

Asian Takeaway Operators as Partners in Health Promotion



Findings from the Healthy Kai and
Tips on Chips 薯條密笈 programmes



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Introduction – Healthy Kai



Objective

To work with retailers to increase the availability and quality of healthy **ready-to eat** food choices in local town centres.

Where

low decile area town centres: Mangere, Otara, Glen Eden and Glen Innes

When

2003 - current

Implementation – Healthy Kai



Buy-in from the eligible retailers- facilitated by nutritionist fluent in Mandarin and Cantonese

Support Provided

- Healthy choices identified and signposted
- Site visits
- Award system to incentivise retailer change
- On site training
- Retailer newsletter
- Promotional events

Mangere Healthy Kai

The Mangere Healthy Kai programme aims to help you make healthy food choices when eating out at the Mangere Town Centre.

The programme was launched in September 2008 and is still going strong!

A recent shopper survey found 80% of shoppers bought healthy kai in 2007 compared with 26% in 2003.

To be involved in the Healthy Kai programme, retailers must sell at least three healthy food and drink options and have an A or B food grading.

Look out for Healthy Kai partners in these areas!

- Fresh Baked Gallery
- Mangere Gallery
- Juan's Polynesian Restaurant
- Sun Tasty Takeaway
- JK Takeaway
- Mangere Bulk Seafood
- BBQ Point
- Kori Roast
- Oriental Takeaway
- Rocky Takeaway
- Mr Green's Fruit & Veg
- Mayan's Foodmart
- Mangere Foodmarket
- Sea Food Market



The Mangere Healthy Kai programme won the Business Award at the 2007 New Zealand Health Innovation Awards.

Partners are awarded their Healthy Kai stars during their submission for monthly assessment.



Look out for the Mangere Healthy Kai stars and partners throughout the town centre.

Choose Healthy Kai



Examples of healthy kai options are shown above.

For more information please visit:
www.swap2win.co.nz

Mangere Healthy Kai is supported by:
Mangere Community Health Trust

Orion Dairy Products, Tairā Hāhāke, Ora Ora Health Inc,
the New Zealand National Heart Foundation,
Procter & Gamble New Zealand
and the Auckland Regional Public Health Service.

Introduction – Tips on Chips

Objective:

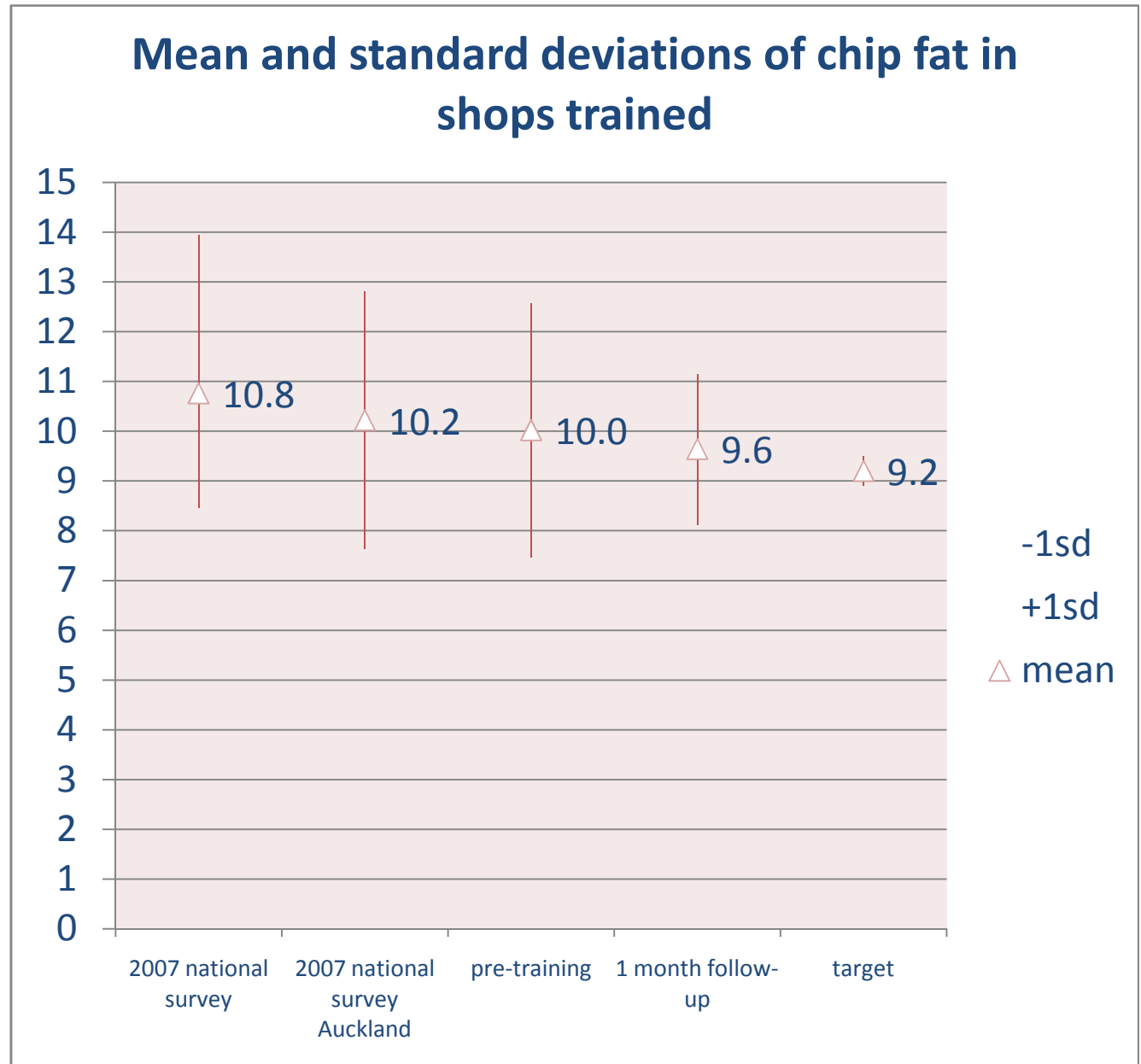
To decrease the NZ average fat content of chips to **9.2% fat**

Where:

Auckland Region

When:

Aug-Oct 2007



Introduction – Tips on Chips



Method

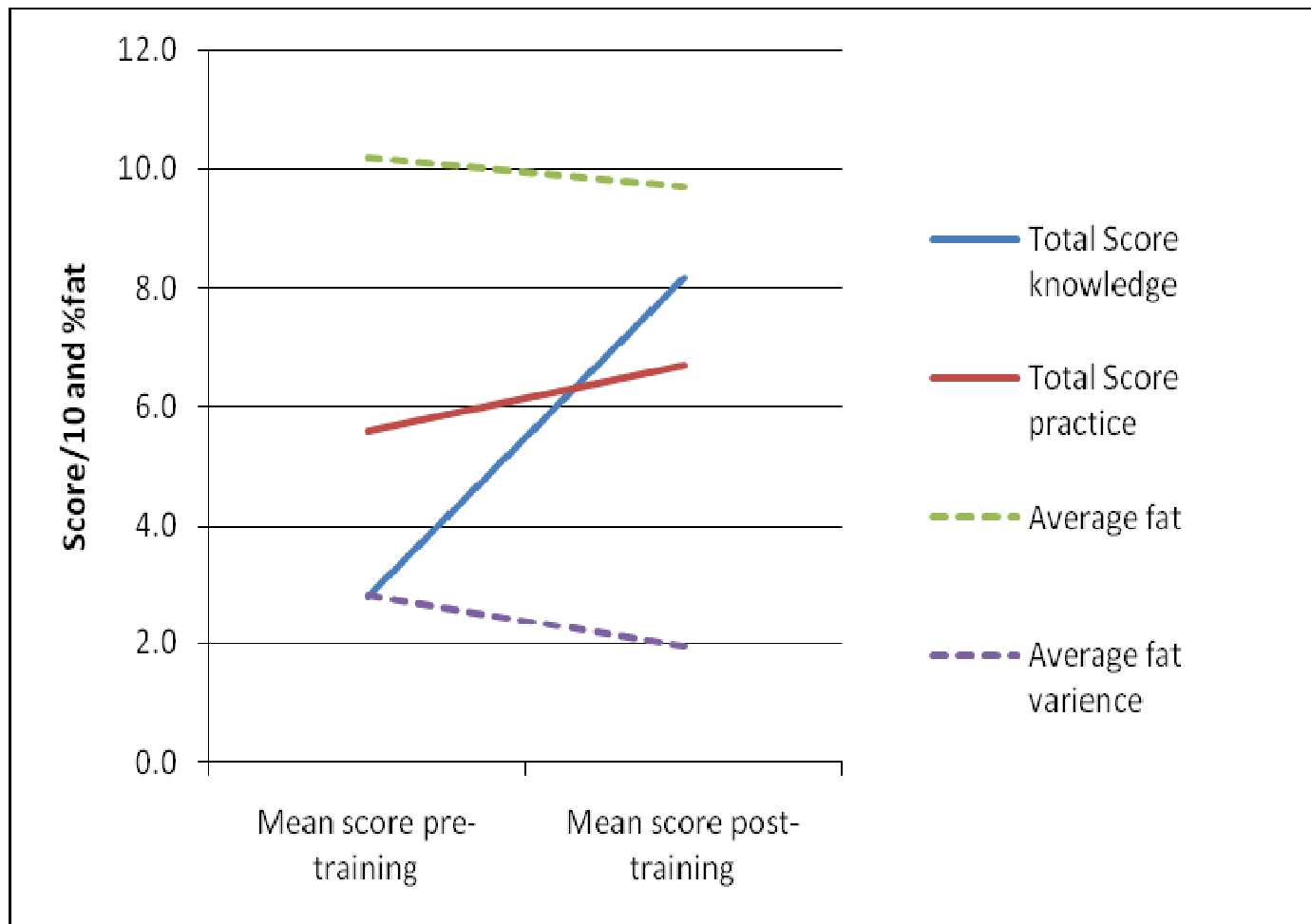
Parallel training and interviewing.

Evaluation from within training organisation

Process:

1. Recruit
2. Interview manager
3. Interview, Train, Monitor manager & staff
4. Follow-up interview ~1month

Impact of the Tips on Chips 薯條秘笈 Programme



Outline of Presentation

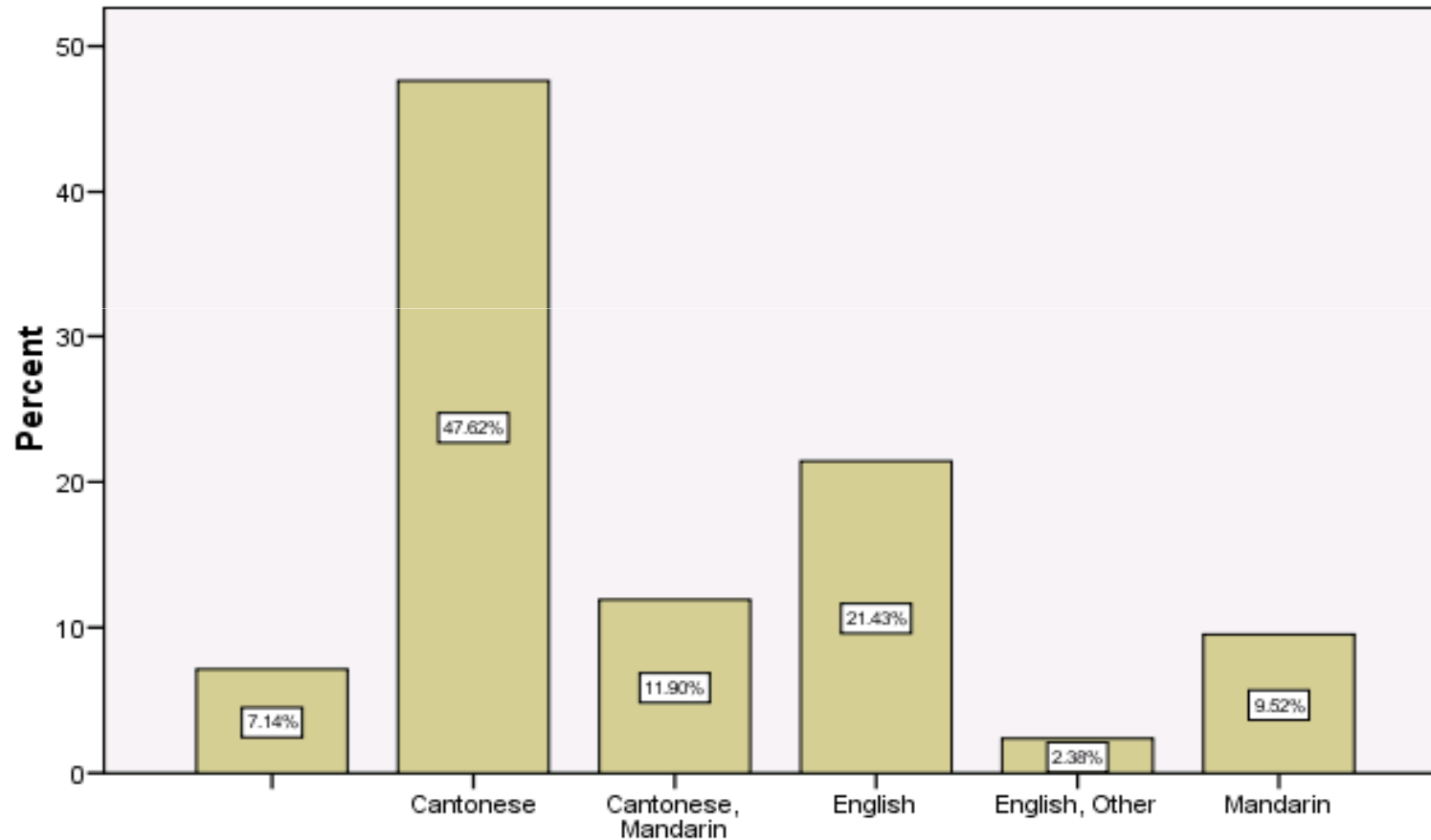
- Who are the shop operators and what's important to them?
- How should we engage them?

Ethnic Groups – Healthy Kai



Hot food takeaway	n	Bakery	n	Dairy /greengrocer	n
<ul style="list-style-type: none"> •Chinese (67%) •European •Korean •Others 	18	<ul style="list-style-type: none"> •Southeast Asian (82%) •Chinese •European 	9	<ul style="list-style-type: none"> •South Asian (75%) •SE Asian •Chinese 	6
	27		11		8

Ethnic Groups



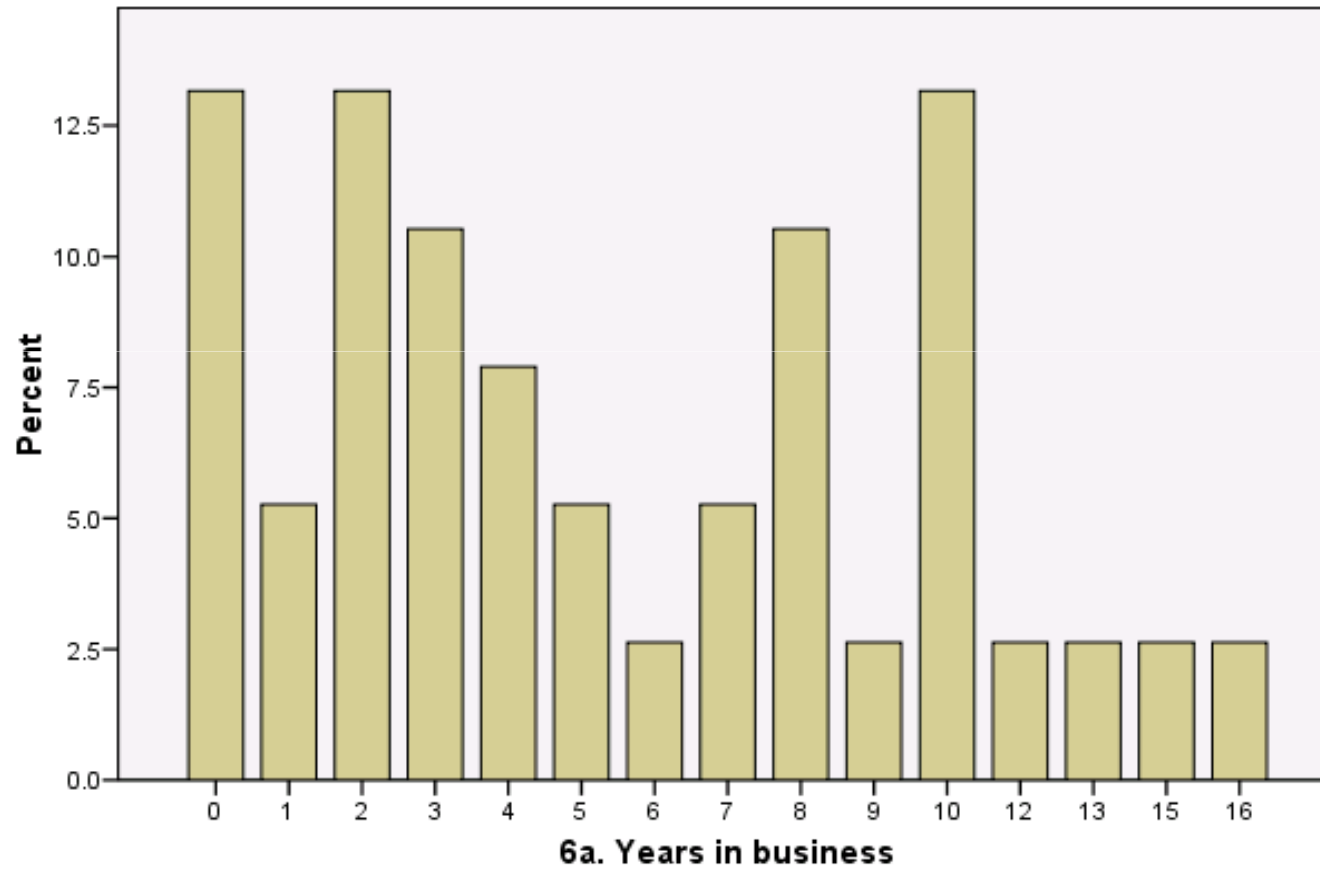
4. Select what oral languages are required

Turnover rate – Healthy Kai

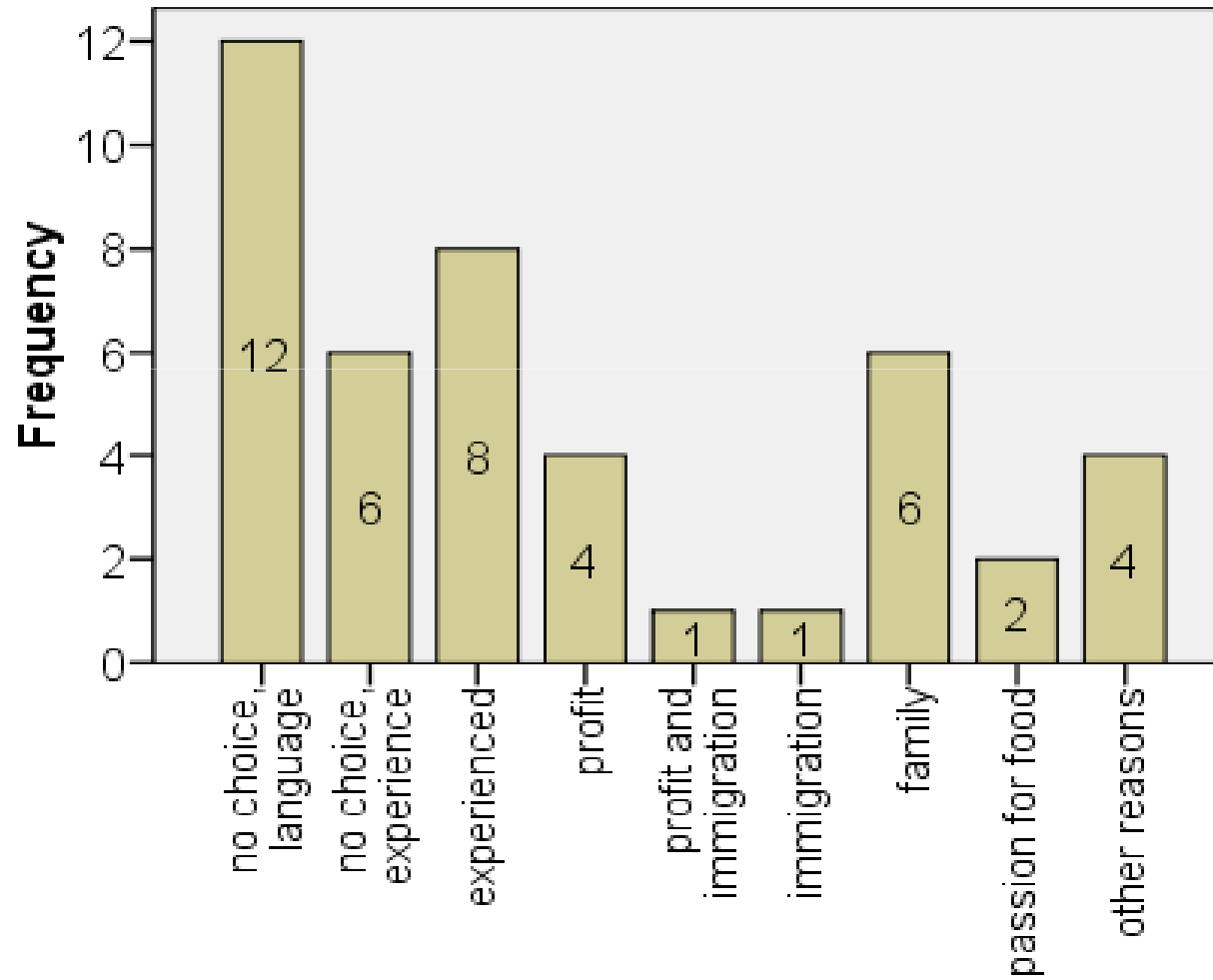


	Turnover rate
Hot food takeaway	13 out of 27 (50%)
Bakery	3 out 9 (33%)
Dairy/green grocer	1out of 8 (12%)

Turnover rate



Business Reason



Summary

- Varying ethnicity
different ethnic groups , different businesses
- Willing to engage
- High turnover rate in takeaways
- Not there because of interest in food
- Not necessarily skilled

Recruitment rates

Healthy Kai

*Approached 48 eligible shops
participated 46*

> 90%

Tips on Chips

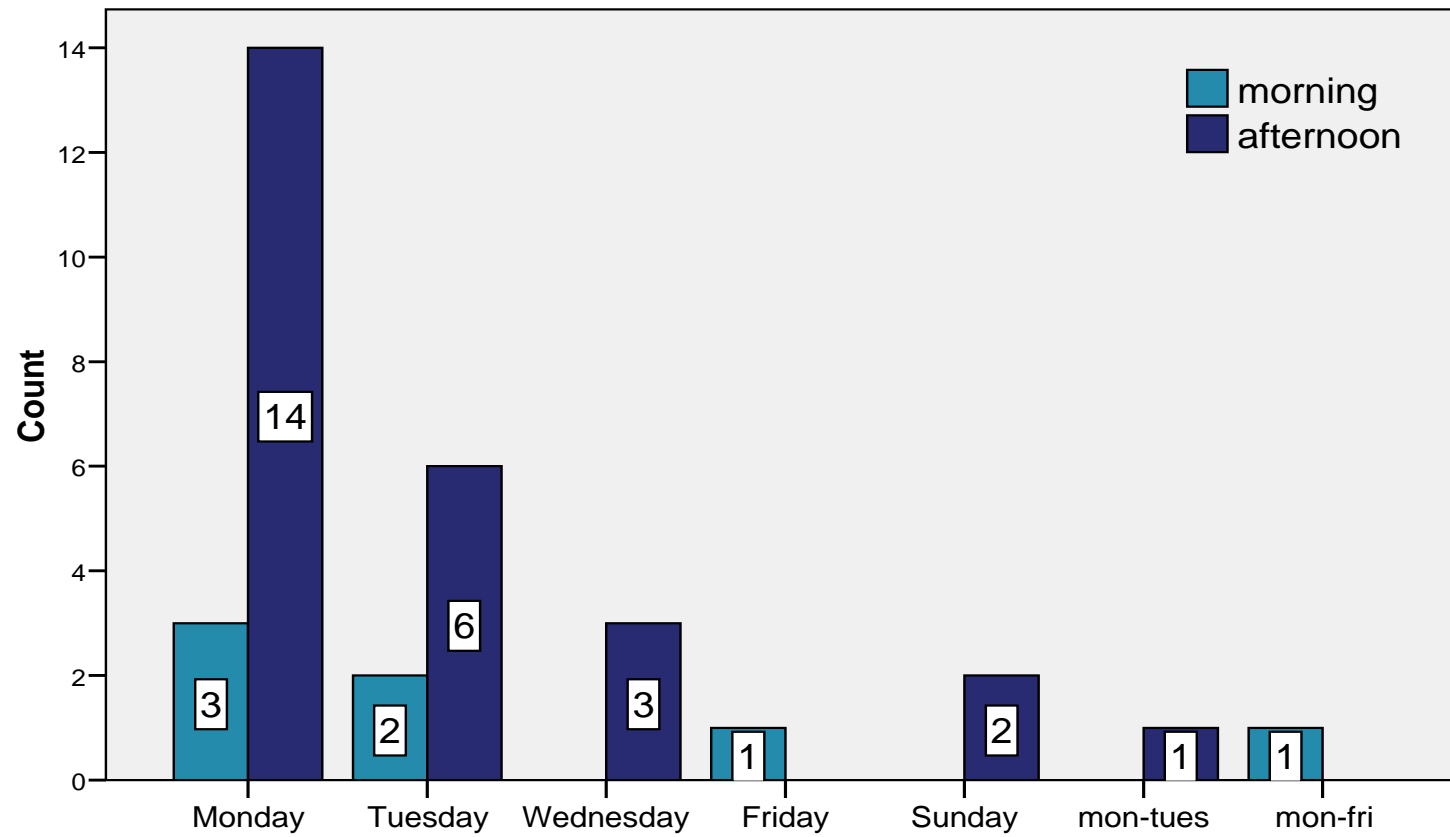
*Approached 151 shops
participated 51*

30%

Why so successful?

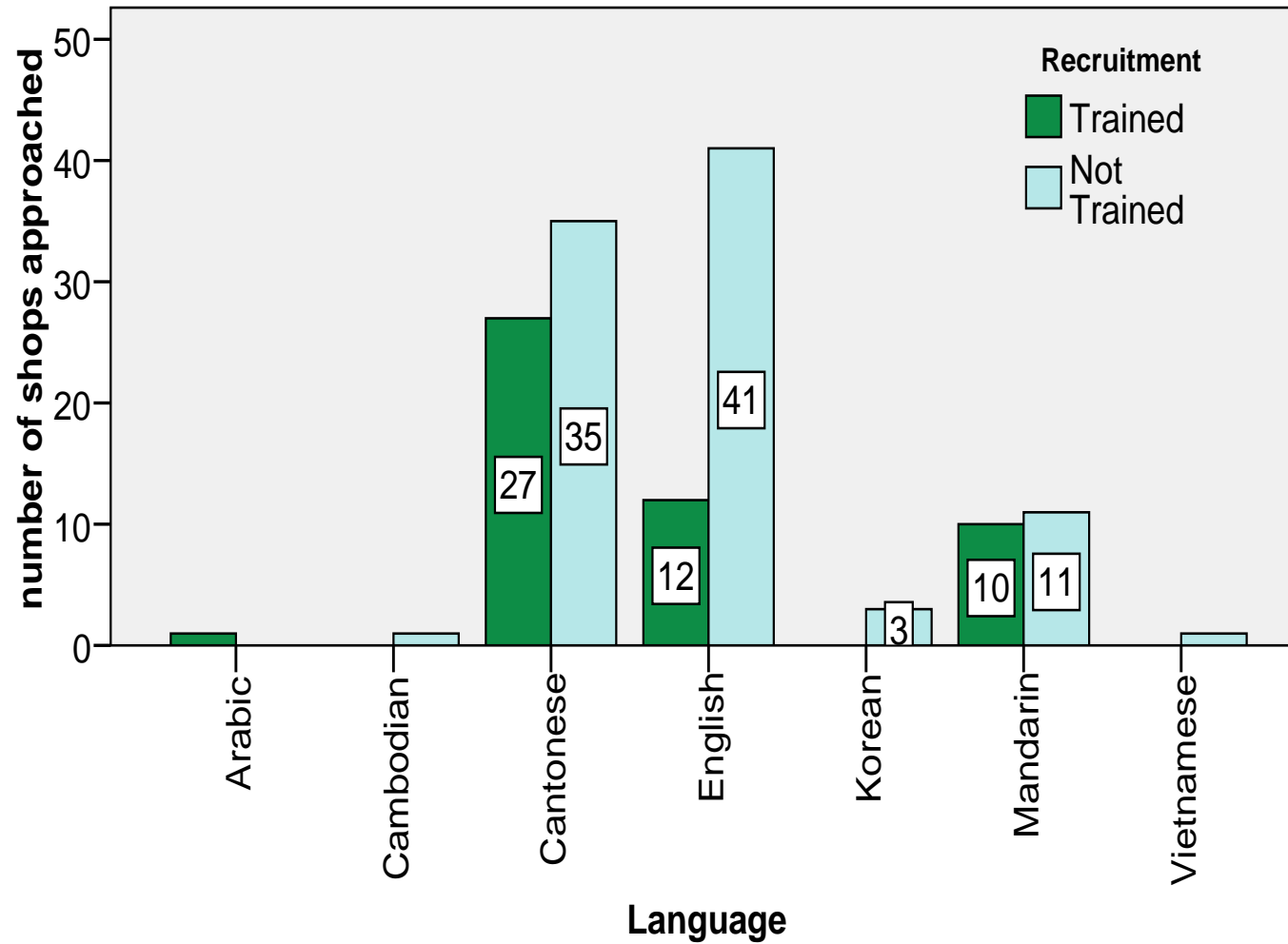


Day and Time Chosen for Training





Languages and Recruitment Success



Retailer engagement – Healthy Kai



- Focused on win-win
 - Initial approach - promote existing healthy choices
 - Retailer Awards System
 - Incentives:
 - Free advertising; local radio, newspapers
 - Free posters, aprons, caps
 - Food safety training to help upgrade food hygiene ratings
 - Use as food suppliers for promotional events
- Retailer liaison – in their own language

Retailer feedback

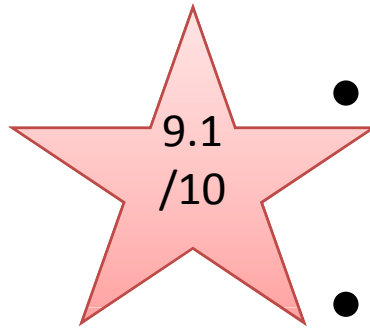




Feel positive about being involved

- The visits from HK personnel team were most appreciated
- Healthy Kai enhanced their business:
 - Providing free advertising
 - Promoting better profit products
 - Bringing more customers
- People like media coverage
- Interest in learning better cooking practices to increase the quality of their products and receiving more information about food and health

Results of Evaluation

What the operators want



- Training highly acceptable and relevant
- Certificates 
- Posters 

Would also like

- training for new staff
- training in other types of food

✓ Benefits offered in *Tips on Chips*

Better for customers

- ✓ Makes lower fat chips
- ✓ Chips are tastier, crisper



Better for the business

- ✓ Good for the business name
- ✓ Cook more chips in a shorter time
- ✓ Less oil/fat lost
- ✓ Lengthens oil life

Benefits from operators

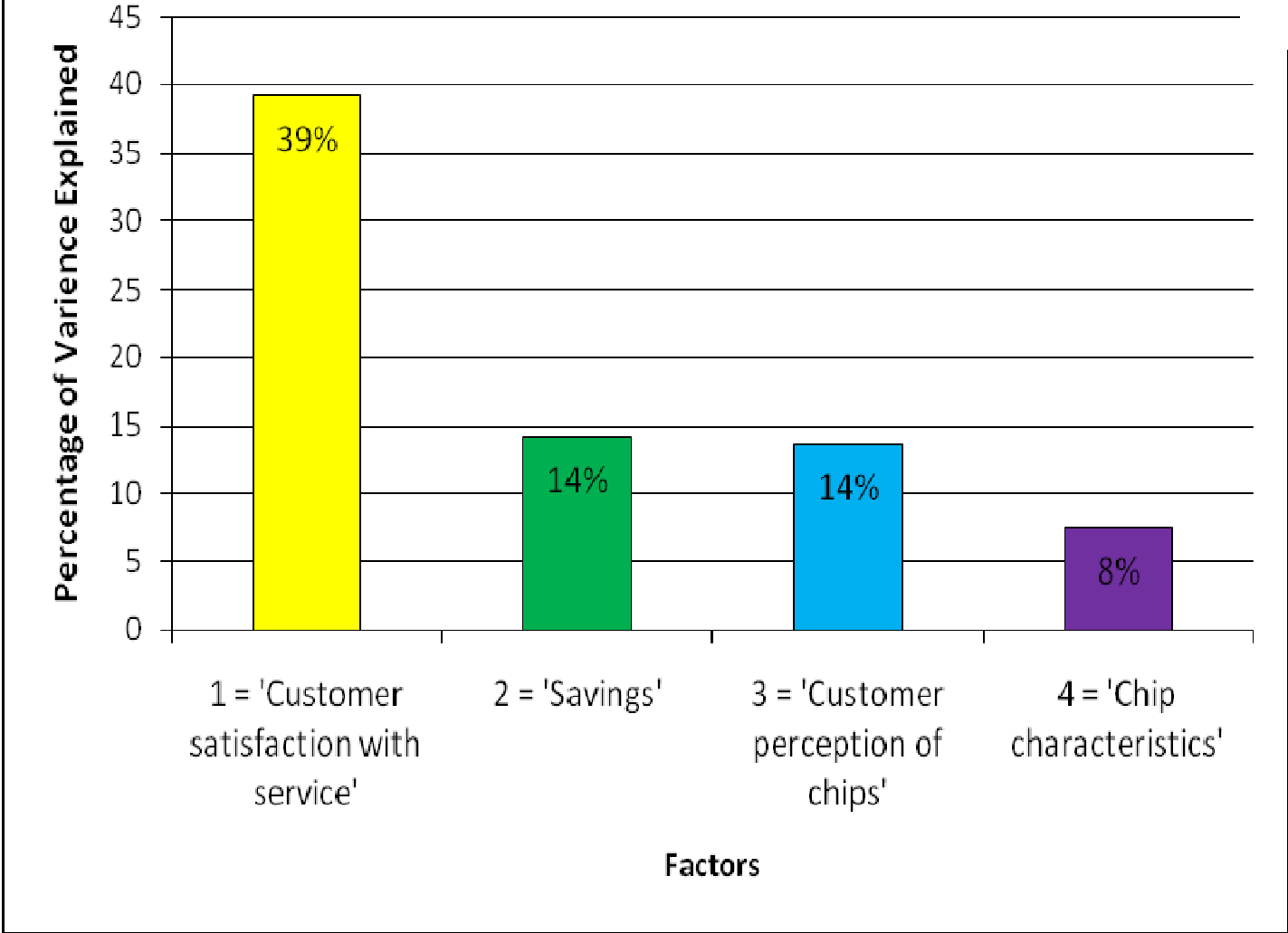


Benefits (grouped)	No.
<i>Chip quality/healthiness</i>	20
<i>More customers/profit</i>	18
<i>Efficiency</i>	4
<i>Learning</i>	3
None/don't know	9

Business priority



Contribution of each factor to 'Business Priorities'



Perceived barriers of introducing healthy foods and adopting new practices

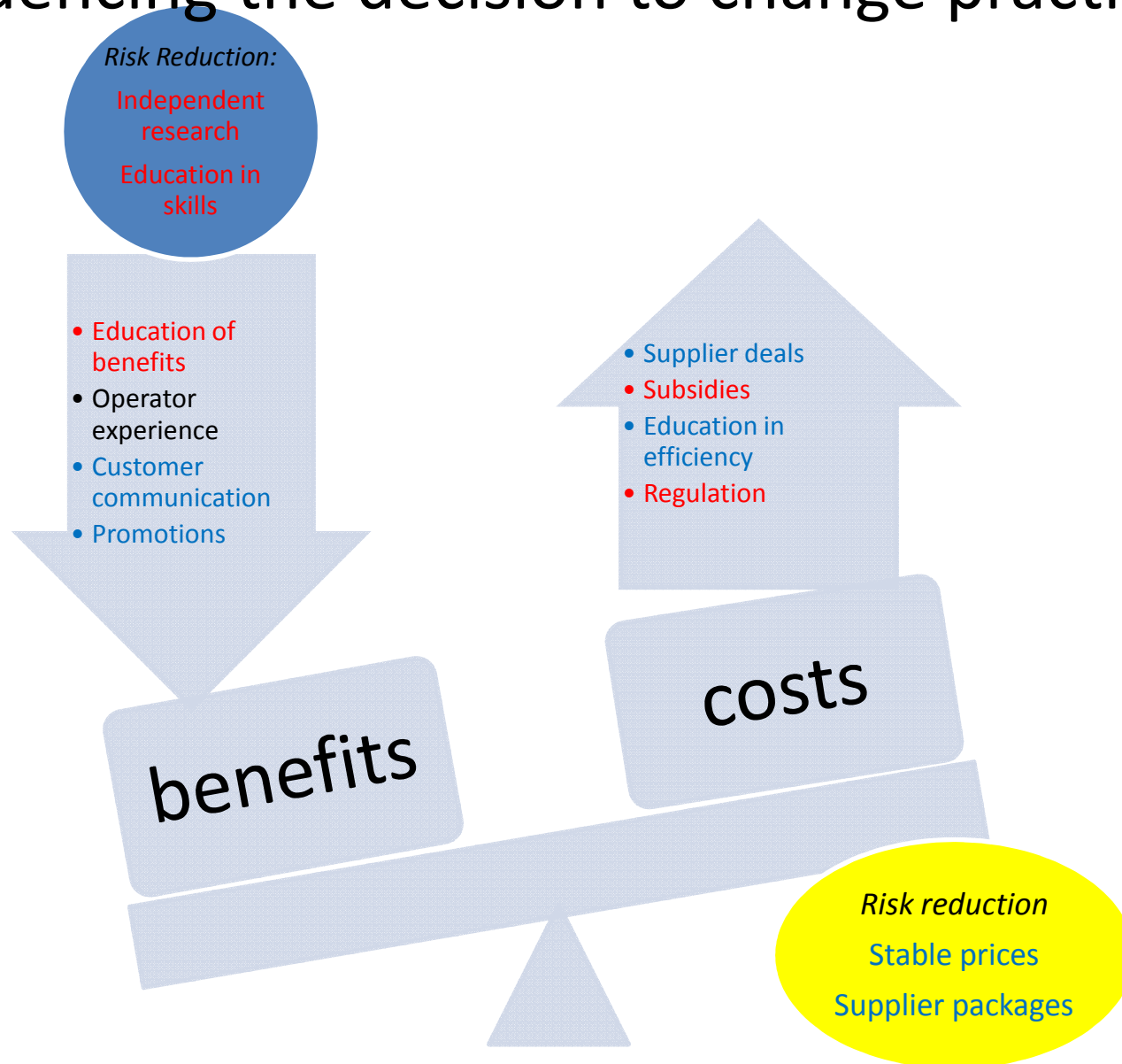
- Fear of losing customers
- Low customer demand
- Customer's preference



retailers respond to demand, thus need to address customer demand as well.

- Lack of staff
- Trusting how always done
- Time pressure
- Cost
- Equipment and storage space

Influencing the decision to change practices



Recommendations for engagement

- Personal interaction at the shop
- Visit at right time
- Use Cantonese, English and Mandarin
- Give individual advice for particular issues
- Media coverage and recognition
- Win-win objectives
- Focus on customer satisfaction...
- Fit recommendations into business procedure
- Example shops to show benefits