



HEHA District Plan



Healthy Eating Healthy Action
Oranga Kai - Oranga Pumau



Waikato 2010-2012



***“Supporting the people of the
Waikato to achieve and enjoy a
healthy life”***

**“Hei tautokona ngā tāngata katoa o
Waikato ki te whai hanga oranga, e
totika ana, kia pai tonu te mauriora”**

MIHI

E ngā reo, e ngā mana, e ngā karangatanga maha! Mo ngā mihi kua mihiā kē, i te wā ka puta tuatahi te kaupapa nei, ki mua i te aroaro o te rohe whānui – tautokona katoangia!

Ka whai tonu iho nei, te kaupapa e kiia ana ko – “Oranga Kai – Oranga Pūmau” te ingoa! Ko ia e kokiri tonu ana i te wero ki te iwi, nui tonu, e pa ana ki:

- Ngā momo kai me kaingia, ake, e tātou; hei tautokona te kōrero e mea ana – “HUAkina, ake, te tatau ki ngā momo HUA rākau, HUA whenua, ia rā, ia rā!”
- Ngā momo unu me unumia, ake, e tātou; hei tautokona te kōrero e mea ana – “WAI māori, WAI ora! Tihei Mauriora!”
- Ngā momo whakapakaritanga o te tinana me whakapakaringia, ake, e tātou; hei tautokona te kōrero e mea ana – “Whakapikia ngā wā Tama tū, tama ora, ia rā, ia rā!”

Ko ia tonu tēnei, te mahere rautaki, hei awhina ake i a tātou katoa ki te whai whakatutuki i ngā āhuatanga o te kaupapa, kia kua tātou e pangia wawe e ngā momo mate o te tinana, e peehi tonu ana i a tātou katoa, kia taea e tātou te manaaki pai i te hanga o te tinana.

No reira, aata panuihia, koa, ngā patoto kupu, e whai mai nei! Mauriora, tonu, ki a koutou katoa!

An explanation of the mihi.

Paragraph:

1. Pays respects to all categories of people. Then, it confirms initial respects made, in the previous HEHA plan.
2. Confirms the focus of the document on healthy eating/activity. The three bullet points give examples of the pathway forward re healthy eating and activity, using Māori paradigms.
3. Draws the reader’s attention to the document itself, as a means of achieving the desired outcomes.
4. Concludes by inviting the reader to read, carefully, the document itself. It concludes by wishing everyone continued wellbeing.

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EXECUTIVE SUMMARY

The Waikato District Healthy Eating Healthy Action programme is a population focussed programme working with individuals to bring about sustainable changes which have a positive impact on their health and well being through good nutrition and physical activity, and leading to a reduction in the rates of obesity.

The programme has been funded by the Ministry of Health to support the implementation of the Healthy Eating Healthy Action (HEHA) Oranga Kai – Oranga Pumau strategy to address the obesity epidemic.

Waikato DHB is funded by the Ministry to lead and coordinate implementation of the HEHA strategy within the Waikato district and to ensure there is continued Māori and Pacific representation within the programme governance structure.

The DHB is committed to reducing inequalities in all areas affecting the health of its population. Māori, Pacific people, refugees and new migrants, and low socio economic groups are priority populations for HEHA. This plan outlines the actions to be taken over the next two years to meet objectives for each of these population groups, with a particular focus on youth and preschool age children.

Following consultation with key stakeholders the HEHA programme will prioritise its actions around supporting the development of policy, strengthening environments including communities and workplaces, providing access to training and education, and supporting the development and implementation of sustainable community based programmes.

Waikato DHB strongly supports breastfeeding because of the health benefits to the infant, the mother, and the whanau/family in the short and long term.

The Waikato HEHA programme promotes breastfeeding as an integral part of healthy nutrition, not separate, and should be incorporated with any promotion of healthy nutrition within the community.

As part of its district annual plan Waikato DHB has set breastfeeding targets and monitors progress to determine the impact of its breastfeeding promotion education programmes and initiatives.

There are a number of variables that impact on people's health. A range of other issue based health promotion programmes are in place, like HEHA, targeting the same high need population groups and with similar aims and objectives. The Waikato HEHA programme will engage with other programmes such as smoking cessation to look at opportunities to coordinate activities within the same settings.

Nationally a number of new strategies and initiatives are underway which will contribute in some way towards achieving the national HEHA strategy goals. Specifically:

- Better Sooner More Convenient
- Whānau Ora
- Kiwi Sport
- Rangatahi Tu Rangatira – Physical Activity Programme
- Healthy Weight Guidelines



The Waikato HEHA programme will engage with organisations leading these strategies and initiatives to support implementation at a local level.

The Waikato, Lakes and Bay of Plenty district health boards will continue to work together provide coordinated leadership and to collaborate in the delivery of initiatives across the region.

Ensuring Waikato DHB population's awareness and understanding of the key messages of the HEHA strategy is an important measure of the success of the Waikato HEHA programme.

Provision of information about nutrition, physical activity and healthy weight to the Waikato DHB population will occur through the ongoing development and utilisation of a range of communication channels and through HEHA funded programmes.

Key HEHA 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 six months
- Be active every day for at least 30 minutes in as many ways as possible
- 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 lifestyle.

INTRODUCTION

The Healthy Eating Healthy Action (HEHA) Oranga Kai - Oranga Pumau Strategic Framework is New Zealand's approach to increasing physical activity, improving nutrition and achieving a healthy weight for all New Zealanders.¹

Lifestyle related chronic conditions are the single biggest, avoidable issue facing the health sector. As such Waikato DHB's long term focus is to prevent and manage these conditions such as cardiovascular disease/stroke, type two diabetes and some cancers. The burden of these types of chronic disease has been shown to be often underpinned by poor nutrition and low levels of physical activity.

Waikato DHB is committed to reducing inequalities in all areas affecting the health of its population. Chronic conditions consume 70 per cent of all health expenditure and cause 80 per cent of deaths. Tackling chronic conditions will lead to the single biggest improvement this district health board can make in terms of reducing health inequalities for Māori, Pacific people and people who live in areas of low socio-economic status. As a result this HEHA plan is taking a targeted approach in order to contribute to improving the well being of these population groups

Increasing rates in obesity is a key risk factor contributing to growing rates of chronic disease. Overall the prevalence of obesity in adults is increasing in New Zealand. According to projections, by the year 2011 there will be a 73 per cent increase in the prevalence of obesity (from 22 per cent in 2002 to 29 per cent). This increase will dramatically impact on Māori and Pacific peoples and lead to increasingly greater disparities of the burden of diseases such as diabetes.²

The 2002-2003 New Zealand Health Survey estimated that 57 per cent of Waikato DHB's population are either overweight or obese, and 23 per cent are obese, with 64 per cent of Māori either obese or overweight compared with 26 per cent non Māori.

The Waikato DHB Health Needs Assessment and Analysis 2008 identified the areas of greatest need in terms of disease for population groups within the Waikato. These included the reduction of the incidence and impact of cardiovascular disease, cancer and diabetes, along with chronic obstructive pulmonary disease, and improving the health status of people with severe mental illness and addictions

These areas of need are reflected in the Government's Health Targets³ which all DHBs are required to focus on. The HEHA objectives outlined in this plan contribute towards a number of these targets through its activities; in particular:

- Reducing the rates and effects of heart disease and stroke
- Reducing the rates and effects of cancer

¹ Healthy Eating Healthy Action. Oranga Kai – Oranga Pumau: A strategic framework 2003. Wellington: Ministry of Health 2003

² Ministry of Health. (2003). Tracking the obesity epidemic: New Zealand 1977-2003. Wellington: Ministry of Health

³ Ministry of Health (2009) The Health Targets.

<http://www.moh.govt.nz/moh.nsf/indexmh/healthtargets-targets>



- Reducing the rates and effects of diabetes

Nationally a number of new strategies and initiatives are underway which will contribute towards achieving the HEHA Strategy Goals. A number of organisations including the Health Sponsorship Council, Te Puni Kokiri, Te Hotu Manawa Māori and Pacific Island Heartbeat are engaged in national strategy work and implementing obesity prevention programmes.

The Waikato HEHA programme will engage with these organisations and support the implementation of these strategies and programmes at a local level.

2010/12 HEHA PLAN

The Waikato district HEHA programme is a population focussed programme working with individuals to bring about sustainable changes which have a positive impact on their health and well being through good nutrition and physical activity, and leading to a reduction in the rates of obesity.

Waikato DHB has consulted with a number of key stakeholders in the development of the 2010/12 HEHA plan and it incorporates their feedback. The plan's focus is to support the development of policy, strengthen environments including communities and workplaces, provide training and education, support the development and implementation of sustainable community based programmes.

Māori, Pacific people, refugees and new migrants, and low socio economic groups are priority populations for HEHA. The plan will have a particular focus on youth and preschool age children. Waikato HEHA funding will continue to prioritise these high need populations and districts.

There are a number of variables that impact on people's health. A range of other issue based health promotion programmes are in place, like HEHA, targeting the same high need population groups and with similar aims and objectives. There is considerable scope for these programmes to work together to ensure their messages reach a greater percentage of the population. The Waikato HEHA programme will engage with other programmes such as smoking cessation to look at opportunities to coordinate activities within the same settings.

Waikato DHB separately funds Sport Waikato's Energize programme, an intensive service running in all Waikato primary schools designed to reduce the prevalence of obesity and overweight in children by increasing their physical activity levels, reducing sedentary time and improving their nutrition. The HEHA programme will identify opportunities to link the work being done through the Energize programme with initiatives being led in communities by Māori and Pacific providers.

The key principles underlying this plan and any resulting initiatives are that:

- reducing health inequalities is a focus
- mainstream services are responsive to the cultural values and beliefs of Māori and Pacific people



- Māori, Pacific, refugee and new migrant communities are supported to identify and respond to their local health needs in relation to promoting healthy lifestyles.
- there is collaboration between sectors
- there is engagement at local level with all target groups, communities and agencies
- there are linkages across the continuum of care,
- interventions are evidence based
- breastfeeding is an integral part of all nutrition interventions

Environmental factors are key to sustainable change. There are a number of determinants impacting on the health of people. Improving the population's nutrition and increasing levels of physical activity will not achieve positive health gains on its own. As such a focus of this plan is to support the development of policy to bring about environmental change within communities and workplaces, and support the development and implementation of community based programmes.

While the HEHA programme has an important role in funding interventions targeting a reduction in obesity, its role extends beyond funding. The Waikato HEHA team has a key role in leading and coordinating existing and new interventions which support the HEHA strategy goals. Over the next two years the programme team will continue to work with other funded providers including Waikato DHB Population Health, Māori and Pacific health providers, Waikato Migrant Resource Centre, primary health organisations and Sport Waikato to support the alignment of their relevant work plans to the HEHA strategy

The crown funding agreement between Waikato DHB and the Ministry outlines the requirements for the Waikato District HEHA Programme. These include having a focus on Māori and Pacific communities, promoting and supporting breastfeeding, and the promotion of healthy workplace initiatives. A portion of the HEHA funding will continue to be directed towards developing the community's capacity through training and education to deliver HEHA initiatives within their own community.

In addition to the Ministry's current crown funding agreement requirements the Waikato HEHA programme will continue to support existing school and early childhood education centre (ECE) projects funded by the Nutrition Fund through previous crown funding agreements to ensure their successful completion.

Where ever possible the programme projects will build on work currently being undertaken by other organisations and community groups. This approach will ensure that existing gains are sustainable and able to be shared across the wider community either as district wide initiatives or adapted to suit a local environment.

Evaluation of new and existing initiatives is a key component of the Waikato HEHA programme. All funding applications are required to outline how projects will be evaluated to determine their level of success in achieving their objectives and lessons learned to inform future initiatives. Two existing programmes are being evaluated with funding through the National HEHA Evaluation Fund. These are: Sport Waikato's Project Energize programme and Waikato Primary Health's Active Communities programme. Both evaluations will be completed in 2011.



BREASTFEEDING PROMOTION

Waikato DHB strongly supports breastfeeding because of the health benefits to the infant, the mother, and the whanau/family in the short and long term.

The Waikato HEHA programme promotes breastfeeding as a key part of healthy nutrition, not separate, and as such should be incorporated with any promotion of healthy nutrition within the community. With this in mind a key objective for the next phase of the programme is to better integrate the breastfeeding project objectives with other programme work, in particular with initiatives targeting Māori, Pacific people, and refugee and new migrant communities.

The programme's overall goal for breastfeeding is to increase the proportion of infants being exclusively breastfed to six months and the proportion of infants partially breastfed beyond six months. This is consistent with WHO breastfeeding recommendations and aligns with the Ministry's targets to increase the proportion of infants who are exclusively and fully breastfed at:

- six weeks to 74 per cent or greater
- three months to 57 per cent or greater
- six months to 27 per cent or greater

Waikato DHB is required to contribute towards achieving these national targets. As part of its district annual plan (DAP), Waikato DHB has set targets and monitors progress to determine the impact of its breastfeeding promotion education programmes and initiatives. The following information is data from the contracted well child providers and Plunket for the 2008 and 2009 calendar years compared with the DAP target.

Age	Ethnicity	2008	2009	DAP Target
6 Weeks	Māori	57%	61%	58%
	Pacific	61%	63%	61%
	Other	72%	72%	74%
	All ethnicities	67%	68%	69%
3 Months	Māori	44%	51%	46%
	Pacific	57%	52%	58%
	Other	60%	61%	60%
	All ethnicities	54%	57%	57%
6 Months	Māori	19%	23%	21%
	Pacific	24%	23%	27%
	Other	29%	31%	30%
	All ethnicities	26%	28%	27%

A key focus of the Waikato HEHA plan is to increase the capacity of the health work force, community-based consumer groups and health providers to provide support to women and their families around breastfeeding. The programme will continue to support the national breastfeeding promotion campaign and support Waikato DHB hospitals to maintain their Baby Friendly Hospital Initiative accreditation. Support will

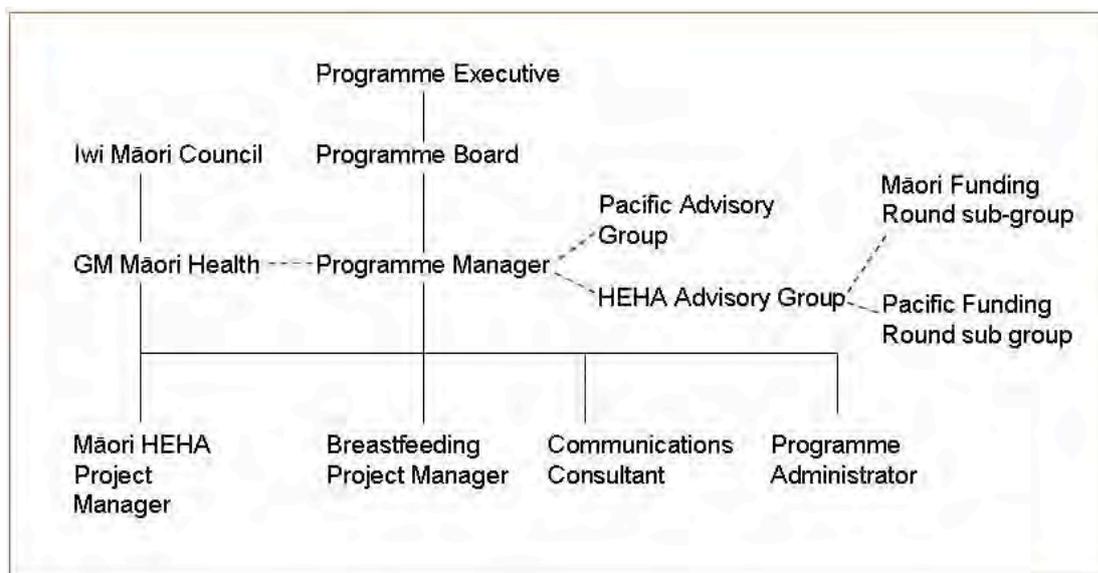
also be provided as required to groups wishing to establish Baby Friendly Community Initiatives and workplace wellness programmes within the Waikato district.

PROGRAMME GOVERNANCE

Waikato DHB is funded by the Ministry to lead and coordinate the implementation of the HEHA strategy within the Waikato district and to ensure there is continued Māori and Pacific representation within the programme governance structure.

A new governance structure implemented on 1 July 2010 aligns the programme with the Waikato DHB's new project management methodology. The change manager, Development and Support Programme Management Office of Waikato DHB is the programme's executive sponsor. The programme is now overseen by a programme board comprising the portfolio manager Public Health, Planning and Funding (Chair), GM Māori Health and the Pacific manager.

The HEHA programme manager takes a leadership role in the planning and implementation of initiatives under HEHA at a district level and is responsible for the successful organisation and functioning of the HEHA programme.



The Māori, Pacific and Breastfeeding reference groups have been amalgamated into an overall advisory group (formally the Steering Group), which is led by Waikato DHB and includes representatives from Māori, Pacific, a refugees and new migrants organisation, the regional sports trust, PHO's and central government agencies. This change has been made to ensure greater integration of the programme's activities.

The role of the HEHA Advisory Group is to provide support and advice to the HEHA programme as representatives of their sectors. The group supports the development and implementation of the district HEHA plan through the alignment of their organisation's activities with the HEHA strategy goals and objectives.

Sub groups of the advisory group will convene to review funding applications as individual funding rounds are run.

NATIONAL, LOCAL AND REGIONAL COLLABORATION

Waikato DHB will continue to work with the Ministry and their contracted providers to support the implementation of nationally led programmes. These will include

- National Breastfeeding Promotion Campaign
- Rangatahi Tu Rangatira - Physical Activity Programme
- Healthy Weight Guidelines implementation
- Whānau Ora
- Kiwi Sport

The Waikato, Lakes and Bay of Plenty district health boards will continue to work together to provide coordinated leadership of HEHA activity to the region. The three district health boards have established a regional interagency approach to achieving the objectives of the HEHA strategy across the Midland Region, involving Taranaki DHB where possible. The three DHBs will continue to work with the regional public health units, Ministry of Education, Heart Foundation and other stakeholders to develop regional initiatives which

- increase collaboration
- reduce duplication
- rationalise resources
- resolve implementation issues
- ensure the HEHA initiatives are culturally appropriate and delivered in a manner that addresses inequalities in health

A key focus for the three district health boards for 2010/12 will be breastfeeding promotion within early childhood education settings (ECEs) and the implementation or extension of healthy workplace programmes within each of the district health boards.

Collaboration with local Waikato based initiatives is an important principle underpinning this plan and a powerful way to bring about sustainable change within a population. The programme will continue to take up opportunities, to collaborate with key stakeholders to ensure an effective and efficient approach to work undertaken within each programme stream.

The HEHA programme manager will continue as a member of the Hamilton City Active Communities Strategy steering group to support the implementation of that strategy through its flagship projects.

WAIKATO DISTRICT HEHA WORK PLANS - 2010/12

The following section outlines the objectives for each priority area and the actions that will be taken over the next two years to continue the implementation of the HEHA strategy. These actions allow scope to meet the changing needs of the community and will be underpinned by more detailed implementation plans.

District Wide Actions

Priority Area: Policy Objectives: 1. To support the implementation of the national healthy weight guidelines 2. To influence policy development and decisions that will have a positive impact on supporting healthy nutrition and physical activity.			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Work with the Ministry, its contractors and primary health organisations to promote and support the implementation of the guidelines to PHO's, stakeholders and the general public 	<ul style="list-style-type: none"> Waikato DHB PHO's 	<ul style="list-style-type: none"> Information provided to PHO's Information regarding the guidelines and support is provided to stakeholders and the general public 	HEHA leadership and coordination funding Timeframe: as per national implementation plan
<ul style="list-style-type: none"> Develop submissions for national and local government policy/ strategy for example urban design, food standards, events and transport 	<ul style="list-style-type: none"> Waikato DHB HEHA stakeholders Local government Government agencies 	<ul style="list-style-type: none"> Number of submissions made 	HEHA leadership and coordination funding Timeframe: ongoing



Priority Area: Environment			
Objectives:			
1. Support local work to improve nutrition and physical activity environments			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Participate in the implementation of the Hamilton City Active Community Strategy 	<ul style="list-style-type: none"> Hamilton City Council Strategy partners 	<ul style="list-style-type: none"> Flagship projects implemented 	HEHA leadership and coordination funding Funding from other agencies eg SPARC Timeframe: ongoing
Priority Area: Breastfeeding Promotion			
Objectives:			
1. To promote breastfeeding to the wider public			
2. To provide breastfeeding support training for health service providers			
3. To develop breastfeeding friendly environments within the Waikato			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Provide breastfeeding training to early childhood education centre (ECE) teaching staff 	<ul style="list-style-type: none"> Waikato DHB Ministry of Education Toi Te Ora Public Health Lakes and BOP DHB's 	<ul style="list-style-type: none"> Training sessions provided to ECE staff An increase in the number of staff/centres receiving training 	Breastfeeding promotion funding Timeframe: June 2011
<ul style="list-style-type: none"> Support the update of <i>Breastfeeding Feeding Friendly Public Places</i> in Hamilton 	<ul style="list-style-type: none"> Waikato DHB Te Runanga O Kirikiriroa BACK⁴ 	<ul style="list-style-type: none"> Database of breastfeeding friendly places established and maintained 	Breastfeeding promotion funding Timeframe: November 2010
<ul style="list-style-type: none"> Promote World Breastfeeding Week within the Waikato district 	<ul style="list-style-type: none"> Waikato DHB Māori health providers Pacific health providers Plunket Private birthing units 	<ul style="list-style-type: none"> Media releases sent out Promotional activities held in DHB Latch on's run around the Waikato district 	Breastfeeding promotion funding Timeframes: August 2011 and 2012

⁴ Breastfeeding Action Coalition Kirikiriroa, a Hamilton-based advocacy group



Priority Area: Youth Objectives:			
1. To increase youth participation in healthy lifestyle programmes			
Actions	Agencies	Performance Measures	Resources
Opportunities will be taken as these arise to work with youth. Refer Māori, Pacific, refugee and new migrant sections of this plan			
Priority Area: Preschoolers Objectives:			
1. To provide opportunities for preschooler to develop healthy nutrition habits and to be physically active			
Actions	Agencies	Performance Measures	Resources
Opportunities will be taken as these arise to work with preschool age children. Refer Māori, Pacific, refugee and new migrant sections of this plan			
Priority Area: Healthy Workplace Objectives:			
1. A workplace wellness programme is developed for the Waikato DHB in collaboration with Lakes and BOP DHB's ⁵			
2. Support non DHB organisations to develop healthy workplace strategies			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Establish a project to develop and implement a workplace wellness programme Implement a workplace wellness toolkit 	<ul style="list-style-type: none"> Waikato DHB (HEHA programme, Population Health, HR, Health & Safety) Sport Waikato 	<ul style="list-style-type: none"> Healthy workplace policy(s) in place Toolkit in place Sustainable workplace travel plan in place for Waikato DHB, incorporating walking and cycling DHB team entry in Round the Bridges event Intranet workplace wellness page maintained 	HEHA funding Timeframe: 30 June 2011

⁵ It is proposed that the workplace wellness programme will encompass a range of areas including, nutrition, physical activity, breastfeeding, smoking cessation and mental health.



<p>Phase Two:</p> <ul style="list-style-type: none"> Investigate opportunities to link workplace wellness programmes across the Waikato, Lakes and BOP DHB's. Implement agreed regional strategies/ policies/ initiatives 	<ul style="list-style-type: none"> Waikato DHB Lakes DHB BOP DHB 	<ul style="list-style-type: none"> An increase in the number of regional strategies/policies/ initiatives in place 	HEHA funding
<p>Phase Three</p> <ul style="list-style-type: none"> Workplace wellness is promoted through the implementation of the Hamilton City Active Communities Strategy flagship project Organisations are linked to the NZ Well@Work tools or other similar resources Organisations are linked to resources and support to develop their programme 	<ul style="list-style-type: none"> Waikato DHB Sport Waikato Waikato Chamber of Commerce Active Community Strategy partners 	<ul style="list-style-type: none"> An increase in the number of new organisations implementing workplace wellness programmes 	HEHA funding

⁶ While the workplace wellness project is divided into three phases, work will occur concurrently.



Māori HEHA Community Action Plan (Māori CAP)

Priority Area: Policy

Objectives:

1. Support the implementation of the Government's Whānau Ora social services strategy in relation to nutrition, breastfeeding and physical activity
2. Healthy food and drink are provided on marae within the Waikato district
3. Healthy food and drink provided at events in the Waikato district

Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> • Work with Whānau Ora agencies to enhance their programmes and link to HEHA activities 	<ul style="list-style-type: none"> • Te Puna Oranga (Māori Health Service) (TPO) • Te Puni Kokiri (TPK) • Ministry of Social Development (MSD) • Whānau Ora providers 	<ul style="list-style-type: none"> • Māori HEHA project activities aligned with Whānau Ora as agreed 	<p>Māori CAP funding Timeframe: June 2012 and ongoing</p>
<ul style="list-style-type: none"> • Work in partnership with Te Hotu Manawa Māori (THMM) to support the implementation of marae nutrition policy 	<ul style="list-style-type: none"> • TPO • THMM 	<ul style="list-style-type: none"> • An increase in the number of new policies in place 	<p>Māori CAP funding Timeframe: June 2012 and ongoing</p>
<ul style="list-style-type: none"> • Implement the healthy kai catering guidelines • Guideline users are acknowledged 	<ul style="list-style-type: none"> • All HEHA funded organisations/groups 	<ul style="list-style-type: none"> • Healthy Kai Guidelines incorporated in funding contracts 	<p>Information for the Public funding Timeframe: June 2012</p>



Priority Area: Environment			
Objectives:			
1. To implement the healthy kai programme into a second town within the Waikato district			
2. Māori communities are supported to be more physically active, with a particular focus on non active Māori			
3. Maara Kai ⁷ established on marae within the Waikato district			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Healthy Kai toolkit completed Request for proposal process run Lead Māori provider and town identified Project scoped Project plan developed Healthy kai programme launched 	<ul style="list-style-type: none"> TPO Te Korowai (current provider) Maori health provider (TBC) 	<ul style="list-style-type: none"> Toolkit completed Request for proposal process completed Contract awarded to lead provider Project implemented Programme launched 	<p>Māori CAP funding</p> <p>Timeframe: December 2011</p>
<ul style="list-style-type: none"> Work with current physical activity providers to increase access to their programmes by Maori. Support agencies to teach Māori traditional games and run tournaments 	<ul style="list-style-type: none"> TPO Te Kohao Health Whai Marama Youth Connex SW WPH Hamilton City Council Rangatahi contract providers 	<ul style="list-style-type: none"> Increased participation by Māori in physical activity programmes Māori traditional games toolkit developed Tournaments held Rangatahi project linked to local HEHA initiatives 	<p>Māori CAP funding</p> <p>Timeframe: June 2012</p>

⁷ Food garden



<ul style="list-style-type: none"> Collaborate with TPK to fund and support the development of Maara Kai on marae within the Waikato district Support Māori health providers to work with Sport Waikato's Energize activities and resources to enhance nutrition and physical activity programmes targeting Māori children. 	<ul style="list-style-type: none"> TPO TPK Environment Waikato Māori health providers Sport Waikato 	<ul style="list-style-type: none"> Number of new Maara Kai projects funded Evidence of Maori providers linking their activities with the Energize programme 	<ul style="list-style-type: none"> Māori CAP funding TPK funding <p>Timeframe: As per agencies timeframes</p> <p>Māori CAP funding Timeframe: June 2012 and ongoing</p>
<p>Priority Area: Breastfeeding Promotion</p> <p>Objectives:</p> <ol style="list-style-type: none"> Increase in the number of Maori women exclusively breastfeeding up to six months Māori women are supported to breastfeed in the community Increase the numbers of Māori women attending antenatal education 			
<p>Actions</p> <ul style="list-style-type: none"> Three further peer support programmes in place Programmes evaluated Sustainable funding identified Options to develop further programmes explored A Māori led and targeted antenatal education service developed incorporating strong breastfeeding component 			
<p>Agencies</p> <ul style="list-style-type: none"> Ngā Miro Health Te Kohao Health Raukura Hauora O Tainui Te Kohao Health 			
<p>Performance Measures</p> <ul style="list-style-type: none"> Provider contracts in place Programmes implemented Evaluation completed Plan to sustain programme in place Provider contract in place Pilot programme developed and implemented Evaluation completed Plan to sustain programme in place 			
<p>Resources</p> <p>Breastfeeding promotion funding Timeframe: June 2012</p> <p>Breastfeeding promotion funding Timeframe: June 2011</p>			



Priority Area: Youth			
Objectives:			
1. Support Māori youth to adopt and maintain a healthy lifestyle			
2. Support the implementation of the national rangatahi project and link it to existing HEHA funded programmes			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Support Ministry contracted providers through provision of resources and training. Link Māori traditional games work to other similar work within the Waikato district. 	<ul style="list-style-type: none"> Ministry of Health TPO Te Korowai Hauora O Hauraki Ngā Miro Health Raukawa Trust Board 	<ul style="list-style-type: none"> Support provided Collaboration between Ministry contracted providers and other HEHA funded providers evidenced 	Māori CAP funding Timeframe: February 2011 and ongoing
Priority Area: Preschoolers			
Objectives:			
1. Health promotion programmes are run in kohanga reo			
2. Kohanga reo with the Waikato district have breastfeeding policies in place			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Work in partnership with THMM to support the roll out of <i>Toiora –Toi Tangata</i> to a kohanga reo within the Waikato district Develop breastfeeding friendly policies within kohanga reo within the Waikato district 	<ul style="list-style-type: none"> TPO THMM TPO Maori health providers Te Kohanga Reo National Trust 	<ul style="list-style-type: none"> Option to implement the THMM programme into kohanga reo agreed and scoped Programme implemented into one kohanga reo An increase in the number of kohanga reo with a breastfeeding friendly policy in place 	Māori CAP funding Timeframe: December 2011 Breastfeeding promotion funding Timeframe: June 2012



Priority Area: Healthy Workplace			
Objectives:			
1. Maori health providers role model healthy lifestyles			
2. Māori organisations have a workplace wellness programme in place			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Whai Marama Youth Connex (WMYC) pilot project run Pilot evaluated Programme rolled out to other organisations 	<ul style="list-style-type: none"> WMYC Population Health TPO 	<ul style="list-style-type: none"> Project completed Evaluation report received An increase in the number of organisations establishing programmes 	Māori CAP funding Timeframe: December 2011

Māori Community and Workforce Development				
Objectives	Action	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Continue to invest in Māori community run programmes 	<ul style="list-style-type: none"> Establish two community grants rounds per annum 	<ul style="list-style-type: none"> HEHA Programme Māori Health providers Māori community organisations 	<ul style="list-style-type: none"> Two funding rounds run per annum Number of projects funded Level of expenditure 	Māori CAP funding Timeframe: September and March each contract year
<ul style="list-style-type: none"> Māori trained to run physical activity programmes within their communities 	<ul style="list-style-type: none"> Netfit course held August 2010 Post course assessments completed 	<ul style="list-style-type: none"> Netfit 	<ul style="list-style-type: none"> Number trained An increase in the number of programmes established 	Māori CAP funding Timeframe: June 2012
<ul style="list-style-type: none"> Māori provider staff trained to run Get Cooking classes within their communities 	<ul style="list-style-type: none"> Get Cooking train the trainers workshop held November 2010 	<ul style="list-style-type: none"> Pinnacle 	<ul style="list-style-type: none"> Number trained An increase in the number of Get Cooking courses established 	Māori CAP funding Timeframe: December 2012



<ul style="list-style-type: none"> • Māori health provider staff are trained in project management 	<ul style="list-style-type: none"> • Opportunity offered to attend existing courses each year 	<ul style="list-style-type: none"> • Training provider 	<ul style="list-style-type: none"> • Number attending training • Evidence of project methodology used 	<p>Māori CAP funding Timeframe: June 2012</p>
<ul style="list-style-type: none"> • Māori peer counsellor administrators trained 	<ul style="list-style-type: none"> • Opportunity offered to attend training as required 	<ul style="list-style-type: none"> • La Leche League 	<ul style="list-style-type: none"> • Number attending training • Number of peer counselling programmes established 	<p>Breastfeeding promotion funding Timeframe: June 2012</p>
<ul style="list-style-type: none"> • Kohanga reo staff trained to support breastfeeding within their facility 	<ul style="list-style-type: none"> • Kohanga reo surveyed to determine level of knowledge • Course developed • Courses run across the Midland region 	<ul style="list-style-type: none"> • Midland DHB's • Toi Te Ora Public Health • Ministry of Education • Te Kohanga Reo National Trust 	<ul style="list-style-type: none"> • Survey completed • Course established • Courses run 	<p>Breastfeeding promotion funding Timeframe: June 2012</p>
<ul style="list-style-type: none"> • Māori provider staff trained to evaluate their programmes 	<ul style="list-style-type: none"> • Evaluation training provider identified • Course run for Māori provider staff 	<ul style="list-style-type: none"> • TPO • Training provider 	<ul style="list-style-type: none"> • Training provider identified • Number attending training • Evidence of evaluations occurring 	<p>Maori CAP funding Timeframe: June 2012</p>

Pacific HEHA Community Action Project (Pacific CAP)

<p>Priority Area: Policy Objectives:</p> <p>1. Nutrition policies in place in all Pacific health providers and Pacific organisations</p> <p>2. Healthy food and drink provided at Waikato Pacific events</p>			
<p>Actions</p> <ul style="list-style-type: none"> Implement the healthy kai catering guidelines Guideline users acknowledged 	<p>Agencies</p> <ul style="list-style-type: none"> All HEHA funded organisations/groups 	<p>Performance Measures</p> <p>Healthy Kai Guidelines incorporated in funding contracts</p>	<p>Resources</p> <p>Information for the Public funding Timeframe: June 2012</p>
<p>Priority Area: Environment Objectives:</p> <p>1. Establish the new Pacific church based health programme - <i>Aere Ki Mua</i></p>			
<p>Actions</p> <ul style="list-style-type: none"> Support Pacific health providers and churches to establish the HEHA related components of their <i>Aere Ki Mua</i> programmes through training and resources 	<p>Agencies</p> <ul style="list-style-type: none"> Pacific health providers Pacific churches 	<p>Performance Measures</p> <ul style="list-style-type: none"> All <i>Aere Ki Mua</i> churches have a nutrition policy in place All church environments are breastfeeding friendly 100% of <i>Aere Ki Mua</i> churches attend HEHA specific training 100% of <i>Aere Ki Mua</i> churches have nutrition and physical activity programmes in place 100% of <i>Aere Ki Mua</i> churches participate in the evaluation of the <i>Aere Ki Mua</i> programme. 	<p>Resources</p> <p>Pacific CAP funding Timeframe: as per <i>Aere Ki Mua</i> timeframes</p>



Healthy Eating – Healthy Action
 Oranga Kai – Oranga Pūmau

<ul style="list-style-type: none"> Support Pacific health providers and churches to work with Sport Waikato's Energize activities and resources to enhance nutrition and physical activity programmes targeting Pacific children. 	<ul style="list-style-type: none"> Pacific health providers Pacific health providers Pacific churches Sport Waikato 	<ul style="list-style-type: none"> Evidence of Pacific providers and churches linking their activities with the Energize programme 	<p>Pacific CAP funding Timeframe: June 2012 and ongoing</p>
<p>Priority Area: Breastfeeding Promotion</p> <p>Objectives:</p> <p>1. Pacific women are supported to breastfeed in the community</p> <p>2. Pacific churches are breastfeeding friendly environments</p>			
<p>Actions</p>			
<ul style="list-style-type: none"> Hamilton peer support programme established Programme evaluated Sustainable funding identified Tokoroa programme enhanced and maintained Support Pacific churches and providers to develop breastfeeding friendly environments 	<p>Agencies</p> <ul style="list-style-type: none"> K'aute Pasifika South Waikato Pacific Island Health Committee (SWPIHC) Pacific churches 	<p>Performance Measures</p> <ul style="list-style-type: none"> Hamilton programme established Tokoroa programme reviewed 100% of Pacific churches and providers have breastfeeding policies in place 	<p>Resources</p> <p>Breastfeeding promotion funding Timeframe: February 2011</p>



<p>Priority Area: Youth Objectives: 1. To support Pacific youth to adopt and maintain a healthy lifestyle 2. To run Pacific youth programmes incorporating healthy nutrition and physical activity to support them to maintain a healthy lifestyle</p>			
<p>Actions</p> <ul style="list-style-type: none"> Develop a health promotion strategy targeting Pacific youth 2009 youth fono finding reviewed to guide development of programmes Youth programmes are incorporated into the churches The annual secondary school festival is supported 	<p>Agencies</p> <ul style="list-style-type: none"> Waikato DHB Pacific health providers Pacific churches 	<p>Performance Measures</p> <ul style="list-style-type: none"> An increase in the number of youth programmes running Number of youth participating 	<p>Resources</p> <p>Pacific CAP funding Timeframe: June 2012</p>
<p>Priority Area: Preschoolers Objectives: 1. Pacific preschool children develop fundamental skills to enable them to participate in physical activity and sport 2. Breastfeeding is supported with Pacific language nests</p>			
<p>Actions</p> <ul style="list-style-type: none"> Develop and implement a Pacific preschool play gym programme Develop breastfeeding friendly policies in each Pacific language nest 	<p>Agencies</p> <ul style="list-style-type: none"> Te Rapakau Health Trust Sport Waikato Population Health SWPIHC (Tokoroa) Kaute Pasifika / Te Rapakau Health Trust (Hamilton) Pacific language nests 	<p>Performance Measures</p> <ul style="list-style-type: none"> Contract in place with Te Rapakau Programme developed Pilot completed and evaluated Roll out plan in place 100% of Pacific language nests have a breastfeeding friendly policy in place 	<p>Resources</p> <p>Pacific CAP funding Timeframe: June 2012</p> <p>Breastfeeding promotion funding Timeframe: June 2012</p>



Priority Area: Healthy Workplace

Objectives:

1. Pacific health providers role model healthy lifestyles

Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Pacific health providers develop and implement a nutrition policy for their organisation Pacific health providers encourage their staff to be physically active 	<ul style="list-style-type: none"> K'aute Pasifika SWPIHC Te Rapakau Health Trust 	<ul style="list-style-type: none"> 100% of Pacific health providers have a nutrition policy in place 	Pacific CAP funding Timeframe: June 2012



Community and Workforce Development				
Objective	Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Continue to invest in community run programmes 	<ul style="list-style-type: none"> Establish one community grants round per annum 	<ul style="list-style-type: none"> Waikato DHB Pacific health providers Pacific community organisations 	<ul style="list-style-type: none"> One funding round run per annum Number of projects funded Level of expenditure 	Pacific CAP funding Timeframe: March 2011, March 2012
<ul style="list-style-type: none"> Pacific trained to run community physical activity programmes 	<ul style="list-style-type: none"> Re-run Netfit course subject to demand Option to run Zumba training subject to demand 	<ul style="list-style-type: none"> Netfit Zumba training provider 	<ul style="list-style-type: none"> Course run Number trained An increase in the number of new programmes 	Pacific CAP funding Timeframe: June 2012
<ul style="list-style-type: none"> Pacific trained to run cooking courses within their communities 	<ul style="list-style-type: none"> Pacific Island Heartbeat nutrition course run 	<ul style="list-style-type: none"> Pacific Island Heartbeat 	<ul style="list-style-type: none"> Training completed -Tokoroa, 1-2 July 2010 -Hamilton, 21-22 Oct 2010 Number trained An increase in the number of cooking programmes established 	Pacific CAP funding Timeframe: June 2012
<ul style="list-style-type: none"> Pacific health provider staff trained in project management 	<ul style="list-style-type: none"> Get Cooking train the trainers workshop 	<ul style="list-style-type: none"> Pinnacle 	<ul style="list-style-type: none"> Number attending training An increase in the number new Get Cooking classes established 	Pacific CAP funding Timeframe: December 2010
<ul style="list-style-type: none"> Pacific provider staff trained to evaluate their programmes 	<ul style="list-style-type: none"> Staff funded to attend courses annually Evaluation training provider identified Course run for Pacific provider staff 	<ul style="list-style-type: none"> Training provider Training provider 	<ul style="list-style-type: none"> Number attending training Evidence of project methodology used Training provider identified Number attending training Evidence of evaluations occurring 	Pacific CAP funding Timeframe: June 2012

<ul style="list-style-type: none"> • Further Pacific peer counsellor administrators trained to ensure sustainability 	<ul style="list-style-type: none"> • Opportunity offered to attend training 	<ul style="list-style-type: none"> • La Leche League 	<ul style="list-style-type: none"> • Number attending training • An increase in the number of peer counselling programmes established 	Breastfeeding promotion funding Timeframe: June 2012
<ul style="list-style-type: none"> • Pacific language nest staff trained to support breastfeeding within their facility 	<ul style="list-style-type: none"> • Pacific language nests surveyed to determine level of knowledge • Course developed • Courses run 	<ul style="list-style-type: none"> • Waikato DHB (HEHA) • Ministry of Education • Pacific advisors 	<ul style="list-style-type: none"> • Training needs survey completed • Course developed • Courses run 	Breastfeeding promotion funding Timeframe: June 2012



Refugees and New Migrant Communities⁸

Priority Area: Policy Objectives:			
1. To promote good nutrition to refugee and new migrant communities			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Establish a nutrition policy within the Waikato Migrant Resource Centre (WMRC) incorporating the healthy kai guidelines Incorporate the policy as a condition of hire of WMRC facilities Roll the policy out to other agencies working with refugees and new migrants 	<ul style="list-style-type: none"> WMRC Hamilton Multicultural Services Trust (HMST) Waikato DHB 	<ul style="list-style-type: none"> WMRC policy in place Policy incorporated into Centre condition of hire An increase in the number of agencies adopting the policy 	HEHA funding Timeframe: June 2012

⁸ The focus will be on higher need groups within the new settler populations i.e. those migrants with limited or no English who are often isolated and of whom a high proportion are women

Priority Area: Environment			
Objectives:			
1. To increase the capacity of independent fast food outlets owned by migrants to prepare and promote healthy food			
2. Healthy food and drink provided at community events run for refugee and new migrant communities			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> • Training in healthy cooking practice provided to outlet staff • Build on the learnings from Heart Foundation's previous projects in this area to encourage and support outlets to provide healthy food options • Incorporate Hauraki Healthy Kai initiatives into the Hamilton environment as appropriate • Healthy catering guidelines adopted for migrant community events. • Link with Health Foundation work around catering for events 	<ul style="list-style-type: none"> • WMRC • HMST • Hamilton City Council • Local dietician • Heart Foundation 	<ul style="list-style-type: none"> • Number of staff trained • An increase in the number of outlets providing healthy options 	HEHA funding Timeframe: June 2012
<ul style="list-style-type: none"> • Healthy catering guidelines adopted for migrant community events. • Link with Health Foundation work around catering for events 	<ul style="list-style-type: none"> • WMRC • HMST • Community agencies • Heart Foundation 	<ul style="list-style-type: none"> • Number of events using the healthy catering guidelines • Healthy food options provided at community events 	HEHA Funding Timeframe: June 2012
Priority Area: Breastfeeding Promotion			
Objectives:			
1. Increase the number of refugee and new migrant women to exclusively breastfeed up to six months			
2. The Waikato Migrant Resource Centre is a breastfeeding friendly environment			
3. To promote breastfeeding to the wider refugee and new migrant community			
Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> • Develop and implement a child friendly policy, which incorporates breastfeeding, for WMRC • Assess training needs for 	<ul style="list-style-type: none"> • Waikato DHB • WMRC • HMST 	<ul style="list-style-type: none"> • Policy implemented • Staff and associated agency training needs assessed and training provided • Scoping exercise completed 	Breastfeeding promotion funding Timeframe: June 2012



<ul style="list-style-type: none"> centre staff, and other agencies aligned with WMRC, to support them to promote breastfeeding Scope the breastfeeding support needs within the refugee and new migrant community and develop appropriate programmes to address this need 		<ul style="list-style-type: none"> Programmes developed to address identified need 	
<p>Priority Area: Youth Objectives:</p> <p>1. Support refugee and new migrant youth to adopt and maintain a healthy lifestyle</p> <p>2. Provide opportunities for youth to be more active</p>			
<p>Actions</p> <ul style="list-style-type: none"> Support the promotion of the annual Hamilton Ethnic Soccer Festival to refugee and new migrant youth Promote HEHA messages at other ethnic sporting events 	<p>Agencies</p> <ul style="list-style-type: none"> WMRC HMST 	<p>Performance Measures</p> <ul style="list-style-type: none"> Increased number of youth participating Number of events supported 	<p>Resources</p> <p>Information for the public funding Timeframe: June 2012</p>
<p>Priority Area: Preschoolers</p>			
<p>Actions</p> <ul style="list-style-type: none"> Support the establishment of ethnic community play groups Support each play group to incorporate physical activity and healthy nutrition within their programme. 	<p>Agencies</p> <ul style="list-style-type: none"> WMRC HMST 	<p>Performance Measures</p> <ul style="list-style-type: none"> 100% of play groups have healthy nutrition guidelines in place 100% of play groups have a breastfeeding policy 	<p>Resources</p> <p>HEHA Funding Timeframe: June 2012</p>
<p>Priority Area: Healthy Workplace</p>			
<p>Actions</p> <p><i>Refer above actions under Policy</i></p>	<p>Agencies</p>	<p>Performance Measures</p>	<p>Resources</p>



Community and Workforce Development				
Objective	Actions	Agencies	Performance Measures	Resources
<ul style="list-style-type: none"> Invest in community run programmes 	<ul style="list-style-type: none"> Work with WMRC and community leaders to identify and support initiatives for investment Support WMRC to implement Bollywood 	<ul style="list-style-type: none"> Waikato DHB WMRC HMST 	<ul style="list-style-type: none"> Number and types of projects funded Level of expenditure 	HEHA funding
<ul style="list-style-type: none"> Refugee and new migrant community members trained to run physical activity programmes 	<ul style="list-style-type: none"> Community members offered Netfit training Interpreters are provided at training as required 	<ul style="list-style-type: none"> NetFit 	<ul style="list-style-type: none"> Number trained Number of new programmes established 	HEHA funding



Provision of Information to the Public

Ensuring the Waikato DHB population's awareness and understanding of the key messages of the HEHA Strategy is an important measure of the success of the Waikato HEHA programme.

The key HEHA messages are:

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

These messages can be broadly categorised into nutrition, breastfeeding, exercise and environment themes.

Provision of information about nutrition, physical activity and healthy weight to the Waikato DHB population will occur through the ongoing development and utilisation of a range of communication channels including HEHA funded programmes.

Communications will at all times be cognisant of the unique needs of the district's population. They will also be innovative, appropriate and accessible.

Communications will encourage cooperation across all sectors and reflect the principles of Te Tiriti O Waitangi.

Opportunities to promote HEHA messages at Waikato events will be taken through sponsorship and participation and will include:

- Round The Bridges
- Bikewise Month
- World Breastfeeding Week
- Relay for Life
- Pink Walk
- Ethnic Soccer Festival
- Pacific Fono
- Other local events
- Other applicable national promotions

The option to develop an e-newsletter will be considered along with linking to existing newsletters.

The Midland HEHA managers will develop regional communications initiatives with support from the Health Sponsorship Council, national led advertising, websites, printed resources and media coverage.



Objectives

1. Promote HEHA messages to the Māori, Pacific, refugee and new migrant communities
2. Promote breastfeeding
3. Support the promotion of HEHA messages to the wider community
4. Ensure information is timely, relevant and accessible by the relevant communities

There are two key communication streams involved in implementing the HEHA strategy within the Waikato district:

1. Communication of HEHA key messages to the general public and selected target audiences.
2. Communication about the HEHA Strategy to our stakeholders.

The communications strategy is based around effective relationships and networks and will engage stakeholders and raise the profile of the HEHA programme and messages.

Communication activities will focus on building and maintaining positive relationships with key stakeholders. To achieve this, communication with stakeholders needs to be:

- face-to-face where possible
- two way
- regular and timely
- appropriate and useful for each stakeholder
- accurate
- clear and consistent
- able to promote the benefits of the strategy.

Communications will be proactive, innovative and appeal to audience emotions.

Partners/Stakeholders/Audiences

Through each stage of implementation, the Waikato District HEHA programme's focus will be on establishing and enhancing relationships with key partners and stakeholder groups who will ultimately deliver the key HEHA messages to the identified target audiences. This will include organisations and groups receiving grant to develop and implement HEHA related projects.

Partners and key stakeholder groups include, but are not limited to:

- DHB members and staff
- HEHA programme managers
- Midland general managers of Māori Health
- Māori health providers
- Iwi authorities
- Pacific health providers
- Pacific churches
- Pacific organisations
- Māori/Pacific youth organisations.
- Waikato Migrant Resource Centre
- Relevant NGOs
- Ministers and MPs
- Territorial authorities – includes regional, district and city councils.
- Sports' groups
- Food service industry
- Whanau, hapu and marae
- Media
- SPARC
- Sport Waikato
- Other regional sports' trusts
- Te Puni Kokiri
- Ministries of Māori Affairs, Pacific, Immigration, Youth



- Development, Social Development and others.
- Primary/secondary schools and early childhood education services
- Wananga, Waikato University, Wintec.
- Tertiary education researchers
- Lobby groups

To ensure clear and consistent communication in a form that is easily understood in the community, messages used to convey the HEHA messages will use existing messages in use including:

- Messages developed for the *Te Wai O Rona (TWOR) Diabetes Prevention Project*, in collaboration with local Māori.
- Messages developed for the *Feeding Our Futures (FOF)* nutrition social marketing campaign, which ended in 2009. These messages remain relevant to the ongoing work of the HEHA programme

These messages are evidence-based and have been focus-group tested for key population groups. This will reduce the risk of conflicting, misleading, confusing or inaccurate information being disseminated.

Feeding our Futures

The following are the messages that were developed for Feeding our Futures:

1. Make water and milk the first choice
2. Make at least half the plate vegetables
3. Kids do better when they eat fruit and vegetables
4. Getting kids involved helps them learn about healthy food
5. Help kids to snack the healthy way
6. Snacks don't have to come in packets
7. Kids eat better when they eat with you

Te Wai O Rona

The following twelve messages developed for TWOR are:

1. Look for ways to be active every day
2. Increase daily exercise and include intense exercise
3. Move more add more steps
4. Choose to be strong
5. Reduce sedentary leisure time
6. Drink water – more water
7. Minimum 5+ fruit and veg/day
8. Choose more variety of protein containing foods
9. Eat less fat = decrease fat intake
10. Watch the portion size
11. Eat more fibre
12. Eat less sugar = decrease simple sugars

Resources developed by other agencies that promote the HEHA messages will be utilised either in their existing form or adapted to suit the local environment.



Healthy Eating Healthy Action
Oranga Kai – Oranga Pumau

www.waikatodhb.govt.nz/HEHA

