



HEALTHY EATING – HEALTHY ACTION

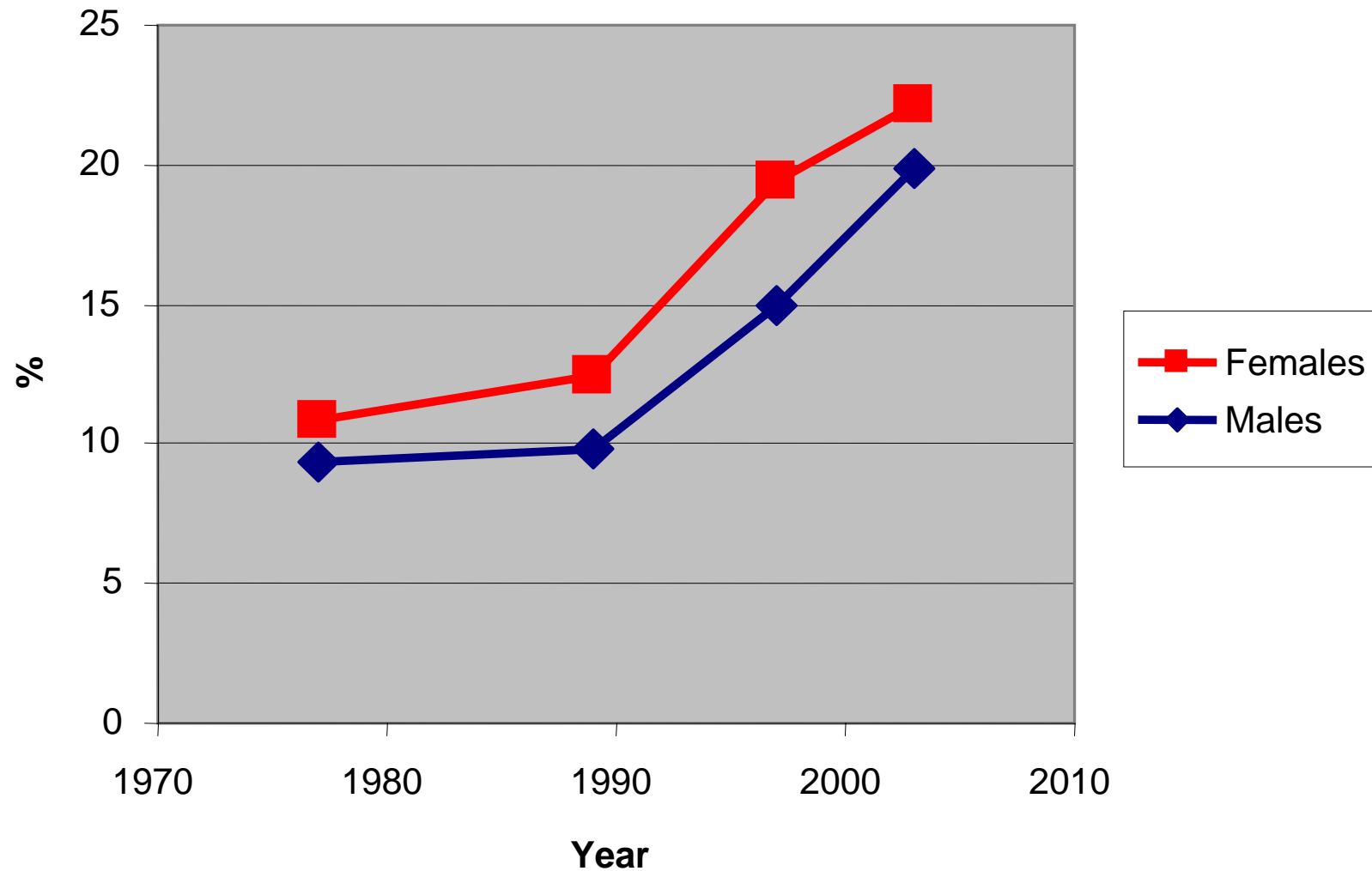
Responding to the issue

Ministry of Health

16 November 2006



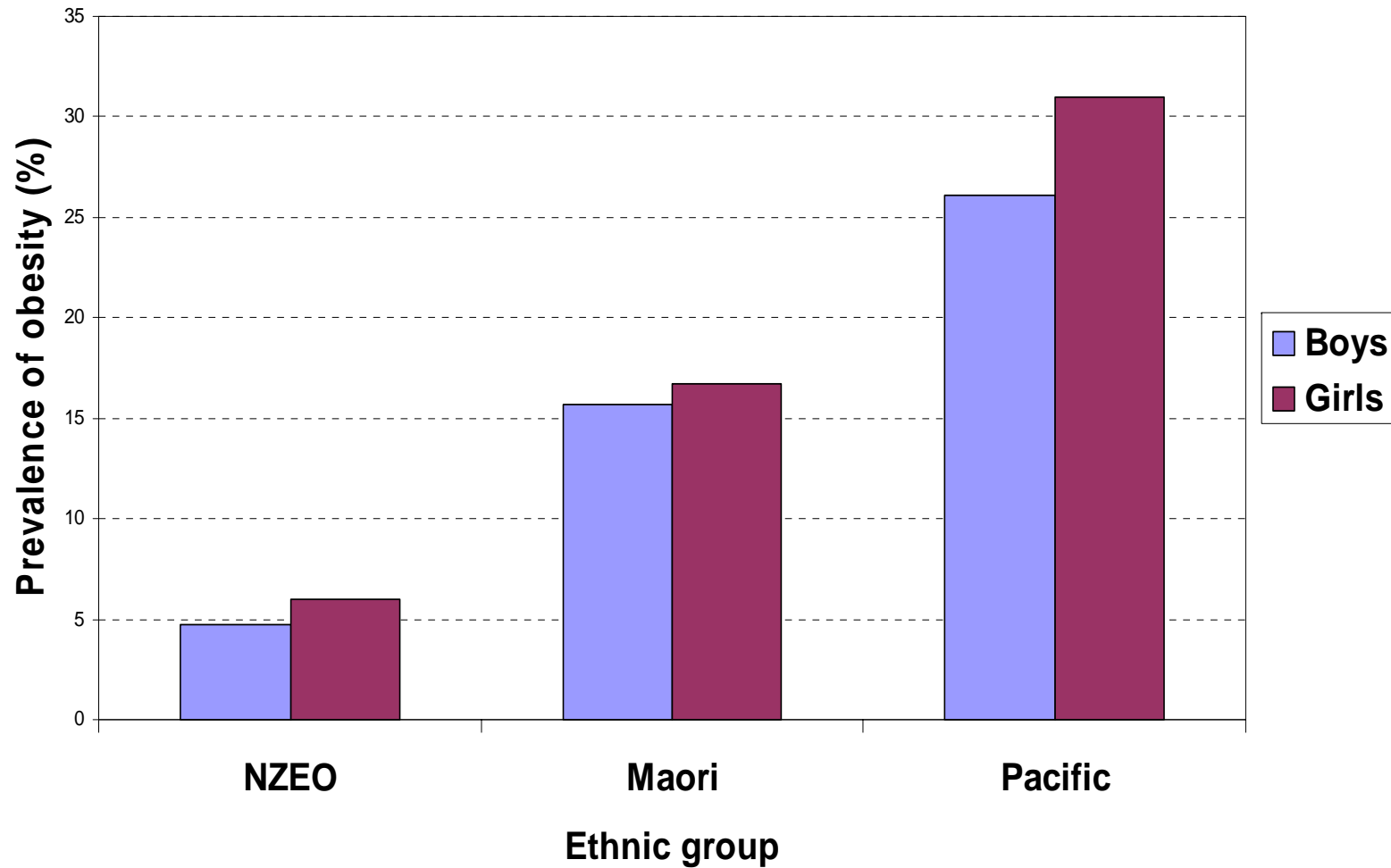
Obesity Prevalence in NZ Adults 1977-2003





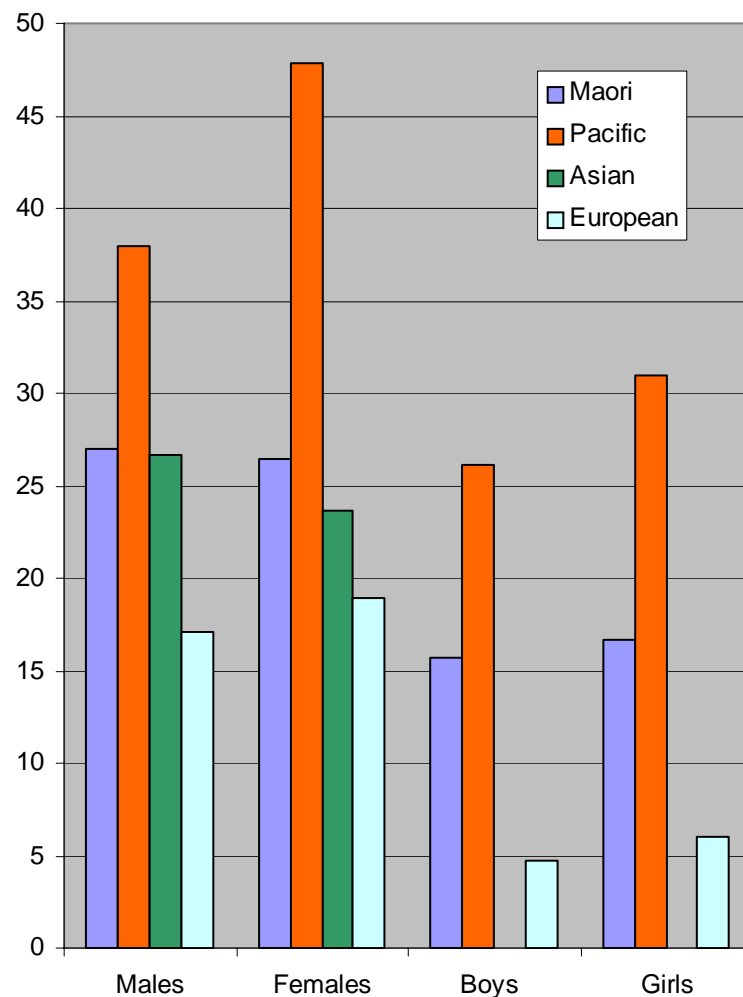
Obesity Prevalence in NZ Children by ethnic group

(2002, age 5-14)



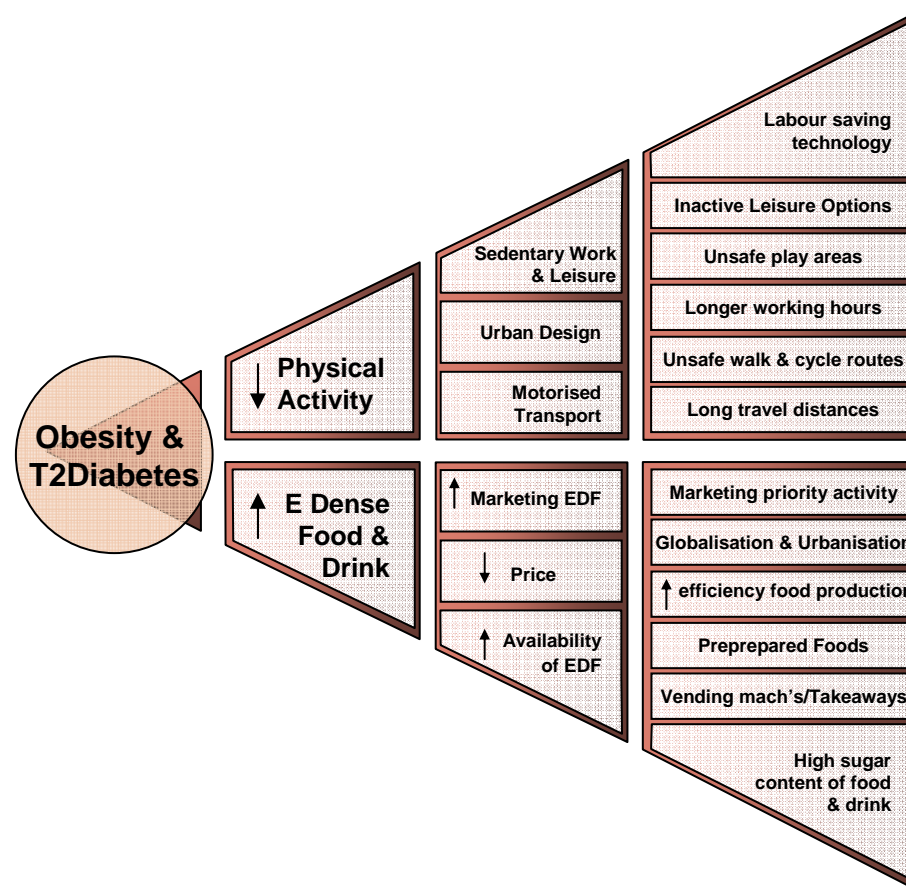


Ethnic inequalities in obesity prevalence, 2003





Environmental Determinants





So how are we tackling the issue?



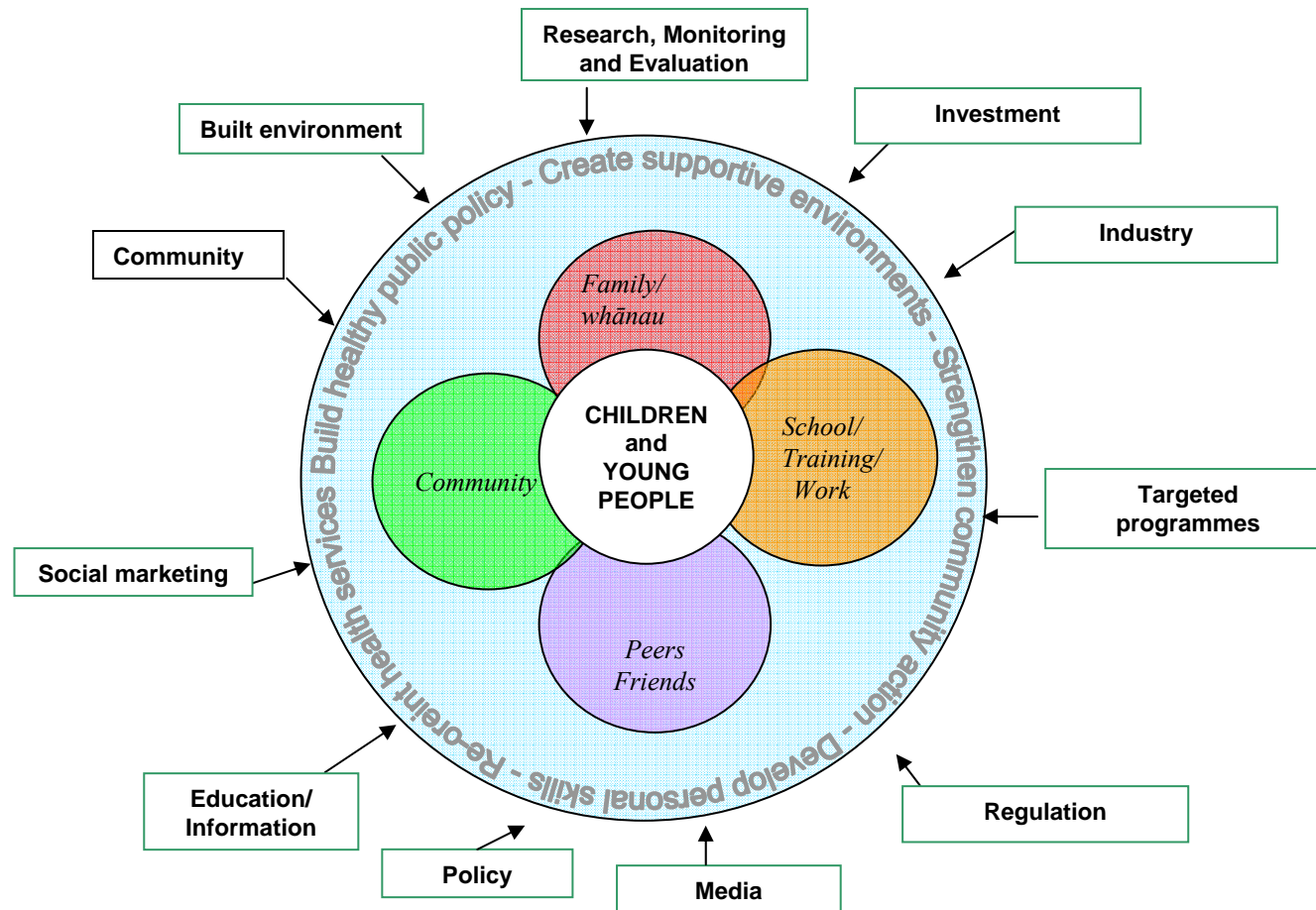


Learning Environment

- The answers to the obesity problem aren't straightforward
- No Western society has quite 'cracked' this problem yet
- We have to learn from both the overseas experience and our own experiences to find the best mix of what works.



Environments and Interventions



adapted from "Healthy Eating Healthy Action Strategy" and the "Youth Development Strategy Aotearoa"

Healthy Eating – Healthy Action: Oranga Kai – Oranga Pumau

Implementation Plan: 2004–2010

2004





The HEHA Strategy

Brings together three related population health objectives from the NZ Health Strategy (2000):

- Improving nutrition
- Increasing physical activity
- Reducing obesity.

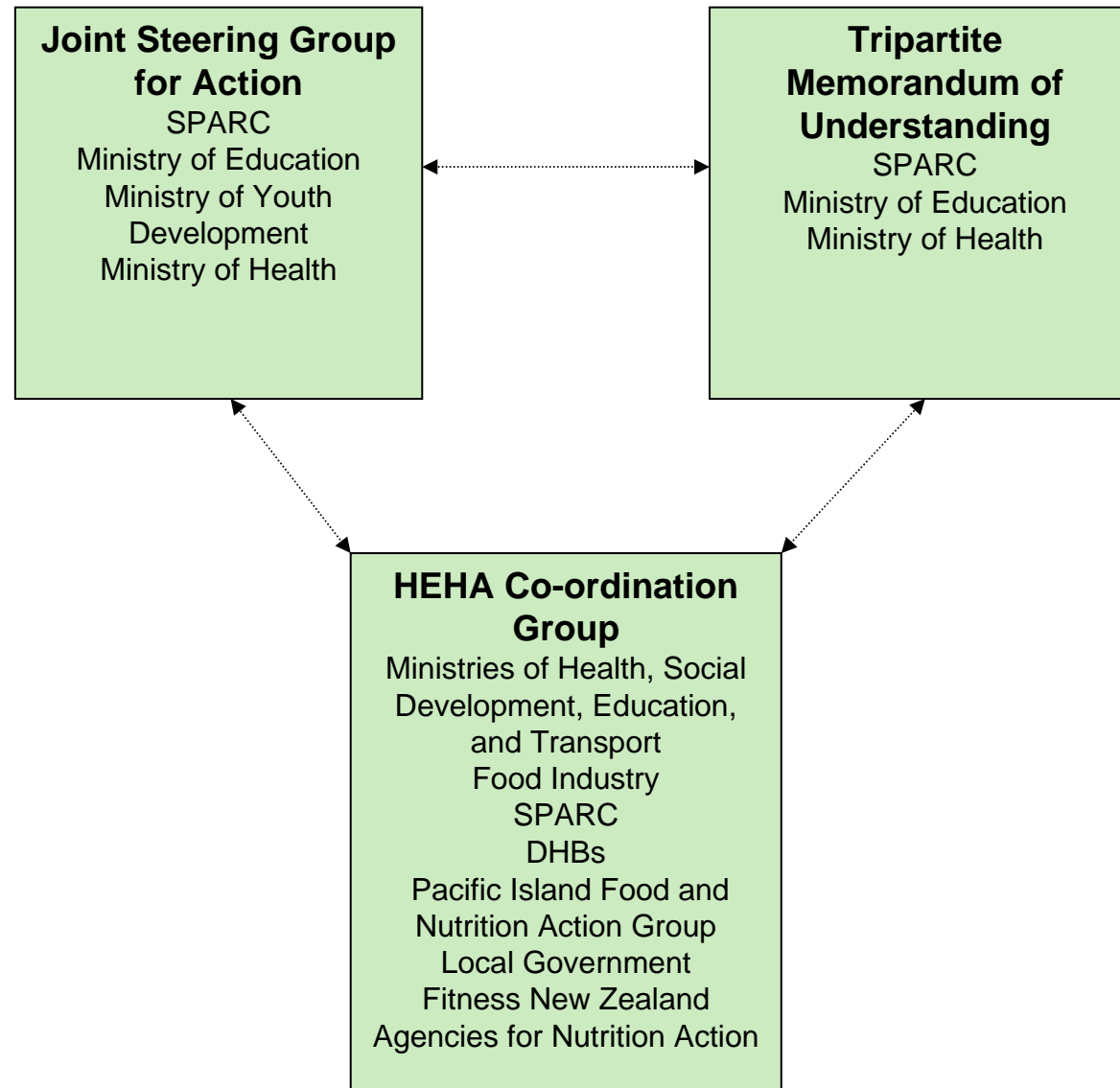


We can't do it on our own

- What's clear is that we need to tackle the wider societal issues around the issue of obesity
- To do this, we need to engage the different players – industry, DHBs, PHO, other government departments, NGOs, etc



Intersectoral Activity





8 Objectives – 87 Actions

- Build healthy public policy
- Creative supportive environments
- Strengthen community action
- Develop personal skills
- Reorient health services
- Monitor, research and evaluate
- Communication
- Workforce (health and physical activity)



HEHA – Key Messages

- Eat a variety of nutritious foods
- Eat less fatty, salty and sugary foods
- Eat more vegetables and fruits
- Fully breastfeed infants for at least 6 months
- Be active every day for at least 30 minutes in as many ways as possible



HEHA – Key Messages

- Add some vigorous exercise for extra benefit and fitness
- Aim to maintain a healthy weight throughout life
- Promote and foster the development of environments that support healthy lifestyles.



Support for initiatives growing

- Already we're seeing a groundswell of support for HEHA and its objectives both across the sector and the wider society
- This vitality and energy have translated into the successful launch of some innovative and engaging initiatives....



More than 45 actions are already underway

- HEHA Innovations Fund
- Fruit in Schools
- Tripartite Agreement
- The Food Industry Accord
- Public awareness, social marketing
- Food and Beverage classification



Mission On

- Aimed at increasing young New Zealanders' physical activity and improving their nutrition
- This initiative helps deliver the HEHA Strategy
- Funded through the youth lifestyle package (\$67 million over four years - \$37.9 million from Vote Health)
- Lead by SPARC in partnership with the Ministry of Health, Ministry of Education and Ministry of Youth Development.



Nutrition Fund

- \$3 million pa over four years
- Support implementation of MoE guidelines in schools and ECEs – training and innovative projects
- Grants administered by DHBs



Fruit in Schools

- There are 265 schools involved and 55,000 students in the programme.
- The feedback has been overwhelming supportive so far, including the following quotes:
 - From Linwood Avenue School in Canterbury: “None of the initial interest has waned, eating fruit is still the coolest thing to do, the little kids follow the bigger kids in eating fruit. It’s a fantastic programme.”
 - And from Te Kura o Hiruharama in Gisborne: “It’s a wonderful programme that’s going really, really well. The staff see the children eating more fruit which in turn is having a positive effect on behaviour and concentration.”





Engaging young New Zealanders

- It's critical that any action involving young New Zealanders needs to be done 'with' them not 'to' them
- An example of this is the recent meeting of the Western Pacific Health Managers, which was hosted by young people, who had a major input and focus on the event.





Cost-effectiveness of initiatives

- In Victoria, Australia, 13 interventions were assessed in the ACE-Obesity study, primarily measuring the cost per Disability Adjusted Life Year (DALY) saved, based on estimated reductions in BMI, but not other outcomes
- Six interventions provided extremely good value for money. These included:
 - a school-based health promotion programme to reduce TV viewing
 - a family-based targeted programme for obese children)
 - a reduction in the TV advertising of high fat and/or high sugar foods and beverages directed at children (up to 14 years of age)
 - a school-based intervention with additional active physical exercise
 - a school-based intervention targeted at overweight or obese children (7-10 years), and
 - a school-based nutrition education intervention to reduce the consumption of sweetened carbonated beverages.



HEHA Research, Evaluation and Monitoring

- Integrated approach
- With SPARC
- In consultation with stakeholders
- Different components at different stages of development



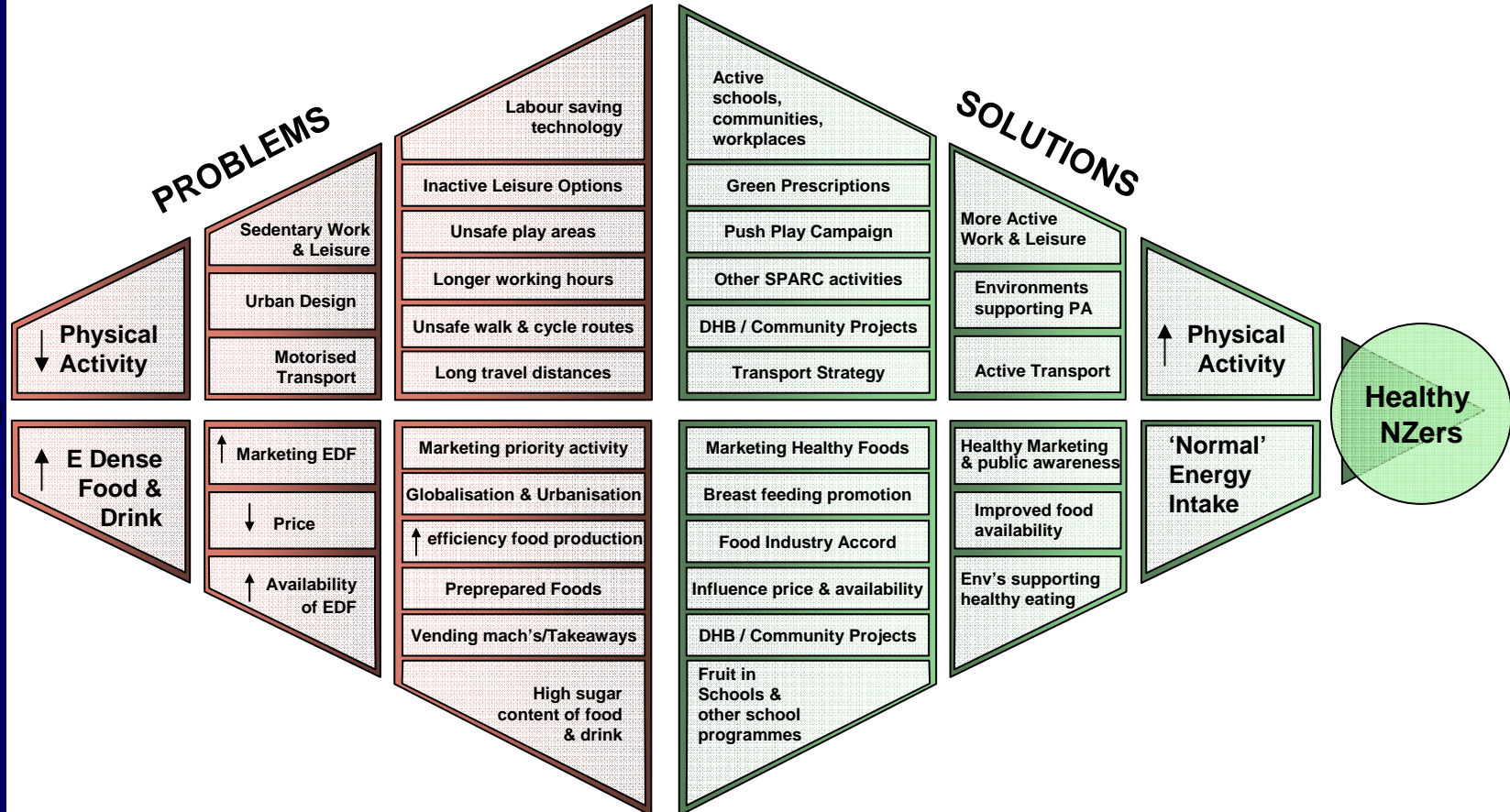
HEHA Research, Evaluation and Monitoring – an integrated approach

- Research – HRC JV underway
- Evaluation – several components
 - Strategy
 - Specific national initiatives
 - DHB fund
 - Evaluation tools
- Monitoring
 - Food and Nutrition Monitoring report
 - Development of new monitoring initiatives.



Environmental Determinants and Related Solutions

Obesity & T2Diabetes





Conclusion

- Working at multi-levels – engaging all the stakeholders
- Working across sectors e.g local government community outcomes
- Creating a learning system
- Focus on reducing inequalities
- Focus on addressing obesogenic environment
- Build on current initiatives and the energy currently around these
- Build on the evidence base.

