



Healthy Eating Healthy Action
Oranga Kai – Oranga Pumau

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ANA ASIAN FORUM – 6 November 2008: Sorrento, Auckland

Putting this forum into context : Presentation Summary

- Public Health & Personal Health
- Public Health Action
- HEHA history
- HEHA strategy
- Many players - many actions



HEALTHY EATING, HEALTHY ACTION

Presentation Summary (cont)

- Key HEHA health planners and funders
 - HEHA team - Ministry of Health
 - Public Health Group - Ministry of Health
 - 21 DHBs and HEHA
 - PHOs and HEHA
- PAN Auckland 2010
- PAN Auckland Planning & Funding Group (PAPFG)



PUBLIC HEALTH and PERSONAL HEALTH

- Public Health is about improving the health of populations.
- Personal Health is about improving the health of individuals within those populations or communities.



PUBLIC HEALTH and PERSONAL HEALTH (cont)

Public health services and health services for individuals are complementary. Neither is effective alone.

Public Health actions cover :

- Health promotion
- Health protection
- And a mix of both



HEALTH PROMOTION

Some relevant examples of health promotion actions:

- Being involved in policy development
- Promoting development of physical and social environments that are conducive to good health
- Raising public awareness
- Working with the media



HEALTH PROMOTION (cont)

- Running media campaigns
- Developing and distributing resources
- Training professionals, community work and peer educators
- Working with communities, schools, churches, workplaces to develop and establish public health programmes



THE HISTORY OF HEHA

2003 HEHA Strategy

2004 Implementation Plan

- 8 Objectives
- 87 Actions

2004-2008 Many actions underway

2008 Implementation Plan Review



HEHA STRATEGY

GOALS

- Improving nutrition
- Increasing physical activity
- Reducing obesity

OUTCOMES

- Reduction in incidence of :
 - Cardiovascular disease (CVD)
 - Diabetes Type 2
 - Some cancers



HEHA - Many Players ... Many Actions

- ❖ Ministry of Health
- ❖ Education : Tertiary - Schools - ECES
 - ❖ SPARC
 - ❖ Public Health Units
- ❖ NGOs
- ❖ DHBs
- ❖ TLAs
- ❖ PHOs
- ❖ Industry
- ❖ Regional Sports Trusts
- ❖ Other Ministries



HEHA PLANNERS AND FUNDERS

- ❖ **HEHA team : Ministry of Health,
Wellington**
 - Provide HEHA Leadership and Co-ordination
 - HEHA Project Managers in 21 DHBs
 - Schools and Early Childhood Education
 - Food and Beverage Classification System
 - Monitoring, Research and Evaluation of HEHA



HEHA PLANNERS AND FUNDERS

- ❖ **HEHA team : Ministry of Health,
Wellington (cont)**
- Social marketing campaigns
 - Breastfeeding
 - *Feeding our Futures*
- HEHA Network
- Working with industry
 - Marketing of food to children
 - Encouraging reformulation of food
- Breastfeeding
- Government *Walking the Talk*



HEHA PLANNERS AND FUNDERS

❖ MoH : Public Health Group

Offices in :

Auckland~Hamilton~Wellington~Christchurch

Contract with a range of other organisations to deliver HEHA and other services.

- Public Health Units
- NGOs (including ANA)
- TLAs
- Industry
- Others



HEHA PLANNERS AND FUNDERS

❖ MoH : Public Health Group (cont)

- HEHA services cover breastfeeding promotion, food reformulation, support for workplaces, schools, ECES, churches, workforce development, community action, walking school buses, Fruit in Schools, co-ordination services



HEHA PLANNERS AND FUNDERS

- ❖ **HEHA leadership in 21 DHBs**
 - HEHA Project Managers
 - HEHA Regional Co-ordinators
 - Administer the Nutrition Fund (Schools and Early Childhood Education Services)
 - Administer/Co-ordinate Maori and Pacific Community Actions
 - Use their 'own' funding for DHB-based initiatives



HEHA PLANNERS AND FUNDERS

- ❖ **HEHA : Primary Health Organisations (PHOs)**
 - Have health promotion funding from government
 - Many deliver HEHA services locally



PAN AUCKLAND 2010

A HEHA strategy for Metro Auckland

Recommendations included ...



PAN AUCKLAND 2010 Recommendations

- Develop leadership and collaboration for each of nine action areas
 - A great early start (including breastfeeding)
 - Healthy schools and ECES
 - Whanau/family eating well
 - Active neighbourhoods and active lives
 - A healthy food supply
 - Information for healthy choices
 - Healthy lifestyles for older people and people with chronic disease
 - Workforce development



PAN AUCKLAND 2010 Recommendations (cont)

- Develop an effective regional leadership structure



HEHA PAN AUCKLAND PLANNING & FUNDING GROUP

Members:

- Auckland District Health Board
- Counties Manukau District Health Board
- Waitemata District Health Board
- Ministry of Health
- Northern District Health Boards Support Agency



HEHA PAN AUCKLAND PLANNING & FUNDING GROUP (cont)

Roles include:

- Co-ordinating Action Area meetings
- Maintaining PAN-Net - a database of Auckland HEHA providers
- Identifying priorities for funding, taking into account gaps in services and emerging issues



FORUM OUTCOMES

Guidance on possible interventions that will contribute to improving the health of, and reduce the risk of obesity, diabetes and CVD in Asian communities.

THANK YOU