



Newsletter # 4 June 2007

Strategic Planning

The Interim Steering Group is making good progress on the strategic plan for the NPA programme, to be finalised in early July.

The plan is 'aspirational' with a vision that expands on the opening statement: 'We believe Nelson Marlborough can be the first district in New Zealand, and one of the first in the world, to turn around the obesity epidemic.'

The plan lays out five action areas for realising this goal - they are:

- A Healthy Childhood
- Healthy Food Healthy Choices
- Active Neighbourhoods and Active Lives
- Supporting Vulnerable Families
- Improving Chronic Conditions

Our next newsletter will include a summary of the plan.

Fruit in Schools

Room 5 at Victory School loves its fruit time. The kids talk about the flavours, textures, how much fruit is needed, how they will share the fruit, whether it needs to be in halves or quarters...

Teachers say fruit time is a great time to talk and share and has become a rich time for health and oral language. The Fruit in Schools scheme is also operating in Stoke and Parklands Schools.



Minister of Health Pete Hodgson launched this social marketing campaign in May, to complement the Government's Healthy Eating - Healthy Action Strategy.

'Feeding our Futures' has made a start by communicating with parents and caregivers through a mass media campaign about ways of achieving healthy diets for their children. The campaign's three key messages, in television, radio and print advertisements are aimed at parents and caregivers. They include:

- Promoting eating together as a family as often as possible
- involving children in meal preparation
- Making water or milk the first choice for children, instead of sweet drinks

Pete Hodgson says 'Feeding our Futures' will also provide a vehicle for the nutrition and physical activity sectors to continue to promote Healthy Eating - Healthy Action in their towns and cities around the country. From the NPA point of view, the high profile of this campaign sets a context, and reinforces the messages we are working on locally.

Evaluation Update

The team from the Auckland University School of Population Health that is to do our monitoring will be here this month, talking to stakeholders. A key aspect is that the results of this research will be available as a learning tool for all the participants.

NEWS BRIEFS

Victory on the Move

Victory on the Move offers a range of physical, dance and arts activities to Victory residents. The programme ran in June at the Victory Community Centre and the YMCA. Activities include Salsa, Yoga, Freestyle Dance Classes, and Fly a Kite for Families. Congratulations to all those involved with this initiative.

Sports Sponsors

Nelson Bays PHO board member and local GP Liz Wood made the media back in March with the concept of a health sponsorship fund to replace fast food sponsorship for junior sports teams and prizes. We'll be looking into how this could work in our region.

Breastfeeding

Eight primary health providers in the Nelson/Tasman region have agreed to work towards 'Baby Friendly Community Initiative' (BFICI) accreditation as part of a nation-wide trial. The goal is for the organisations to have systems in place that ensure breastfeeding mothers are supported and encouraged. The NPA programme has also supported Dietetic Student, Nicola Callendar, with a research project on the barriers to breastfeeding that rural and urban mothers face.

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Mission On

Nutrition Guidelines for schools and early childhood centres are to be introduced with workshops in Nelson in May-June and in Marlborough in Sept-Oct. The Ministry of Health has established a fund to improve the nutrition of students. The types of initiatives that will be eligible range from professional development to establishing edible gardens and introducing new drinking fountains. There is \$93,000 in the fund for Nelson Marlborough for the 2006/07 year, with some going towards release time to enable teachers to attend the nutrition guidelines workshops. Applications can be for funding for up to three years. Find out more at: www.nutritionandphysicalactivity.org.nz

Everybody needs activity

...and having cancer may not be a barrier. Thanks to a programme set up and supported by Nelson's BJ's gym and rehabilitation specialists Workability Ltd, Cancer Support is sending selected clients to the gym, where a personal programme is developed for them - all at no charge. Sonja Lamers had breast cancer and also has problems with her lower back. She's rapt with the benefits of increased fitness: "It's made me more aware of my posture, strengthened my muscles, made me more positive and increased my confidence." With support from Workability Manager Patricia Warhurst (below) Sonja goes to the gym - even on a bad day.



NPA People

Introducing another two stakeholder reps from the NPA interim steering group.



Doug Milne is the NPA rep from the Education sector. Doug's role as an education link to the health sector goes back through Talking Heads, Health Action and PANT.

Doug is from Education Plus, which delivers professional development programmes and advice to the education sector. "There's been a 'log jam' at the school gate with providers trying to get the health message into schools - we try to coordinate and manage it in a way that's best for schools," Doug says. "We run seminars, courses and school based in-depth work to help change practice within schools - it's now well recognised that there's a strong correlation between student achievement and health and physical wellbeing." He says a challenge facing schools right now is the new nutrition guidelines: "We'll be working to help schools interpret these and bringing teachers up to speed with the new expectations," Doug says. "It's always a challenge when there are legislative changes within the framework of schools being self managing."

Maria Briggs is the nominated representative of the Iwi Health Board. She is also the Pukenga Hauora (Maori Health Worker) for Nelson hospital where her role is one of advocacy, support and liaison.

Maria has set up a focus group, where she can gather input from iwi and feed back to them on NPA progress: "This seemed to be the best way to gather ideas from the

Maori community and to ensure the NPA is responsive to Maori needs," she says. "We are looking into the reasons why Maori are not accessing mainstream programmes and then we can start working to remove the barriers - which may be more complex than just cost."

The focus group is also looking at what is successful elsewhere in Aotearoa and will be looking to tap into Maori community resource people already working in this area.

Walking the Talk

The Nelson Marlborough District Health Board is working on initiatives to improve the nutrition and increase the physical activity levels of its own staff. The DHB will supply gear like pedometers, fitness bands and gym mats. Yoga and fitness band classes will start soon at Wairau Hospital and a weight loss programme for staff is being developed.

CLIPPINGS FILE

Lollies for Breakfast

Australian Consumer group Choice says about 70 per cent of cereals are closer to confectionery than health food. While marketing might say 99 per cent fat-free, the cereals may be full of sugar. A Consumers' Institute of New Zealand study last year of 26 cereals specifically marketed to children, found over half had at least one-third sugar.

Posh Perks

People living in posh suburbs have to travel twice as far to get takeaways as those in the poorest neighbourhoods. The findings have emerged from a Canterbury University-led analysis of fast-food outlets. Changes aimed at reducing obesity could include setting minimum distances between schools and fast-food outlets.