



Healthy Eating Healthy Action  
Oranga Kai – Oranga Pumau

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SECTOR CAPABILITY AND INNOVATION DIRECTORATE,  
MINISTRY OF HEALTH



Healthy Eating – Healthy Action  
Oranga Kai – Oranga Pūmau

## HEALTHY EATING - HEALTHY ACTION: ORANGA KAI - ORANGA PUMAU

# Tino Lelei Fono

Sorrento – One Tree Hill

3 October 2008



## HEALTHY EATING - HEALTHY ACTION: ORANGA KAI - ORANGA PUMAU

- **Talofa lava,**
- **Malo e lelei**
- **Fakalofa lahi atu**
- **Ni sa bula vinaka**
- **Namaste**
- **Kia orana**
- **la Orana**
- **Gud de tru olgeta**
- **Taloha ni**
- **Talofa**
- **Kia ora tatou**
- **Warm Pacific greetings**



## HEALTHY EATING - HEALTHY ACTION: ORANGA KAI - ORANGA PUMAU

### 13 POPULATION HEALTH OBJECTIVES – New Zealand Health Strategy, 2002

- reduce smoking
- **improve nutrition**
- **reduce obesity**
- **increase the level of physical activity**
- reduce the rate of suicides and suicide attempts
- minimise harm caused by alcohol and illicit and other drug use to individuals and the community
- reduce the incidence and impact of cancer
- reduce the incidence and impact of cardiovascular disease
- reduce the incidence and impact of diabetes
- improve oral health
- reduce violence in interpersonal relationships, families, schools and communities
- improve the health status of people with severe mental illness
- ensure access to appropriate child health care services, including well child and family health care and immunisation.



## HEALTHY EATING - HEALTHY ACTION: ORANGA KAI - ORANGA PUMAU

- Healthy Eating – Healthy Action (HEHA) addresses 3 of the 13 population health objectives in the New Zealand Health Strategy
  - to improve nutrition
  - to increase physical activity levels
  - to reduce obesity rates



## HEALTHY EATING - HEALTHY ACTION: ORANGA KAI - ORANGA PUMAU

### HEHA key priorities for action

- Lower socioeconomic groups (Pacific, Maori and other)
- Children, young people, and their family and whanau (including older people)
- Environments
- Communication
- Workforce



# Background to HEHA

- HEHA Background document (rationale for HEHA and HEHA components) - 2003
- HEHA Strategy - 2003
- HEHA Implementation Plan - 2004
- HEHA Progress document - 2007



# HEHA Implementation Plan

- Reducing Inequalities approach
- Priority groups targeted by the plan (Pacific, Maori, Children and families, Lower socioeconomic groups, other population groups)
- 87 actions in the HEHA Implementation Plan
- Well over 80 actions underway or completed – many actions have implications for Pacific peoples



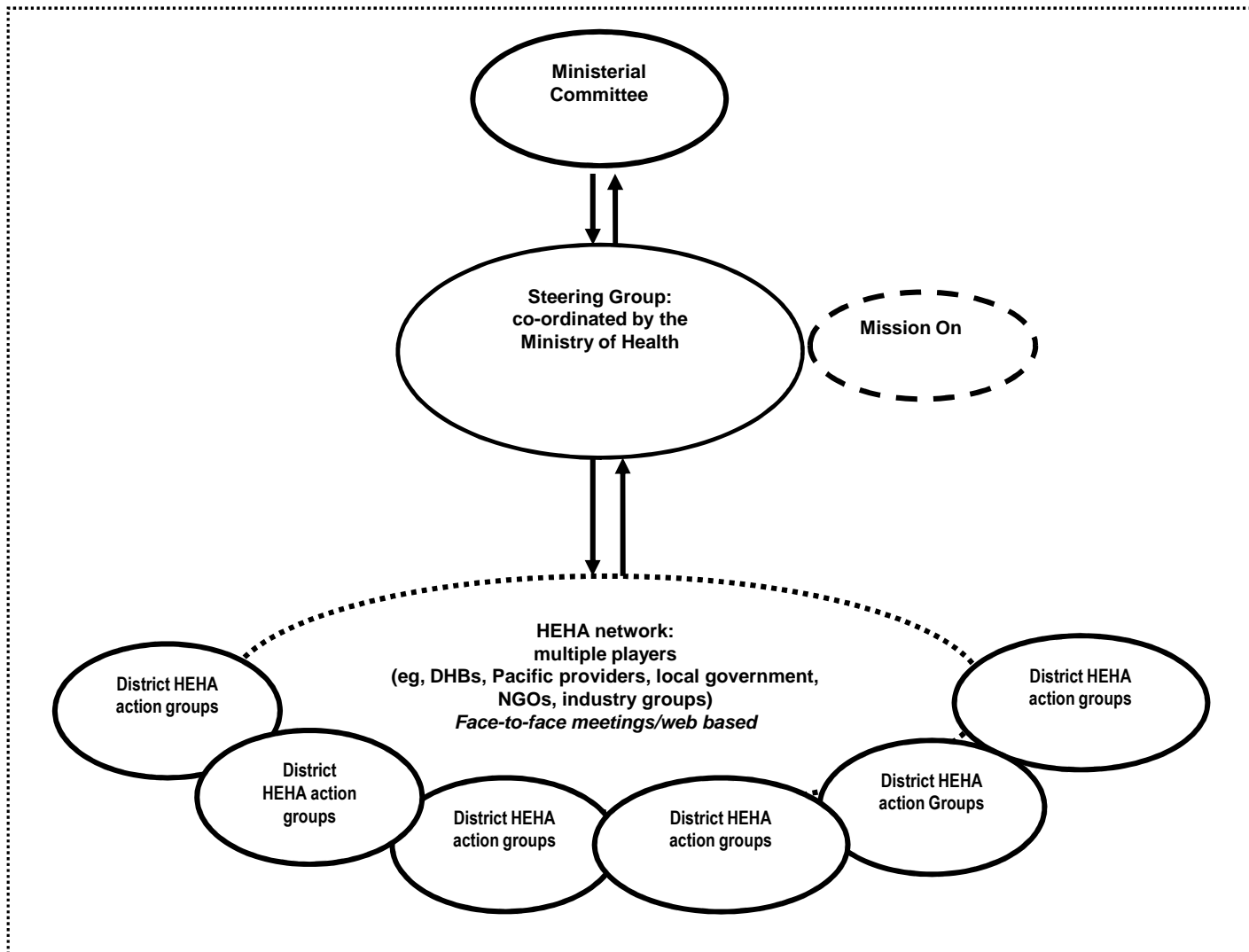
## HEHA Implementation Plan *cont...*

- **8 Objectives in the implementation plan (based on the Ottawa Charter, with a few additions):**
  - Objective 1: Build healthy public policy
  - Objective 2: Create supportive environments
  - Objective 3: Strengthen community action
  - Objective 4: Develop personal skills (includes wider workforce involved in promoting nutrition and physical activity including industry and education)
  - Objective 5: Reorient health services
  - Objective 6: Monitor, research and evaluate
  - Objective 7: Communication
  - Objective 8: Workforce (health and physical activity workforces)



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# Implementation structure - HEHA





## HEHA Work Programme

- HEHA Sector Capability and Innovation
- Schools and Early Childhood Education Settings
- Breastfeeding
- Communications
- Primary health care
- Industry
- Research, evaluation and monitoring
- Other work – Health Select Committee Inquiry; Review of the HEHA Implementation Plan; national health targets



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## HEHA Sector Capability and Innovation

- Leadership and Coordination
  - DHB Intersectoral Plans (MAPs)
  - HEHA Community Action Projects
- } DHB-led



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## Schools and ECE settings

- Fruit in Schools (currently fund all decile 1 schools in the country, will extend into decile 2 schools)
- Relationships with Mission-On initiatives
  - Initiative One***
    - Food and Nutrition Guidelines;
    - Food and Beverage Classification System;
    - Nutrition Fund (District Coordinators employed)
  - Initiative Two***
    - Fuelled 4 School Pilot



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# Breastfeeding

- Breastfeeding Social Marketing Campaign (focus on Pacific and Maori)
- DHB Breastfeeding Action Plans (focus on Pacific and Maori)
- Workforce development
- Other Ministry work
  - Baby Friendly Initiative





# Communications

- Communications strategy (particular focus on Pacific, Maori and low-socioeconomic communities)
- Social marketing programmes
  - Feeding our Futures
  - Breastfeeding Social Marketing Campaign
- HEHA Network
- HEHA Action Report



# Primary Health Care

- National guidelines for the management of overweight and obesity
- HEHA Innovations Fund



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# Industry

- The Food Industry Group
- Industry positions
- Food reformulation
- Food retail project
- Fruit and vegetable promotion



# Research, evaluation, monitoring

- Research

- Two research projects contracted through HRC partnership programme focusing on food security and physical activity for Pacific, Maori and low income families/whanau

- Evaluation

- DHB Evaluation Fund (evaluation of HCAP)

- Monitoring

- Various (NZ Health Monitor, including surveys and other data sources)
  - Focus is on National Health Targets for HEHA (Breastfeeding and Fruit and vegetable consumption rates)



## Other work

- Health Select Committee Inquiry into Obesity and Type 2 Diabetes
- Revision of HEHA Implementation Plan
- National Health Targets
  - Breastfeeding targets (exclusive and fully breastfed at 6 weeks, 3 months and 6 months)
  - Fruit and vegetable targets