

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



Enhance Project

- 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
 - **2 Sections: Food Security & Physical Activity**
- Funded by Ministry of Health and Health Research Council*



Multiple Interventions

The chapters in the Enhance report represent a 'portfolio' of interventions:

- Multiple interventions required

Complexity implies that there is no one solution to any problem anymore than there is one discrete cause (Dennard et al 2008)

- that includes recommendations for action across the government, industry, community and research sectors.
- impact across political, socio cultural, economic and physical environments.

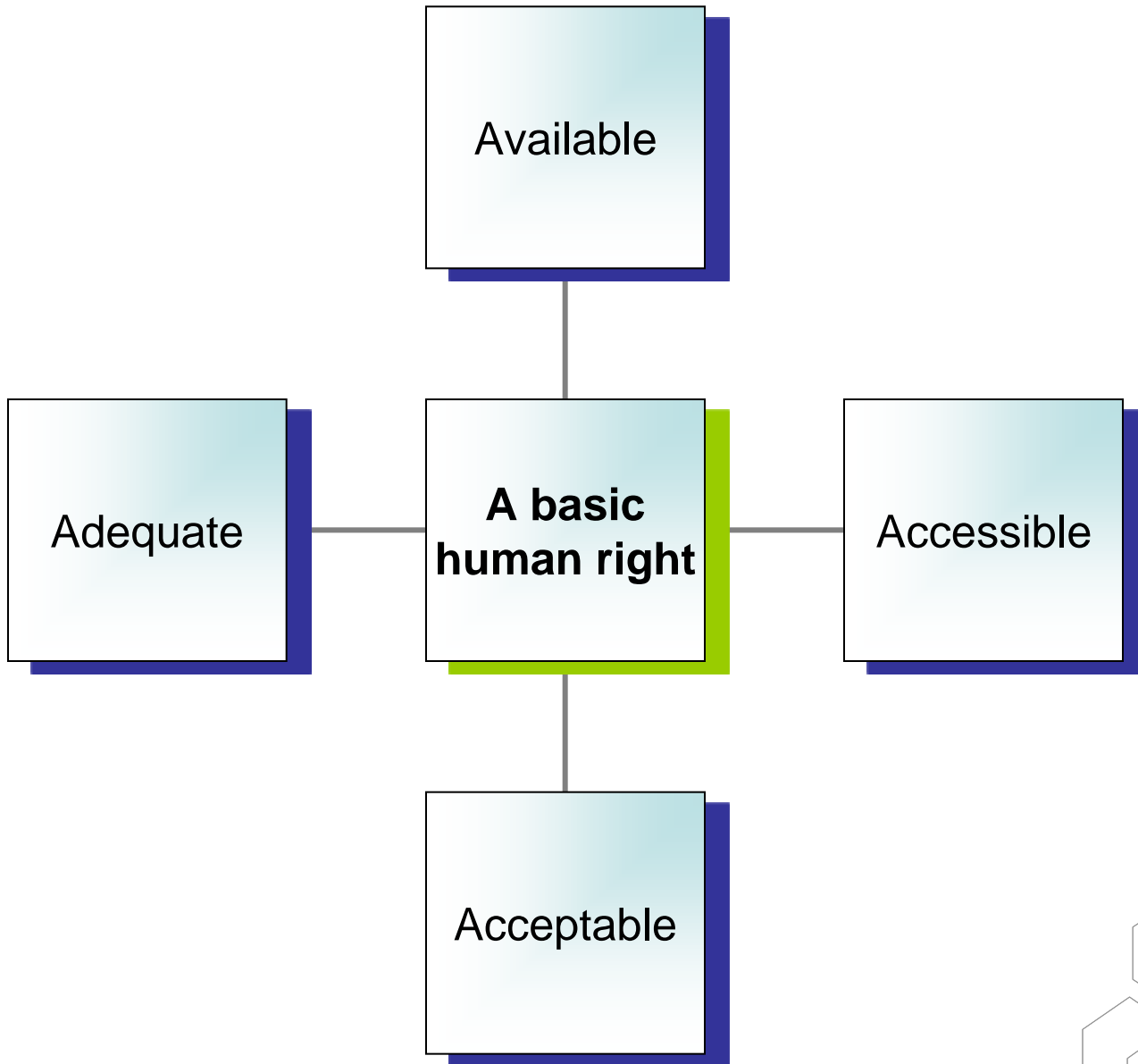


ENHANCE research links

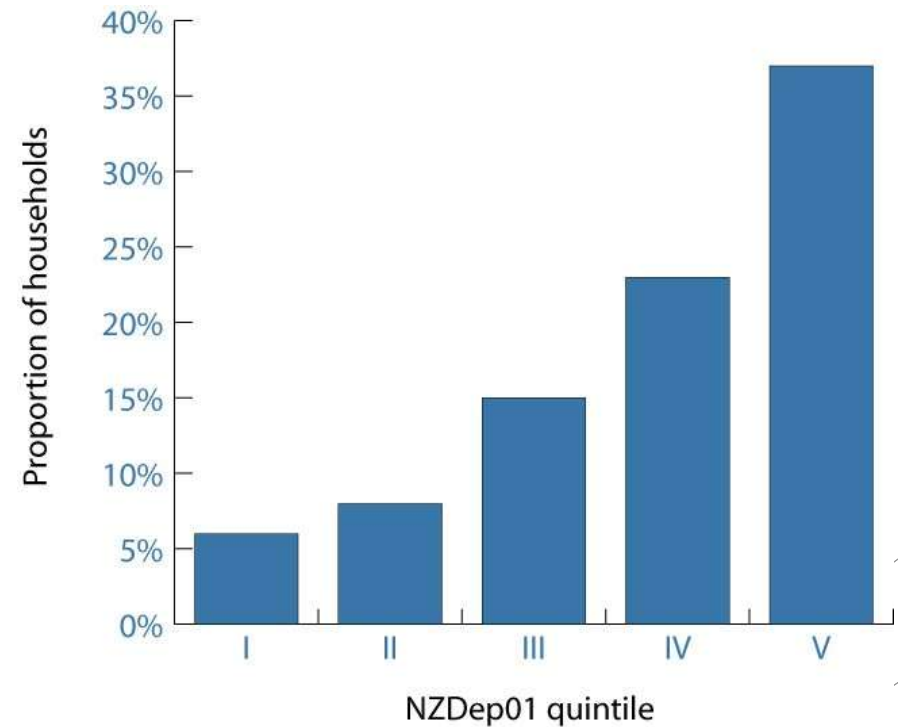
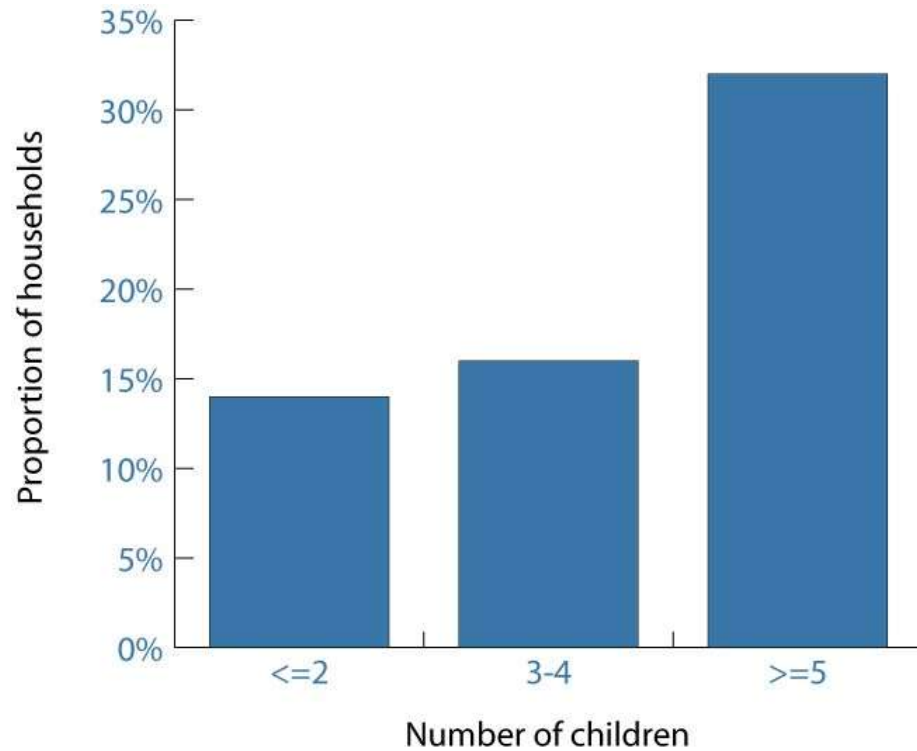
- Phase 1 focus group reports and final report available on following website
- <http://www.wnmeds.ac.nz/academic/dph/research/heppru/research/foodsecurity.html>



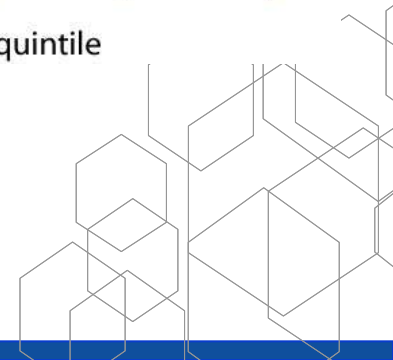
Food Security




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



Food Security - Areas for action

- Money available in households
 - Economic instruments
 - Increasing the minimum wage
 - Lender responsibility
 - Full benefit entitlements
 - Provision of free/subsidised food in schools
- Food purchasing influences
 - Enhancing cooking skills
 - Traditional Māori food sources
 - Community markets and gardens
- Cost of healthy, nutritious foods
 - Community-based initiatives
 - The potential role of the food industry



Economic Instruments

- Removing GST from healthy basic foods
- Provision of a Smart Card, providing discounts on healthy nutritious food
 - Issues to resolve
 - which foods?
 - eligibility for Smart Card



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



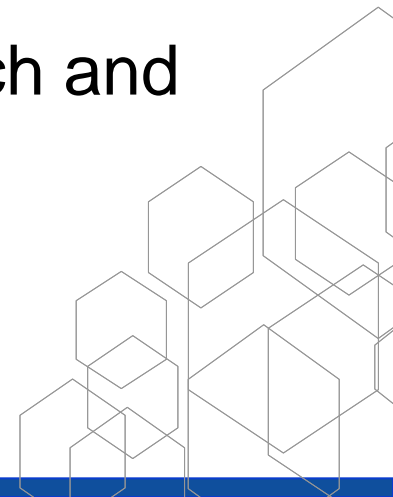
Cooking skills

- Cooking skills interventions could be a positive means of reducing a potential barrier to food security in some households
- Two common ways to teach cooking skills – schools for children and community classes for adults
- **Recommendations:**
 - **Teach practical cooking skills as part of the curricula in schools**
 - **Provide free, tailored, community-based cooking skills programmes for adults**
 - **Existing programmes are trialled and evaluated for more comprehensive implementation.**
 - **Cooking skills programmes need to be in a context of a comprehensive food security/nutrition policy, not a stand-alone solution**



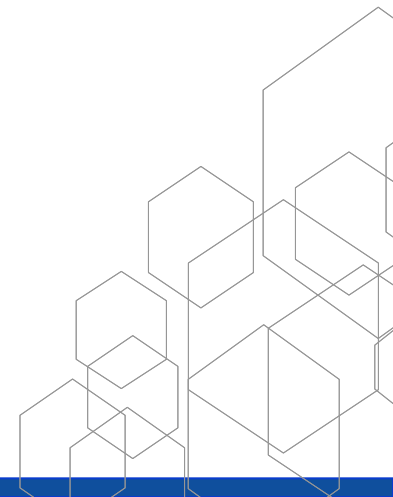
Traditional Maori Food Sources

- Workshop suggested:
 - ‘increasing iwi and other pan tribal investment/economic development in traditional Maori food sources*
 - Increase food supply e.g. Mataitai reserves, community gardens
 - Creation of jobs, e.g. aquaculture, horticulture
 - Recommendations: Area for future research and development



Community markets, gardens & access

- Community gardens well-liked, and can have a positive effect on fruit and vegetable consumption and provide social benefits. No evidence of impact on food security.
- Community and farmers' markets have potential to reach a larger audience but need to be targeted appropriately.



Community markets, gardens & access

- **Recommendations:**

- Establish community markets in low-income areas
- Support establishment of community gardens where there is community support
- Evaluate community gardens & markets to determine their true impact on food security and nutrition
- If community market is not feasible in some areas, then subsidised fruit and vegetable delivery boxes or mobile vendors be considered as an alternative
- Cost-benefit analysis of providing supermarket shuttles



The potential role of the food industry

- Multiple levels in the food supply chain which offer potential for intervention to decrease cost of healthy food.
- Upstream (primary production) – food related research considers health as well as economic
- Midstream (food processing, manufacture) – product reformulation, proportional package sizing
- Downstream (retail and food services)
Increased promotion of healthier foods, strategic location of supermarkets, positioning of healthier products, decreasing relative cost of healthier fast food options, monitoring cost and availability of healthy foods in NZ



18 Recommendations!

- Consider whether the best way forward for improving the affordability of healthy food is through industry leadership, developing collaborations between food industry and public health and creating a shared agenda, or government regulation
- Reorient food promotions and advertising to healthy food e.g. loss leaders



Recommendations continued

- Evaluate availability and cost of healthy versus unhealthy foods by area-level deprivation and rural/urban location
- Position affordable healthy foods in prime, strategic positions within supermarkets
- Explore opportunities for partnership with industry around food marketing activities for promotion of healthier food



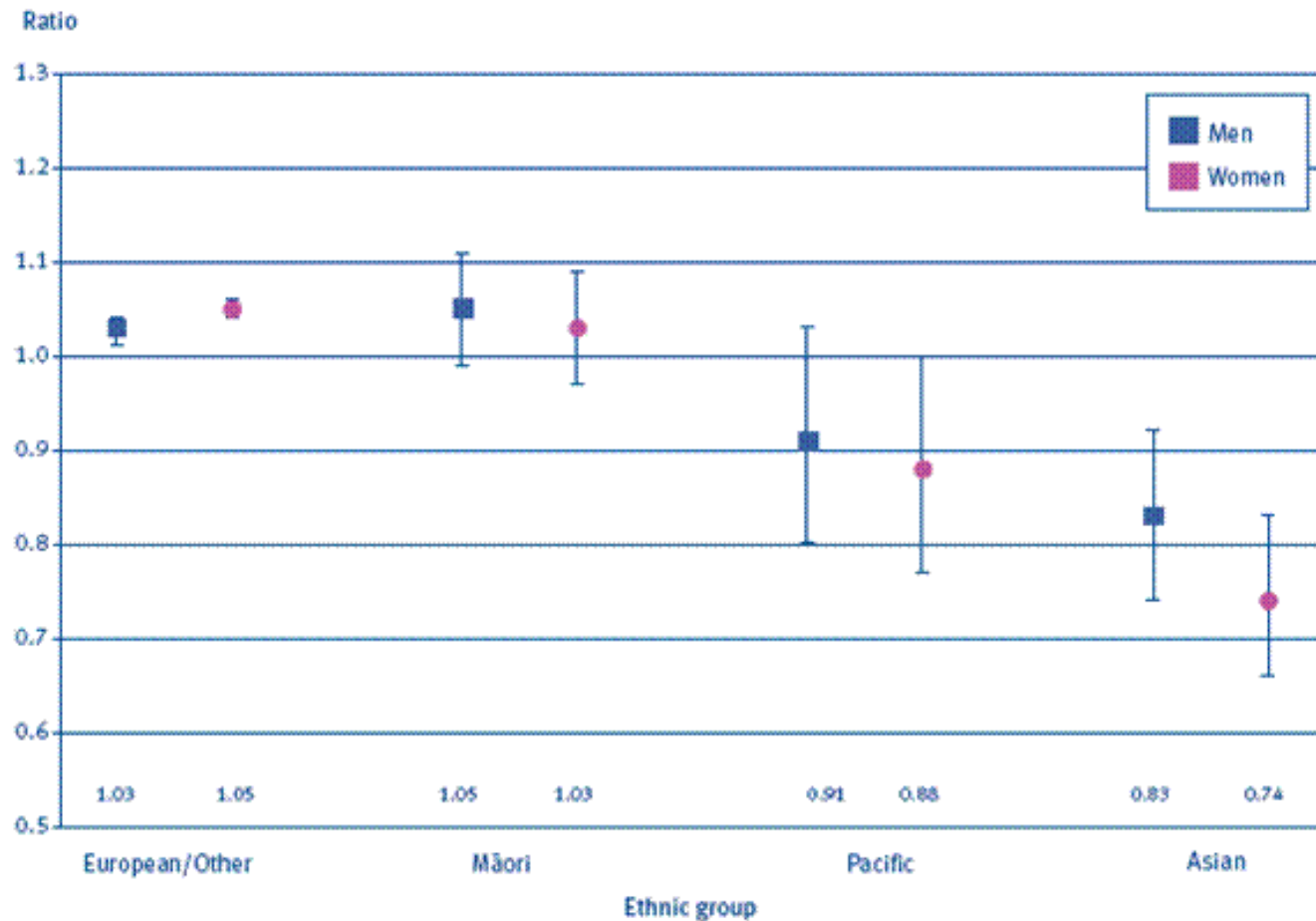
Physical Activity

- 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



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



Two areas identified

- Urban design:
 - Open space and connectivity
- Culturally-specific physical activity:
 - Developing capacity
 - Tikanga
 - Evaluation and research



Improving Urban Design: Enhancing open space and connectivity

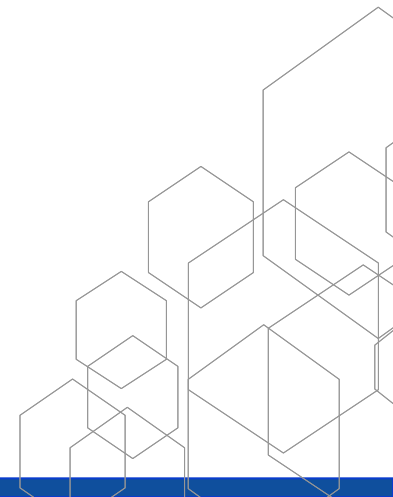
- Increasingly recognised that public health strategies focused on encouraging individual behaviour to increase physical activity have been insufficient
- NZ evidence for examining the effects of access to open space and street connectivity on PA is extremely limited
- **Recommendations:**
 - New research should be targeted at exploring the influence of the built environment on PA and related health outcomes with emphasis on Maori, Pacific and low income communities
 - Researchers to take advantage of various ‘natural experiments’ within the built environment (eg adjustments to the road/cycle network)



Improving Urban Design: Enhancing open space and connectivity

- **Recommendations:**

- Ensure that the ongoing process of developing a National Policy Statement on Urban Design incorporates an evaluation of the health implications of its recommendations
- Make submissions to local government to ensure that any reforms maintain a focus on wellbeing



Culturally-specific PA interventions

- Developing capacity to design, implement, and evaluate culturally-specific PA opportunities in NZ
- A variety of examples of programmes in NZ
 - Korikori a Iwi (5 Northland Māori communities)

Recommendations:

- Funding explicitly includes stated capacity development elements, with subsequent analysis
- Education and training for those delivering programmes is undertaken, ideally linked with qualifications and a career pathway.
- Evaluate existing culturally specific PA programmes for their impact on target populations



Take home points

- Critical to understand the context in which people live their lives
- Food security and physical activity are complex issues that need complex solutions
- We know a lot about the problems BUT it is critical to identify solutions
- Multicultural research partnership assists — both within team and with community



Take home points

Enhancing Food Security:

- Potential local collaborations with MSD
- Financial literacy for users of fringe lenders
- Cooking classes at schools and in the community
- Community gardens, markets and access
- Explore promotions with local supermarkets in low income areas
- **EVALUATION** of current and future community-based initiatives



Take home points

Enhancing Physical Activity:

- Make submissions to local government on built environment reforms/issues
- Education and training for those delivering the programmes
- More rigorous design and evaluation of initiatives



Group Discussion

Get into groups of approximately 5 people and pick one of the following topics:

- Lender Responsibility
- Economic instruments
- Cooking Skills
- Community Markets and Gardens
- Traditional Maori Food Sources
- Potential role of food industry
- Urban Design
- Culturally-specific Physical Activity

Work through the following questions in relation to your topic

1. Why do you think your issue has particular relevance locally/in your community?
2. What programmes/initiatives do you know about that are already working to address the issue in your region?
3. What new opportunities can you see working to improve this issue?
4. What can you/or your organisation contribute to these new opportunities?
5. Which key people would need to be involved?
6. Who will coordinate future action?

