



Newsletter #3 April 2007

What's in a name?

We're taking an evolutionary approach to this, and waiting for a name to emerge as the programme gains momentum. Meantime, we have enhanced the look of this newsletter, that aims to keep all those involved up to date with the Programme. We'd like to have more news from other groups working in the nutrition and activity area, so do send in your story ideas to our editor, Jacquetta Bell jacq@nelsonmedia.co.nz

A two-way flow

At its February meeting the Interim Steering Group (ISG) clarified its role, which is an advisory one and includes overseeing the establishment and progress of Action Groups. It's expected there will be a two way flow of information between members and the groups they represent - the ISG members are both a resource and a conduit for information back to their own groups. As the commitment to this Programme grows so will the opportunities for synergy.

Measuring Up

It's vital there is a strong monitoring and evaluation component in the processes and the initiatives of the NPA Programme. We're pleased to be working with the University of Auckland's School of Population Health (SOPH), who bring to the Programme their recent experience on 'Let's Beat Diabetes' in Counties Manukau.

ISG Chair Maree Leonard says: "Right from the start we need to ensure the Programme is accountable for its significant DHB funding. An inter-sectoral programme like this is new for Nelson Marlborough and relatively new to New Zealand. We can contribute to knowledge of what works and what doesn't if we monitor and evaluate right from the start."

The team from SOPH will be in touch with all stakeholders as they gather baseline data that will become the measure for the success of projects.

The Five Year Plan

Because of the collaborative nature of the NPA Programme we don't just want to come up with a plan that is not true

to the principle of 'bringing coherency and leverage to existing programmes'. Our Five Year Plan will be built around the guiding principles and the eight action areas with the HEHA Plan as a lead.

The Five Year Plan will set out goals and objectives and will mesh in with other plans in the region such as the DHB's Annual Plan, the Nelson, Tasman and Marlborough Long Term Council Community Plans and the strategies already developed on encouraging physical activity.

Within the overarching Five Year Plan there will be an operational plan for each year.

HEHA and Us

What we do here in Nelson Marlborough will be within the framework of government's Healthy Eating Healthy Action (HEHA) strategy. The NPA Programme will put what is already happening into an integrating framework, support it and identify gaps. HEHA will be a guide for this, but we also need to be sure that what we do is relevant for our population and reflects what the people of this region are wanting to do in their own settings.

Taking Stock

We are close to completing a stocktake of all existing health, nutrition and activity groups and programmes in our region. This will indicate where the gaps are and where the NPA Action Areas would be best to focus their energy. To date 150 services have been included in the stocktake. The NPA Programme is working with its community partners on the best way to publish this information as a resource.



CLIPPINGS FILE

Nutrition and physical exercise is hot in the media right now...

Girl Guides frowned on

Girl Guide biscuits have been around since 1957, but this year Nelson's Garin College banned their sale at the school, as part of a blanket ban on sugary fundraisers. The story gained national media coverage.

Salsa to slimness

Christchurch's Linwood High School has found saucy salsa dancing the answer to getting girls up and moving for their health's sake. A study by Sport Canterbury showed girls dropped out of physical activities between 14 and 18 years. At Linwood's salsa classes the girls have so much fun hip-swinging to Latin American music they barely notice they are exercising.

Christchurch Press, 1 March.

Fast Food Nation

Statistics NZ figures show sales of burgers, fish and chips, pies, icecream, pizza and ethnic foods remained relatively flat between 1995 and 2002, but have risen 88 per cent since then. Kiwis spent \$103m on fast food in January 07 alone.

On the good news side, for the same period, the next-biggest increase in food-related sales was for fresh produce, which rose 41 per cent.

Guide to healthy living

Fairfax Media has launched a new supplement in regional papers with a focus on exercise and diet. The first issue was accompanied with the giveaway of a Fairfax pedometer and a story in the Nelson Mail that showed the steps per day walked by a range of people in different occupations. The journalist and cleaner came out on top with a mum and a policeman (who'd been on office duties) at the bottom of the list.

If you have staff or contacts you would like added to our mailing list please email richard.butler@nmdhb.govt.nz



NPA People

Our stakeholders come from a range of community groups and health agencies.



Averil West is the Heart Foundation's Nelson Heart Health Advocate

She sees the NPA Programme as opening doors to partnerships. "The Heart Foundation delivers programmes in

the community that promote heart health, such as reducing obesity and working to ensure people at high cardiovascular risk or with established disease get the best possible care," she says. "Much of my role is to find out what's needed in the community and then to initiate programmes to suit, particularly for vulnerable families, children and young people, Maori and lower socio-economic groups. I see the work of the Heart Foundation fitting well alongside the aims of the NPA Programme."

Averil says the Foundation is also working on strategies related to the urban environment, food supplies and the choices of food we make. The Foundation develops innovative resources that take in the needs of various different ethnic groups. The Foundation is part of PANT, the Physical Activity and Nutrition Team, made up of Nelson organisations working in this area of concern.

As a Heart Health Advocate Averil doesn't just walk the talk - she usually runs it! Averil and husband, Graeme organise the Wakatu Nelson Striders and have been involved for many years in multisports events.



Allie Shaw is the new Kimi Hauora Wairau (Marlborough PHO)

'Willing to do the job and get amongst it' is how Allie Shaw describes the Marlborough people he works with. Allie says that

although he hasn't been in the role long he's looking forward to getting involved in the Nutrition and Physical Activity Programme.

"It doesn't matter what agency you work

with in Marlborough, whether it's health or sport and recreation, there's a commitment to getting the work done - maybe it's something about being this side of the Whangamoā!" he says.

Allie grew up in Blenheim, but left for Australia in 1987 after the 7th form. He was only going for one year but ended up staying for 16. In Australia he was involved in health and fitness, but in 2003 he'd had enough of Sydney and brought his family home to Blenheim.

"I worked as District Co-ordinator for Sport Marlborough for 3½ years, and in December last year I started with the Marlborough PHO," he says. "I come from a sport and recreation background and I'm looking forward to having the wider picture of both the physical and health side."

Allie says that right now his focus is on building the capacity of the Marlborough PHO.

Piping In

There were bagpipes and balloons all over town as kids and their parents responded to the nationwide Walk to School week. At Nelson Central School Fraser Galloway, one of the divisional managers from the Nelson City Council, got into the spirit of healthy action by piping the walking school bus up Alton Street.



Community Initiatives Fund

For the current financial year the Programme trialed a grants scheme for grants of up to \$1,000 for community based nutrition and physical activity initiatives. The programme has approved 12 applications. While it's great to see there is so much going on in our district, the fund has now all been allocated for the 2006/07 year. As the initiatives are completed an evaluation of the outcomes will be undertaken.

Organisation	Purpose
Te Hauora o te Ngati Rarua Maataa Waka	Kohanga Mini Olympics healthy kai Purchase bikes to enable the inactive to become active
Bicycle Nelson Bays	Lifecycle social rides for people returning to cycling
Gateway Housing Trust Te Kahui Hauora o Ngati Koata	Healthy breakfasts for walking group WISE afterschool programme - healthy food component
Te Maiawhitia o Ngai Tahu Whanau Trust Board Te Kahui Hauora o Ngati Koata	Full power skills concept set to develop confidence of young Maori women Healthy kai component for training programme for young mums
Tasman District Council/Way to Go	Pedometers to trial a lending scheme in Nelson and Tasman public libraries
Golden Bay Community Workers	Support for child care for a fitness programme for young mums
Matangi Awhiowhio ki te Rangi Maori Women's Welfare League	Pedometers, Walk Nelson packs, drink bottles, transport and administration for a walking programme for middle aged Maori women
Tasman Regional Sports Trust	Funding to enable Active Families' kids to attend a holiday programme
Nelson Breastfeeding Network	Training seminars for primary health professionals on best practise lactation techniques