



Taking the Steps to Healthy Eating

The Pink Feet Initiative

Project Aim

- **To make healthy lunch choices easier for parents living in the Bell Block community and shopping at Parkland's Supervalu Supermarket**



Project Objectives

- To investigate the types of foods and drinks currently included in the school lunches of Bell Block children pre and post the programme
- To investigate the factors which influence the behaviour of shoppers buying for school lunches pre and post the programme



Project Objectives

- To determine what lunch food items shoppers would like to see available at Parkland's Supervalu Supermarket
- To assess the impact of the initiatives in the supermarket
- To make recommendations for further initiatives based on the evaluation findings



ervValue
A great deal easier.

Supermarket

open 7 days
7.00am-8.00pm





2Choice Choices 4 Kids

FOLLOW THE PINK FOOT PRINTS FOR HEALTHY FOOD CHOICES. LOOK OUT FOR THE SIGNS THAT SAY "GREAT FOR KIDS"

2 CHOICE CHOICES 4 KIDS

2 CHOICE CHOICES 4 KIDS

Great for Kids

FOR FURTHER INFORMATION CONTACT JON COLLINS OR LINDA HILLS HEALTH PROMOTERS - TEL: 96 753 7779





GOOD CHOICE: Bell Block sisters (from left) Meg (8) and Tawny Smith (9) select some healthy drinks with the help of pointers on the floor of Parklands Supervalve supermarket.

Photo: NIC GIBSON

Big steps in the war on obesity in New Zealand

By JAYNE HULBERT

SMALL steps in Taranaki could mean big leaps in the fight against the childhood obesity epidemic.

The steps are footsteps — bright pink and child-size — and about 800 of them meander through Bell Block supermarket Parklands Supervalve.

Plastered to the supermarket floor, the footprints direct shoppers to healthy food choices — particularly options for children's lunchboxes.

Since yesterday, the footprints have greeted customers at the door and on the journey through the store pointing to labelled shelves stocked with nutritious foods and drinks.

The concept is believed to be a New Zealand first and is a team effort by the Taranaki District Health Board's (TDHB) health promotion unit and the supermarket management.

Obesity is on the rise in this country and anti-obesity campaigners have started a petition backing a plan to rid schools of unhealthy food and reduce the amount of junk food children eat.

Fight the Obesity Epidemic's (Foe) petition has also called for a parliamentary inquiry into ways to prevent the increase in obesity and to ban advertisements of unhealthy foods during children's television programmes.

On day one of the Bell Block shop's footprint initiative, young children keenly followed the pink feet.

The feet by-pass sugar, fat and salt-laden foods, soft drinks and processed items.

TDHB dietitian Jill Nicholls said fresh, healthy food for snacks and lunches needed to be encouraged and this project was an active way of doing it.

Shelves and fridges stocked with fresh fruit and vegetables, cold meats, dairy products, water, sandwich spreads, crackers, tinned fish, breads, soups and baked beans are included in the good choice line-up.

Mrs Nicholls said that if the concept worked well at Bell Block, other Supervalve stores around the country were likely to pick it up.

Sue Smith, shopping with her three children yesterday, applauded the idea.

"It's great, anything like this is a novel way to get the message across. I think that we have to educate the kids, they are often the ones teaching parents," Ms Smith said.

This week the Public Health Association (PHA) announced it's support of Foe's petition.

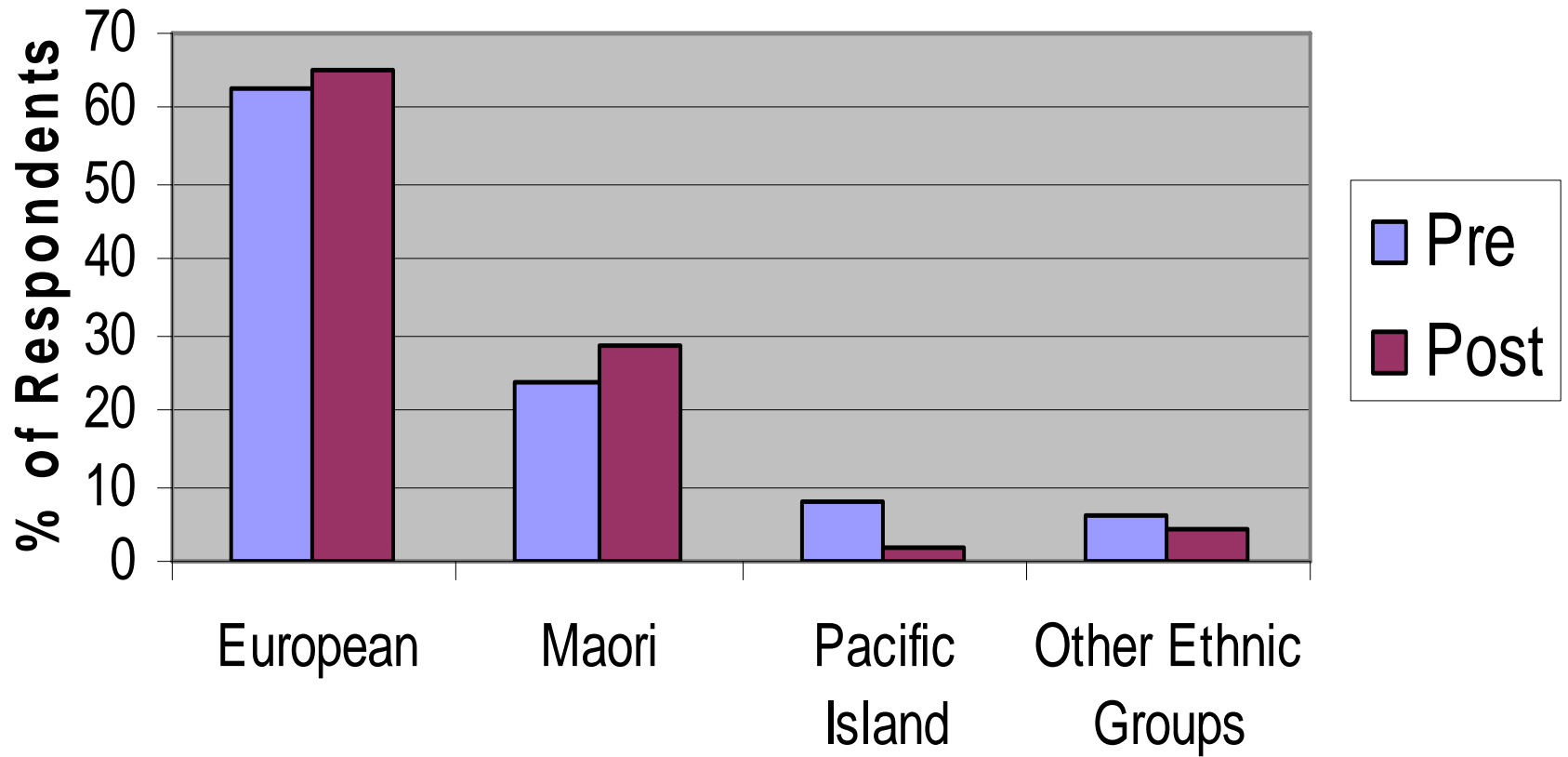
PHA director Gay Keating said one-third of New Zealand children were now overweight or obese.

"This is not a problem that will go away with some tinkering here and there. It needs a strong and immediate response from the Government," Dr Keating said.

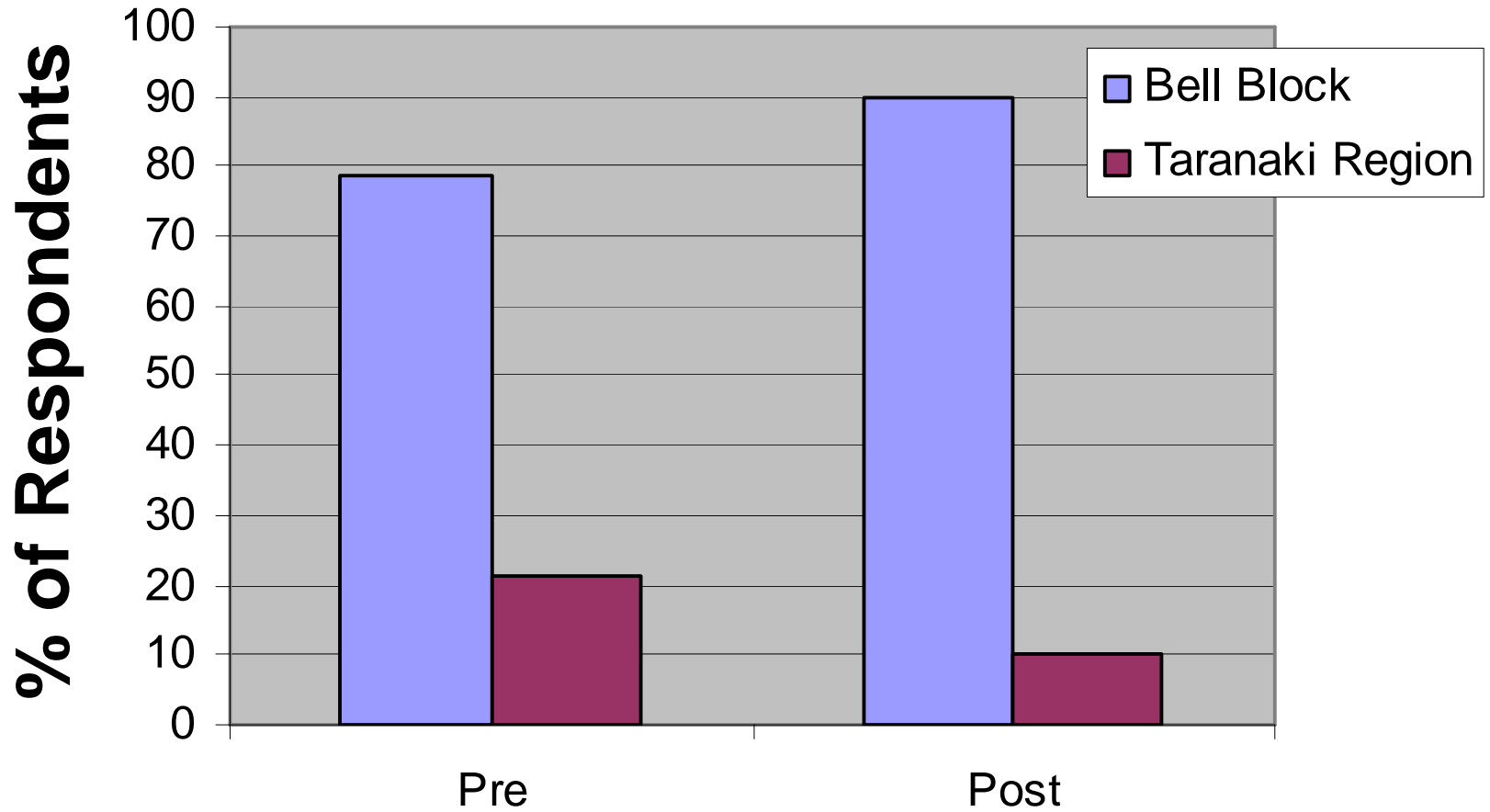
She said intervention was necessary to reverse the growing number of children with obesity-related health problems, including type 2 diabetes.

The petition is on foe.org.nz.

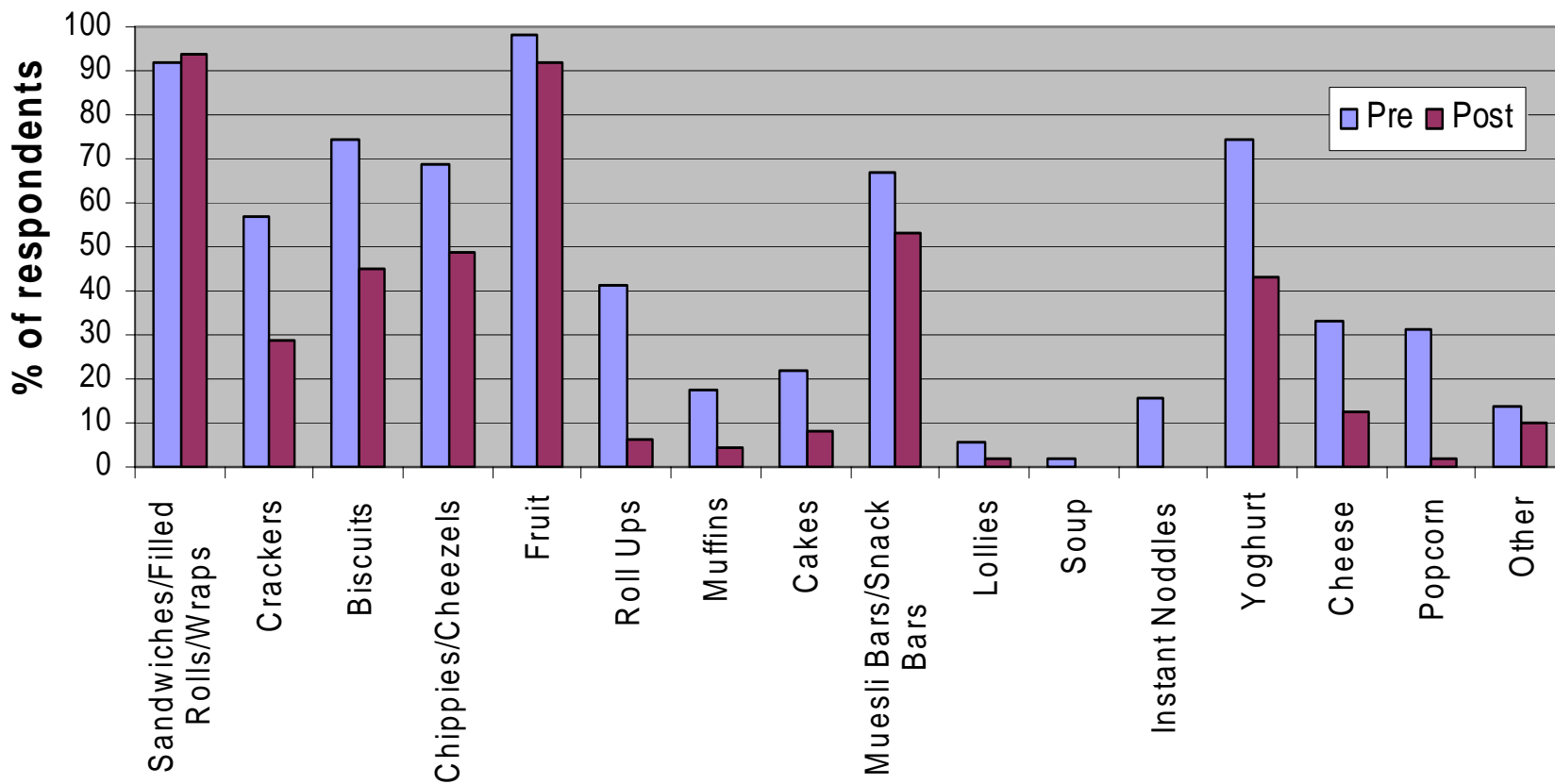
Graph Two - Ethnicity of Respondents



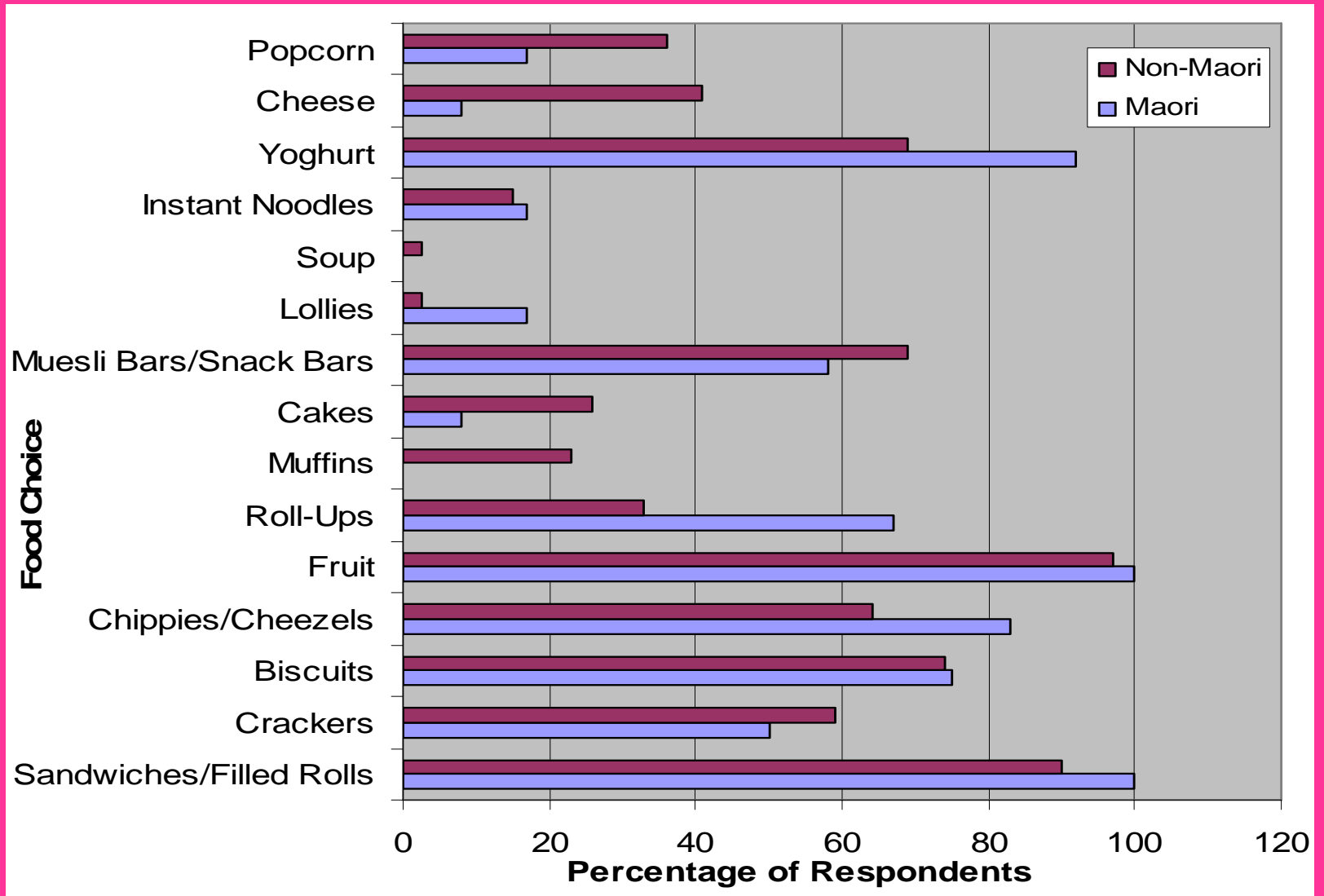
Graph Four - Where Respondents lived



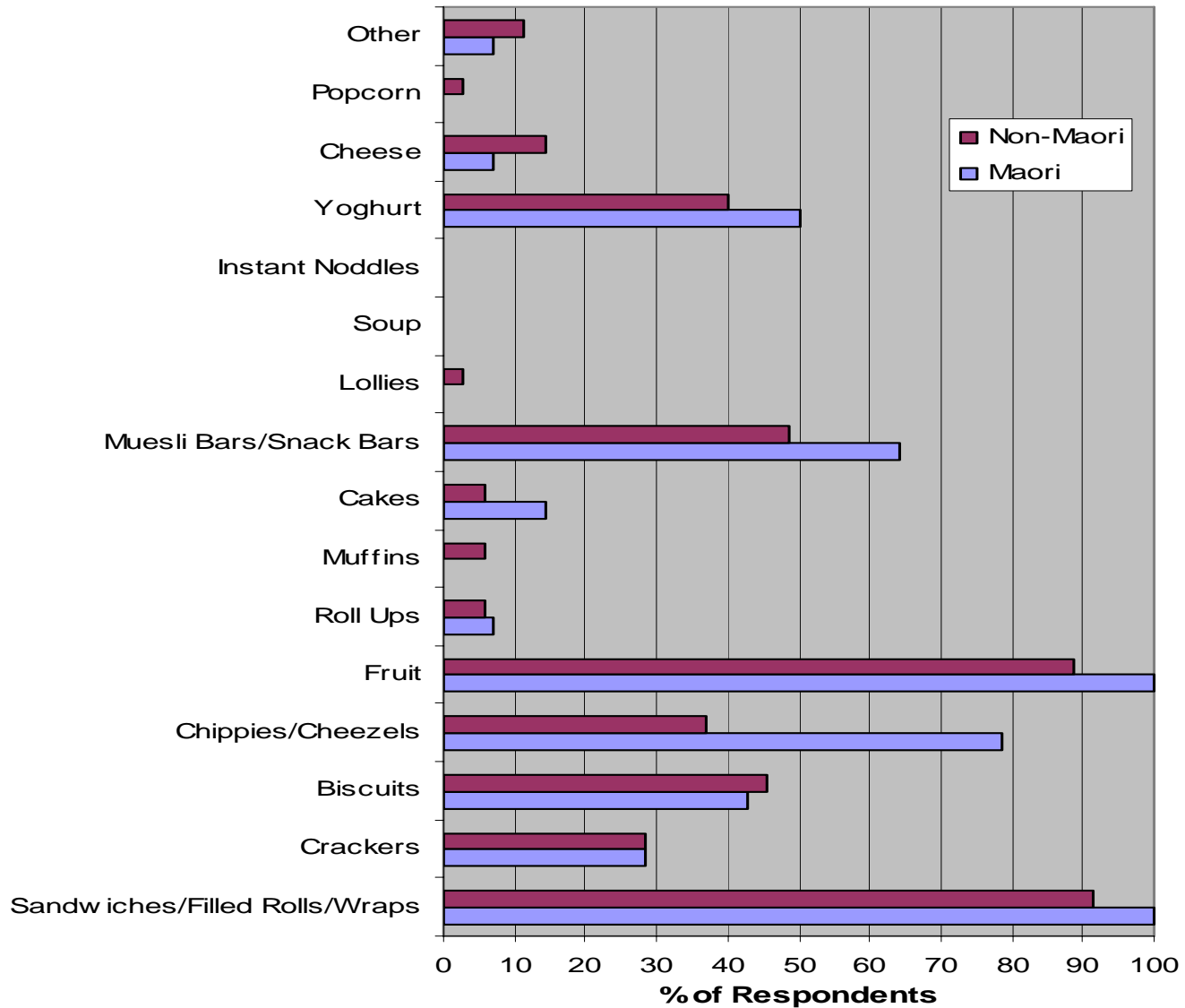
Graph Five - Food Included in School Lunches



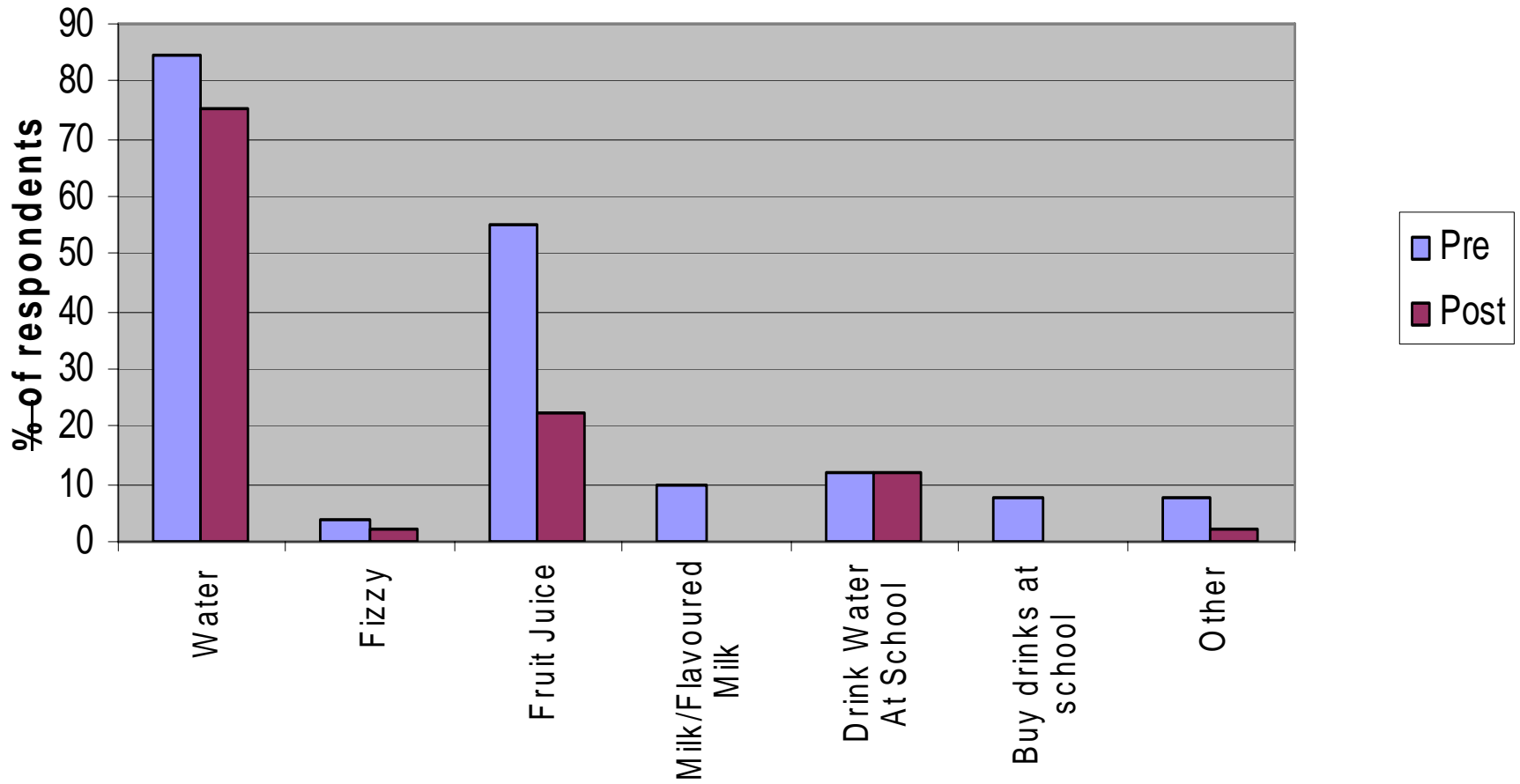
Graph Six – Reported Food Choices According to Ethnicity Pre-programme sample



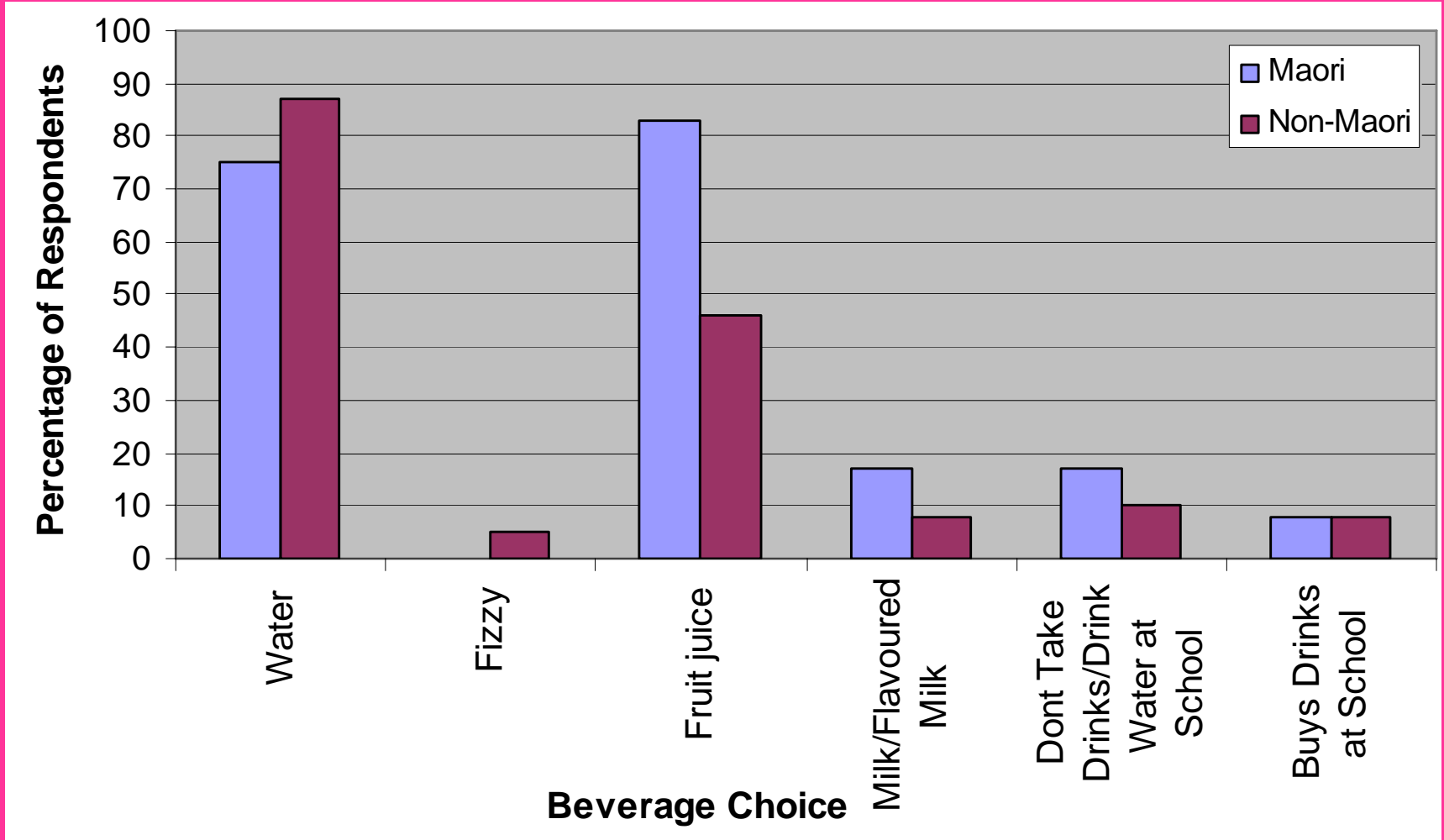
Graph Seven - Food Included in School Lunches by Ethnicity - Post Programme Sample



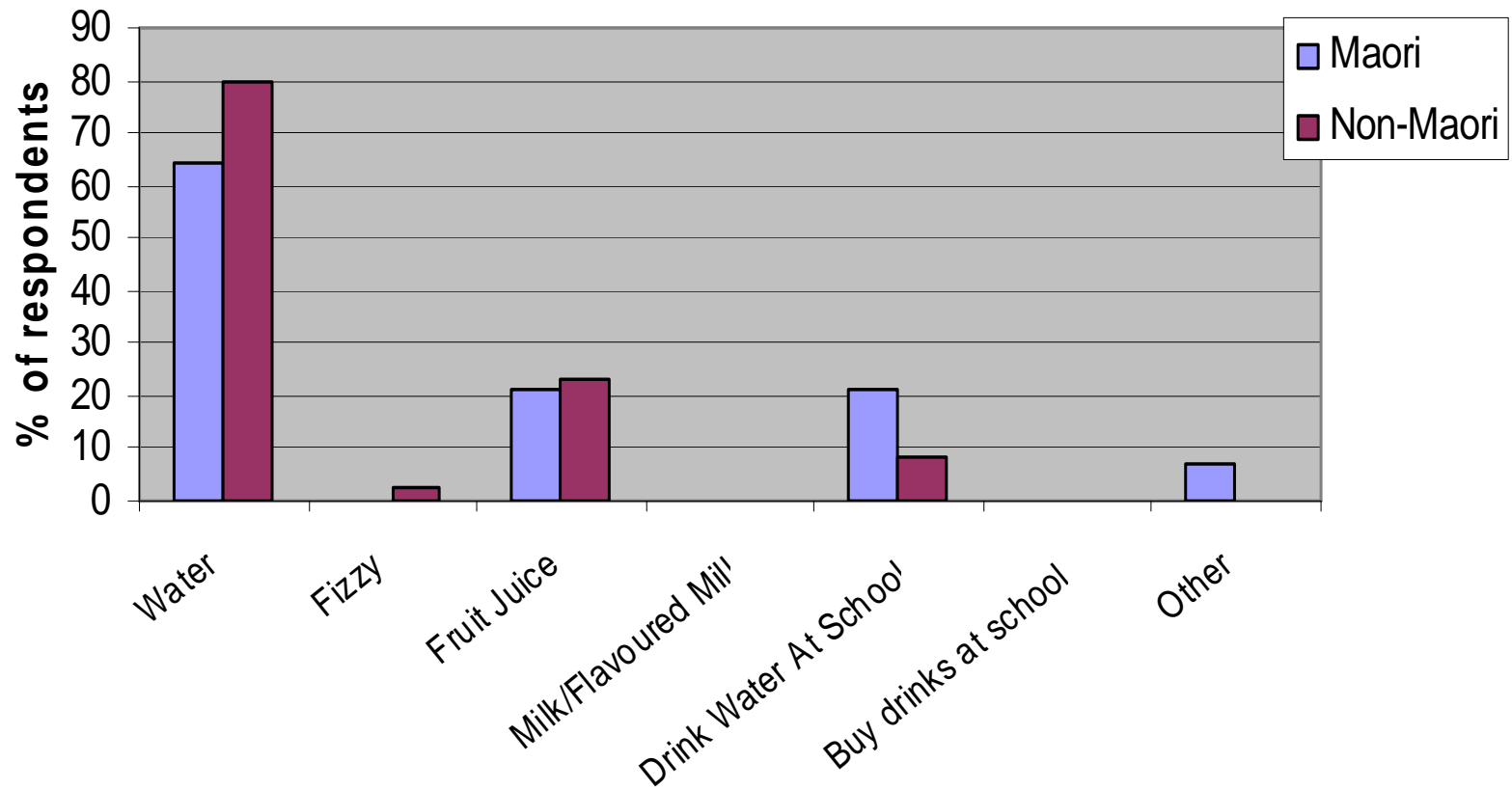
Graph Eight - Drinks included in School Lunches



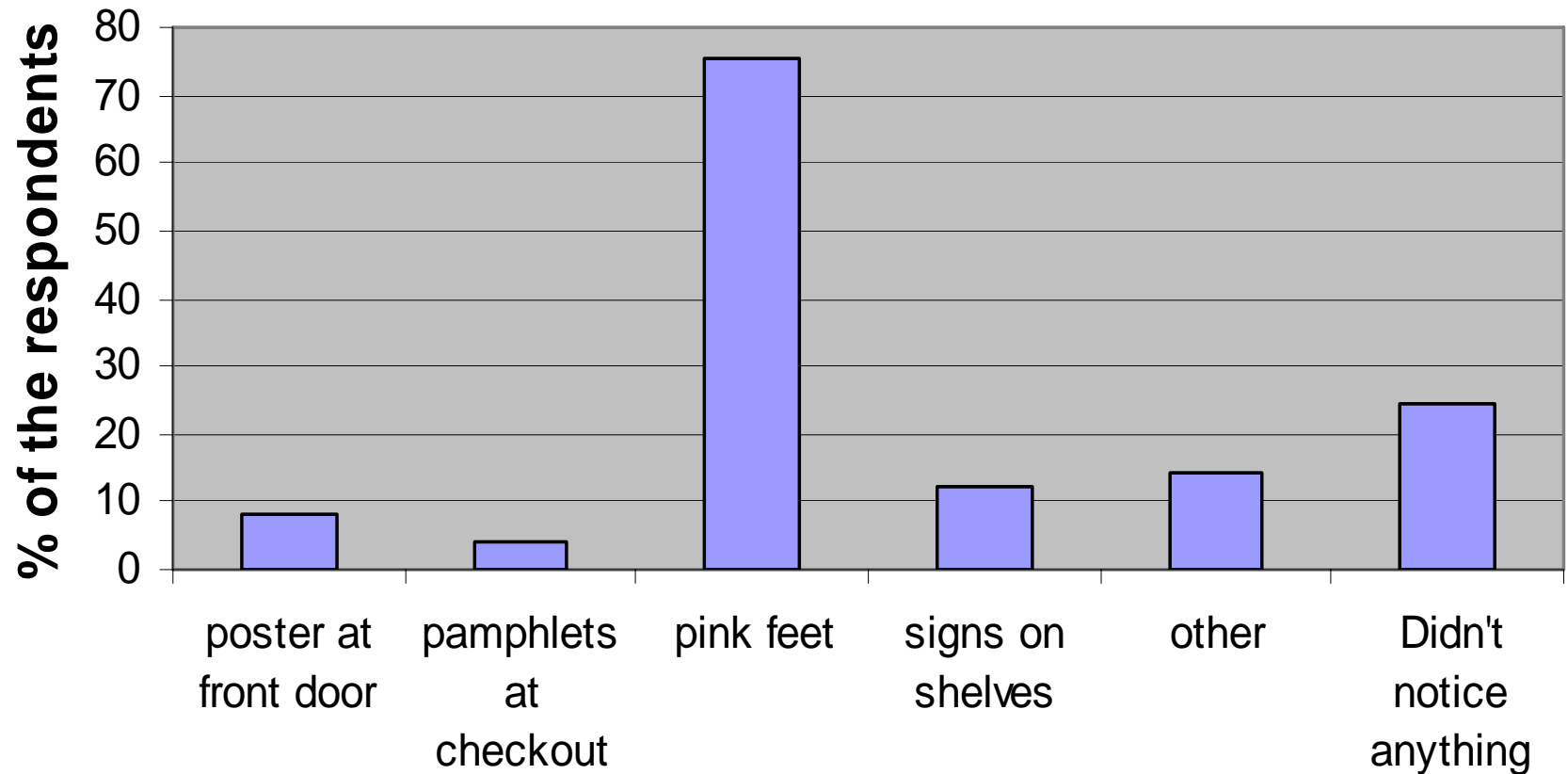
Graph Nine – Reported Beverage Choices According to Ethnicity pre-programme sample.



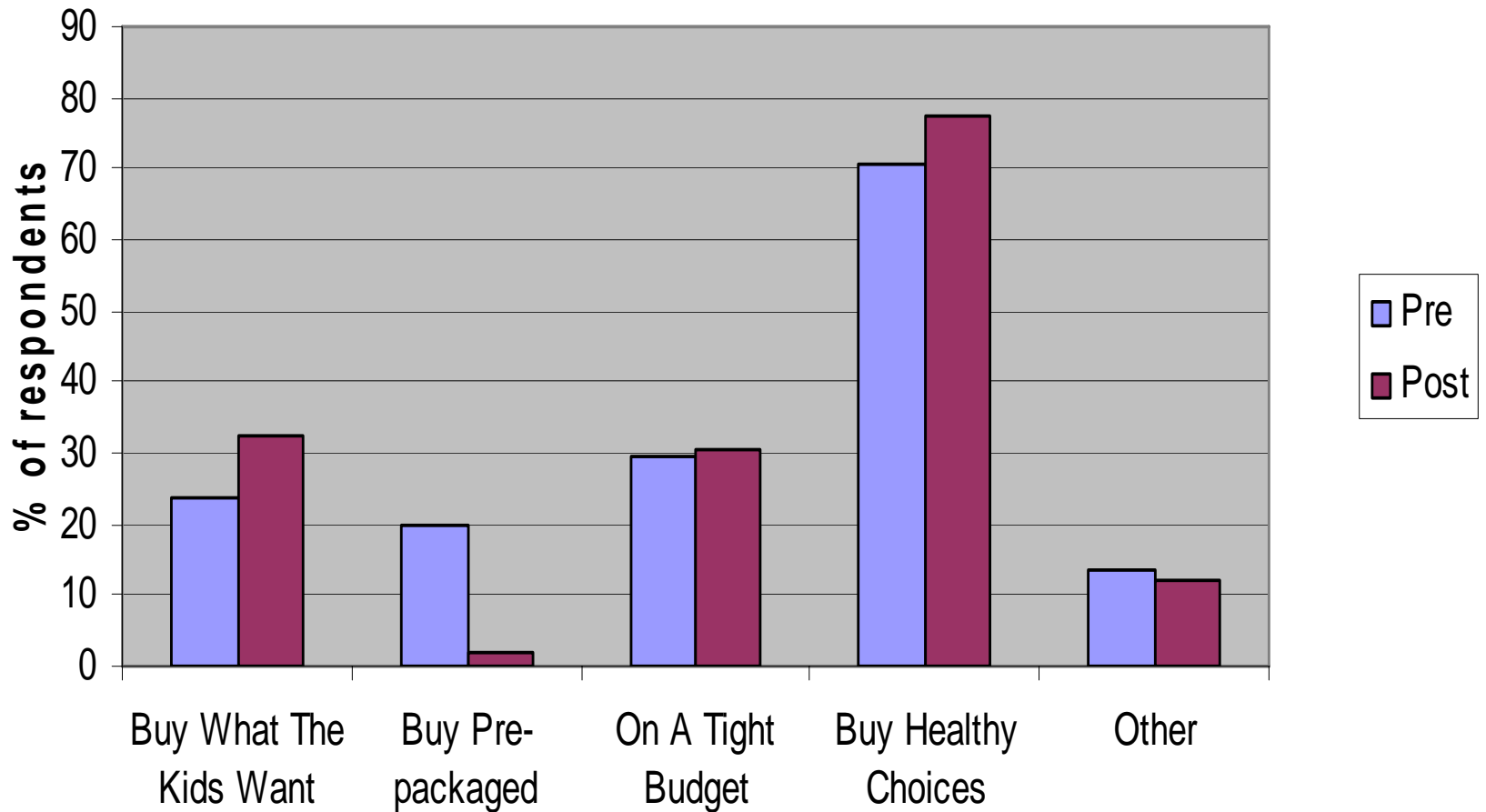
Graph 10 - Reported Beverage Choices According to Ethnicity Post Programme Sample



Graph 15 - Things Respondents Recalled Having Seen in the Supermarket



Graph 11 - Factors that influence food and beverage choices for school lunches



Future Directions

- Highlight shelves
- Increase community awareness – brochure drop
- Reward good choices with vouchers - incentive
- Tie the initiative in with schools and kindergartens
- Radio messages through PA system
- Lobby for product placement





Brochure



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Conclusion

- Innovative and generated interest in other areas in the country
- Raised the awareness with other supermarkets
- Positive outcomes for healthy school lunches
- 25% of respondents stated that the things they had seen in the supermarket had influenced their buying behaviours
- Building base for other initiatives and future directions

