

# healthy living



## Improving Nutrition and Physical Activity in Nelson Marlborough

2007 - 2008 Operational Plan

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Please note: to be read in conjunction with the 2007 - 2012 Strategic Plan



## Action Area 1: A Healthy Childhood

### 2012 Measures:

- Increased breastfeeding rates
- Reduced obesity at age 11
- All schools and early childhood centres meeting MoH/MoE nutrition and physical activity guidelines

| Area  | Initial Strategy  | 2007/08 Action   | Agencies  | Measures   | Timeframe               |
|---|---|--|---|--|-------------------------|
| 1.1 Ensure babies have the best start                       | Work with lead maternity carers and primary health services to ensure that pregnant women receive up-to-date advice on the importance of good nutrition during pregnancy.   | Engage with lead maternity carers  | Lead maternity carers, Well Child providers, Community Nutrition Service, NMDHB                               | First stage Initiatives implemented  | June 2008               |
| 1.2 Improve breastfeeding rates                             | Maintain 'Baby Friendly Hospital' accreditation and support lead maternity carers, Well Child and primary health providers to reduce drop-out from breastfeeding, especially during the first six weeks.          | Coordinate breastfeeding training and community based initiatives  | Well Child Providers, Breastfeeding Networks, NMDHB, primary health services                                  | Training undertaken<br>Baby Friendly Community Initiative Trial completed              | Ongoing<br>June 2008    |
| 1.3 Improve parent nutrition and activity knowledge         | Support Well Child providers to improve education programmes for parents of young children to ensure there is understanding of appropriate nutrition and physical activity for healthy growing children.          | Engage with Well Child providers   | NMDHB, Well Child providers, Community Nutrition Service  | Initiatives scoped and implemented   | June 2008               |
| 1.4 Better nutrition at schools and early childhood centres | Work with schools and early childhood centres to ensure there is 100% uptake of the new MOH and MOE food and nutrition and physical activity guidelines. Support schools with shops to provide only healthy menus | Form Education Subgroup and consider nutrition fund applications<br>Trial coordination of interface between schools and services | NMDHB, Principals Association, Heart Foundation, Early Childhood centres, Tasman Regional Sports Trust (TRST) | Applications processed for approval<br><br>Coordination trial undertaken and evaluated | Ongoing<br><br>Dec 2007 |
| 1.5 More active schools                                     | Support all schools to achieve at least 30 minutes of physical activity for all students every day. Increase the number of children walking or cycling to school.   | Operate a physical activity fund for schools<br>Work with councils to prioritise school journeys in active transport planning    | NMDHB, Principals Association, Heart Foundation, Early Childhood Centres, TRST, Councils                      | Applications processed and approved  | June 2008               |
| 1.6 Support overweight children to live healthy lives       | Set up programmes that work with whanau/families to improve health outcomes for children identified with weight problems.   | Implement Active Families Strategy   | NMDHB, TRST, Nelson Bays Primary Health, Kimi Hauora Wairau   | Implement strategy   | Dec 2007                |

## Action Area 2: Healthy Food Healthy Choices

### 2012 Measures:

- Increased number of children eating breakfast at home
- Increase fruit and vegetable intake for children and adults
- Improvement in population knowledge, attitudes and behaviour towards healthy nutrition options.
- Proportion of local food retailers using healthy frying techniques
- Number of accredited healthy workplaces

| Area                                       | Initial Strategy   | 2007/08 Action   | Agencies   | Measures   | Timeframe              |
|--|--|--|--|--|------------------------|
| 2.1 More children eat breakfast at home    | Work with the food industry to develop an information and promotion campaign aimed at encouraging children to eat a nutritious breakfast at home before they go to school. | Develop strategies                                     | NMDHB, Heart Foundation, Food Industry           | Strategies for 2008/09 developed   | June 2008              |
| 2.2 Increase fruit and vegetable intake    | Work with the food industry to develop an information and promotion campaign aimed at increasing fruit and vegetable consumption, for all age groups.                      | Campaign developed                                     | Action for Healthy Children (A4HC) Working Group | Relationship with food industry formed<br>Campaign trialled                          | Dec 2007<br>June 2008  |
| 2.3 Reduce fat/salt/sugar in food          | Support programmes to encourage and educate food providers to reduce the fat/salt/sugar in their foods.  | Support the uptake of national programmes              | NMDHB, Heart Foundation, Food Industry           | Uptake by food providers   | June 2008              |
| 2.4 Support locally produced healthy foods | In line with supporting the healthy Nelson Marlborough image, there should be encouragement to choose locally produced healthy food.                                       | Work with local producers to develop initiatives       | NMDHB, economic development agencies             | Relationship with healthy food producers formed<br>Campaign trialled                 | Dec 2007<br>June 2008  |
| 2.5 Making the healthy choice easy         | Work with retailers to make healthy options the easy options through promotions, product placement and pricing.  | Develop strategies                                     | NMDHB, Heart Foundation, Food Industry           | Strategies for 2008/09 developed   | June 2008              |
| 2.6 Improve workplace food                 | Improve the quality of food provided in workplace cafés. There would initially be a focus on government, and local government workplaces.                                  | Policies developed and implemented                     | NMDHB, A4HC Working Group                        | NMDHB policy implemented<br>Commitment made by two other public sector organisations | Dec 2007<br>June 2008  |
| 2.7 Develop local initiatives              | Operative a community initiative fund to support and encourage communities and non-government organisations to develop local responses to improve nutrition                | Operate a fund for community led nutrition initiatives | NMDHB, Heart Foundation                          | Applications processed and approved  | June 2008              |
| 2.8 Support Maori leadership               | Support and encourage informed leadership from Maori to develop their own responses to improving whanau nutrition.   | Operate a fund for Maori led nutritional initiatives   | Maori health and social service providers        | Support for roopu/ focus group secured<br>Applications processed and approved        | Sept 2007<br>June 2008 |

### Action Area 3: Active Neighbourhoods and Active Lives

#### 2012 measures

- From 2007 to 2012 achieve a 1% increase in physical activity each year
- Increased sports club membership, participation and support
- Increase in active transport as a means of travel to and from work

| Area  | Initial Strategy  | 2007/08 Actions  | Agencies   | Measures  | Timeframe             |
|---|---|--|--|---|-----------------------|
| 3.1 Create an activity-friendly environment | Ensure urban and rural design of roads, parks and public amenities supports active lifestyles.  | Establish active transport forum                               | NCC, TDC, MDC, LTNZ, Transit, NMDHB                        | Forum established<br>Learning initiatives undertaken                    | Dec 2007<br>June 2008 |
| 3.2 Make the active choice the easy choice  | Encourage policies of easy access to public activity amenities  | Influence territorial authority planning processes             | NCC, TDC, MDC, NPA Steering group                          | Input into Council plans achieved                                       | June 2008             |
| 3.3 Support active workplaces               | Encourage active transport to work and daily physical activity at workplaces, especially for sedentary occupations.   | Develop travel plans for public sector organisations           | NCC, NMDHB, A4HC working group                             | NMDHB travel planner appointed<br>Initiatives implemented in workplaces | Dec 2007<br>June 2008 |
| 3.4 Stay active through life                | Work with sports clubs and Non government organisations (NGOS) to ensure there are opportunities for teenagers and young people to be active. Work with sports clubs to maintain involvement in sport over a longer period of people's lives and encourage older adults to remain active. | Develop strategies   | Nelson Nursing Services, TRST, Positive Aging Forum, NMDHB | Strategies for 2008/09 developed  | June 2008             |
| 3.5 Develop local initiatives               | Operate a community initiative fund to support and encourage communities and NGOs to develop local responses to increase physical activity.   | Operate a fund for community led physical activity initiatives | District physical activity plan steering groups            | Applications processed and approved                                     | June 2008             |
| 3.6 Support Maori leadership                | Support and encourage informed leadership from Maori to develop their own responses to improving whanau physical activity.  | Operate a fund for Maori led physical activity initiatives     | Maori Health and social service providers                  | Applications processed and approved                                     | June 2008             |

#### Action Area 4: Supporting vulnerable people and families

##### 2012 Measures:

- Reduction in inequalities in obesity rates for children
- Reduction in inequalities for fruit and vegetable intake
- Improved nutrition in residential homes and community houses

| Area   | Initial Strategy   | 2007/08 Actions  | Agencies  | Measures  | Timeframe |
|--|--|--|---|---|-----------|
| 4.1 Ensure family activities are affordable                | Advocate to local and central government on affordable access to services  | Influence territorial authority planning processes             | NCC, TDC, MDC, NPA steering group   | Input into Council plans achieved                 | June 2008 |
| 4.2 Improve parent nutrition and activity knowledge        | Support education initiatives for parents to ensure there is an understanding of appropriate nutrition and activity for children | Engage with Well Child providers                               | NMDHB, Well Child providers, Community Nutrition Service                    | Initiatives scoped and implemented                | June 2008 |
| 4.3 Build community leadership                             | Support leadership from within communities to lead local responses to improving physical activity and nutrition                  | Support leadership initiatives in high deprivation communities | Work and Income, Heart Foundation, NMDHB                                    | Leadership initiatives developed                  | June 2008 |
| 4.4 Improve food security for families in need             | Develop initiatives to support families in need and increase their food security   | Develop food security strategies                               | Work and Income, NMDHB, Nelson Bays Primary Health, Kimi Hauora Wairau      | Strategies developed and implementation commenced | June 2008 |
| 4.5 Improve food in residential homes and community houses | Provide nutritional advice to the operators of residential homes and community houses  | Operators engaged  | Community Nutrition Service, Nelson Bays Primary Health, Kimi Hauora Wairau | Staff upskilled                                   | June 2008 |
| 4.6 Develop local initiatives                              | Operate a community initiative fund to support and encourage communities and NGOs to develop local responses.                    | Operate a fund for community led initiatives                   | Work and Income, NMDHB, Nelson Bays Primary Health, Kimi Hauora Wairau      | Applications processed and approved               | June 2008 |

## Action Area 5: Reducing Chronic Conditions

### 2012 measures

- Increased proportion of at risk people who have received self management education
- Increased number of people completing healthy lifestyle programmes

| Area   | Initial Action   | 2007/08                               | Agencies  | Measures   | Timeframe |
|--|--|---------------------------------------|---|--|-----------|
| 5.1 Increase workforce knowledge                     | Support workforce development initiatives for health sector, social service and physical activity staff on the health benefits of improved nutrition and increased physical activity   | Develop strategies                    | NMDHB, Nelson Bays Health, Hauora Wairau<br>Nelson Primary Kimi       | Strategies for 2008/09 developed                             | June 2008 |
| 5.2 Increase knowledge and encourage self management | Promote the health benefits of nutrition and physical activity and increase awareness of indicators of chronic disease risk<br>Develop accessible and effective nutrition and physical activity self management education programmes for people with risk and disease. | Introduce Community Nutrition Service | NMDHB, Nelson Bays Health, Hauora Wairau<br>Nelson Primary Kimi       | Service operational  | Dec 2007  |
| 5.3 Support healthy lifestyle programmes             | Support the development and uptake of healthy lifestyle programmes<br>Support the development of new models of Green Prescriptions that support family/whanau and are more responsive to Maori.  | Develop strategies for further uptake | TRST, SPARC, Nelson Bays Health, Hauora Wairau<br>Nelson Primary Kimi | Strategies for 2008/09 developed and further uptake achieved | June 2008 |

## Universal Themes

| Area                    | 2007/08   | Agencies  | Measures   | Timeframe                                   |
|-------------------------|---|---|--|---|
| Whanau Ora              | Undertake needs analysis, strategy, action plan<br>Scope expansion of kaitakawaenga role/s<br>Develop integrated proposal for district wide coordination role/s | NMDHB<br><br>NMDHB<br>NMDHB, TRST,<br>Maata Waka, Te<br>Puni Kokiri | Needs analysis completed<br>Scoping completed<br>Proposal developed and implemented                                  | Mar 2008<br><br>June 2008<br>Dec 2007       |
| Communication           | Undertake communication initiatives based on nationally developed brands and key messages   | NMDHB,<br>contractors   | Communication strategy developed and first stage implemented   | June 2008                                   |
| Evaluation and Learning | Monitoring and evaluation strategy implemented.<br>Learning opportunities and feedback loops developed<br><br>Undertake benchmarking survey                     | NMDHB, School of Population Health                                  | Evaluation strategy implemented<br>Key Performance indicators developed and adopted<br>Benchmarking Survey completed | June 2008<br><br>June 2008<br><br>June 2008 |
| Programme Management    | Programme developed and implemented including annual HEHA Ministry Approved Plan  | NMDHB   | Achievement of progress measures and Ministry of Health requirements   | Ongoing                                     |

| <b>Area</b>                                  | <b>2007/08 Funding</b> |
|--|------------------------|
| <b>Action Area</b>                           |                        |
| 1. A healthy childhood                       | \$510,000              |
| 2. Healthy food healthy choices              | \$130,000              |
| 3. Active neighbourhoods and active lives    | \$109,000              |
| 4. Supporting vulnerable families and people | \$100,000              |
| 5. Reducing chronic conditions               | \$300,000              |
| <b>Universal Theme</b>                       |                        |
| Whanau Ora                                   | \$200,000              |
| Communication                                | \$180,000              |
| Evaluation and Learning                      | \$300,000              |
| Programme Management                         | \$400,000              |
|  |                        |
| <b>TOTAL</b>                                 | <b>\$2,229,000</b>     |

Please note: \$2,000,000 of the funding is allocated by NMDHB. \$229,000 is direct funding from the Ministry of Health.