- ▶ Refers to the ability of individuals, households and communities to acquire appropriate and nutritious food on a regular and reliable basis by socially acceptable means. (McIntyre 2003)
- ▶ Food Security is determined by people's local food supply and their capacity and resources to access and use that food (NSWCPHN, 2003)



Food supply and access to food

- Food supply - location of food outlets; what's available at those outlets; price; quality; variety and promotion
- Access to food - financial resources; distance and transport to shops; knowledge, skills and preferences; storage facilities; preparation and cooking facilities; time and mobility; social support



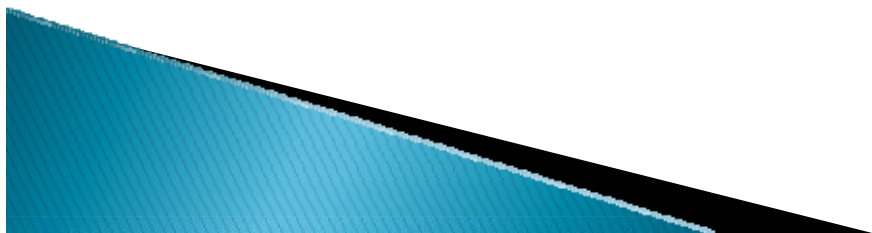
An advocacy opportunity – Food supply

- ▶ Location of food outlets; what's available; price; quality etc
- ▶ Do a mapping exercise
 - Where are the food outlets?
 - Compare “fast food” outlets to those selling fresh fruit and veges
 - Take notice of where food is sold. Does your library sell chocolate? Ask why?
 - Ask at your local supermarket why there aren't confectionary free check outs.

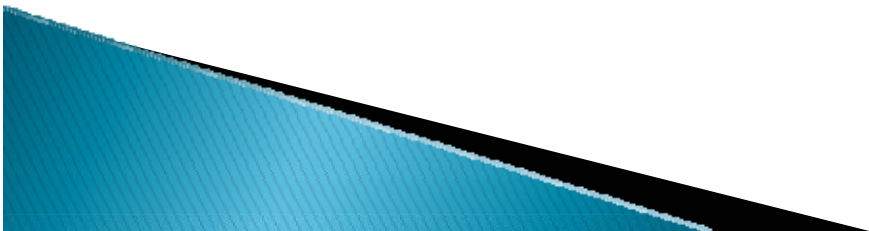


An advocacy opportunity – Access to food

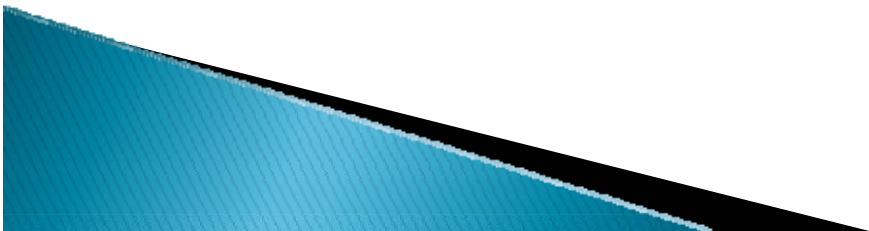
- ▶ Financial resources; distance and transport to shops; preparation and cooking facilities; social support
- ▶ Not as many opportunities here
- ▶ Mainly around social determinants of health
- ▶ Good example – Community Foodies



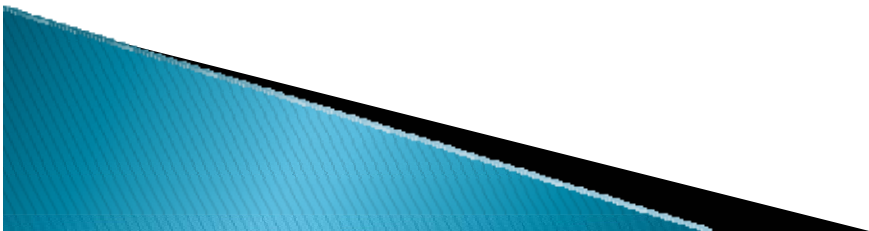
- ▶ Go and see your local Member of Parliament
Or write to them (it's free)
 - Visit your local city councillor
and keep your eye on the local council website
 - Write letters to your local paper
 - Engage in the submission process (check with your employer first)



- ▶ Start talking to others about the issue
- ▶ Look for allies in unusual places
- ▶ Are there role models in your local community?
- ▶ Think of new ways to present old information



- ▶ It's pretty easy doing nothing or waiting for others to do something.
- ▶ Get involved in solving local problems.



And finally....

- ▶ A 'can do' spirit is essential
 - When facing a difficult task, act as if it is impossible to fail.

