

# Working with Youth: Finding the Solutions

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# Today's Agenda

- Whakapapa
- What I do in the US
- CANFIT's Youth Work
- Why I am here in New Zealand
- Axford Recommendations
- Q & A

# Whakapapa



***A'oa'l le tamaitiiti ina aua ne'l alo ese  
mai ona ala — Instruct a child so he/she will not stray from his/her path***



# CANFIT Mission



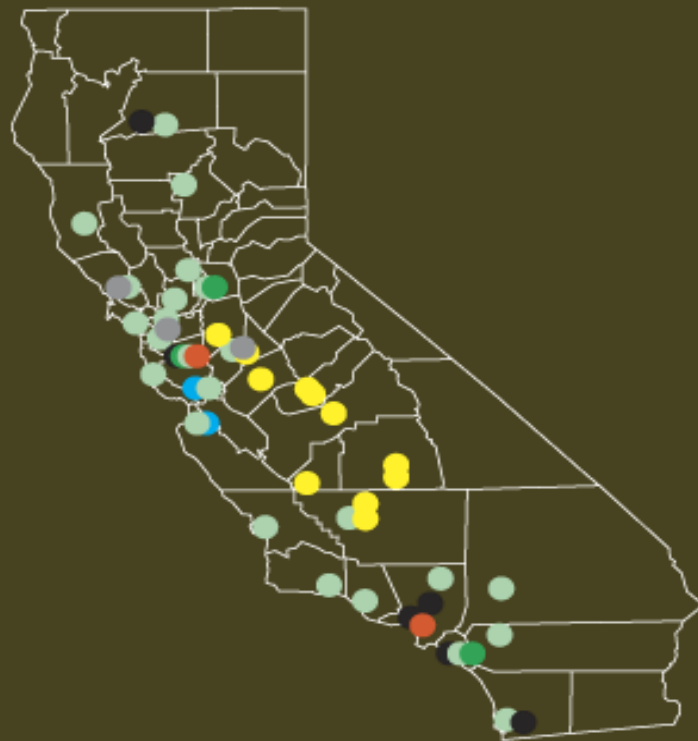
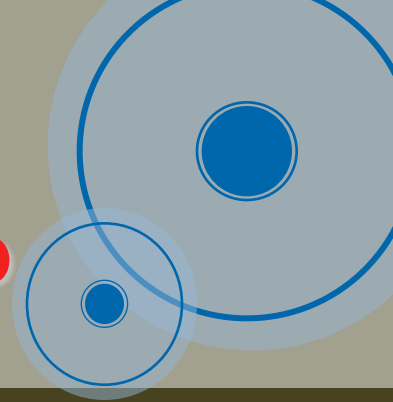
To work with communities and policymakers to develop culturally resonant policies and practices that improve food and physical activity environments for adolescents in low income communities and communities of color.



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# The California Convergence Partnership



- Healthy Eating, Active Communities ●
- Central California Regional Obesity Prevention Project ●
- Healthy Eating Active Living ●
- Active Living by Design ●
- Steps to a HealthierUS ●
- Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention ●
- The Food & Fitness Initiative ●



Seattle/King County

Oakland

Tohono O'odham

Northeast Iowa

Detroit

Holyoke

Boston

New York City

Philadelphia

# food & fitness

A NATIONAL INITIATIVE OF THE  
W.K. KELLOGG FOUNDATION

# CANFIT Engagement Youth Work

- *PHAT - Promoting Healthy Activities Together*
- *PAPAYA - Physical Activity and Pilipino American Youth Assessment*
- Member of REAL -a national coalition of youth and adults working to elevate the role of youth of color in federal food system policies in the U.S.



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# CANFIT's Youth Work

- *Training and Technical Assistance:*
  - *Physical Activity Guidelines*
  - *Kellogg Foundation Youth Engagement Associates Team*
  - *Tenderloin Smoothie Shop*
- Nutrition & PA Youth Advocacy project with School Based Health Centers in Oakland Unified School District
- Empowering Youth Training
- MO Project -eAdvocacy model with youth using media as an environmental change strategy

# MO PROJECT

*"Youth Visions for Health"*

***We Deserve MO!***

**MO**re Good Food!

**MO**re Physical Activity!

**MO**re Play Spaces!

**MO**re Opportunities for Youth!



Funded by:



# MO PROJECT

*"Youth Visions for Health"*

## **Youth Submit:**

- ❖ Video PSA (30 secs or 60 secs - exact length)
- ❖ Short Story or Animation (3 mins or less)
- ❖ Short Documentary & News (3 mins or less)
- ❖ Spoken Word or Music (3 mins or less)
- ❖ Poster (print size 24x36 inches, 5MB or less)

**Winners will receive a:**

Nintendo Wii or Apple iPod Touch!



# MO PROJECT

*"Youth Visions for Health"*

## RESULTS

At: [www.moproject.com](http://www.moproject.com) (during a 12 month period)

- **195** Youth submitted video/poster entries
- **423** Youth registered on website (social network)
- **623** Youth voted on the website
- **6,985** unique visitors during the contest
- **41,132** page views during the contest

**MO Project created a network of 400+ Youth eAdvocates Statewide!**



# Tips for Working with Youth

- Go where they are
- Don't be afraid to be challenged
- Build relationships and skills
- Engage them via argument/counter argument
- Don't try to become “hip”
- Empower youth advisors and decision-makers



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# CANFIT Resources

- *Roadmap to Improving Food and Physical Activity Environments and Promoting Healthier After School Environments: Opportunities & Challenges*  
[www.healthyeatingactivecommunities.org](http://www.healthyeatingactivecommunities.org)
- Also from CANFIT: [www.canfit.org](http://www.canfit.org)
  - Healthy Snack Guide for Your After School Program
  - Physical Activity Policy Brief
  - Lesson plans, media kits, trainings
  - Youth Media Online (MO Project)



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# Demographic Comparisons: Pacific Peoples in US and NZ

	CA (2007)	HI (2007)	US (2007)	NZ (2006)
Pop.	262,000	269,000	1 million	266,000
% of total pop.	0.7%	21%	0.3%	6.9%

# AXFORD PROJECT

Determine the level of engagement of local indigenous and immigrant communities, particularly low-income communities, in the implementation of the HEHA strategy

Assess the integration of HEHA strategies with the food systems and built environment of Māori and Pacific communities

Disseminate findings and recommendations in NZ and US via appropriate policy, public health and ethnic media channels

# AXFORD REPORT

*[To download, see [www.fulbright.org.nz](http://www.fulbright.org.nz)]*

- Compares/Contrasts
- HEHA Evolution and Devolution
- Brief Snapshots of NZ Contexts
- Observations
- Recommendations
- PowerPoint PDFs for Māori and Pacific community providers

# RECOMMENDATIONS:

1. Pacific youth and adolescents should be more engaged in programmes
2. Develop strategies that work outside of church settings, e.g., engage youth providers to incorporate healthy eating and physical activity into existing youth projects
3. Adopt a Health At Every Size (HAES) approach to shift emphasis to chronic disease prevention and physical, mental well-being, and remove weight stigma
4. Convene dialogues on cultural beliefs and attitudes that support and hinder Pacific peoples' attainment of healthy lifestyles [ie., PYLAT]

# RECOMMENDATIONS:

5. Materials and other visual media should be developed in language rather than being adapted (e.g., Pacific messages may need to vary, youth as a culture)
6. Utilise oral culture - storytelling, whakapapa, proverbs, concrete examples - to convey messages about the history and value of healthy eating and activity for Pacific peoples
7. Share knowledge and collaborate/coordinate with other Pasifika organisations to optimize value and reduce duplication
8. Support the organisation of National and Regional Pacific Nutrition and Physical Activity networks and coalitions

# RECOMMENDATIONS:

9. Create more pathways for Pacific youth and community members to enter nutrition and physical activity workforce
10. Create/support scholarships and internships (remove barriers such as only Nutrition internship being at Otago)
11. Actively involve youth and community members in monitoring and evaluation activities
12. Advocate for healthy food and physical activity opportunities at your church, workplace, and within your family

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# Aloha

