

PACIFIC HEALTHY EATING HEALTHY ACTION WORK PLAN

2008-2010



Healthy Eating Healthy Action
Oranga Kai – Oranga Pumau



Waikato District Health Board

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PACIFIC HEALTHY EATING HEALTHY ACTION PLAN

1.0 Introduction

This plan focuses on obesity prevention and reduction amongst Pacific Island families living within the Waikato district who have been identified as a priority population group within the Waikato District Health Board (DHB) District Strategic Plan 2006-2015.

Health inequalities for Pacific people relative to the rest of the population are driven by inequalities in access to wider determinants of health and differences in access to quality health services. The rates of obesity in Pacific people in New Zealand are alarmingly high, 80.9 per cent of Pacific males and 82 per cent of Pacific females in New Zealand are overweight (MOH, 2003). If there is to be a real impact on rates of non-communicable diseases, such as diabetes and cardiovascular disease, obesity must be addressed. Many of the factors that have the greatest influence on Pacific community healthy lifestyles and wellbeing lie outside of the immediate health sector. These include housing, air quality, income, education and employment.

Pacific is a priority population group within the Healthy Eating - Healthy Action (Oranga Kai – Oranga Pumau) Strategy (HEHA) based on health need. In order to ensure that the HEHA strategy both compliments Pacific points of differences and is effective for Pacific a corresponding Pacific HEHA plan is required. This is not to suggest that a Pacific plan around HEHA is formulated and executed solely by Pacific participants, but rather a shared responsibility between both Pacific and non-Pacific.

The Waikato DHB is committed to improve the health of Pacific people and has been identified by the National HEHA Project as one of seven priority DHB's with a significant Pacific population to receive additional funding targeting community action around the prevention of obesity. The Waikato DHB has the responsibility to lead and co-ordinate the implementation of the HEHA strategy within the Waikato district. As part of the overall HEHA Strategy a strategy that specifically targets Pacific is required. The Pacific strategy will recognise the role of all stakeholders, including Pacific health providers and Pacific communities as partners in the planning, implementation, monitoring and evaluation of this plan. This plan will build on existing community initiatives as well as exploring new initiatives to complement ongoing programmes.

As part of developing its Pacific strategy for the district the Waikato DHB is contracted to support its Pacific communities to develop and deliver actions and projects aimed at reducing obesity, improving nutrition and increasing physical activity. This contract requires the Waikato DHB to:

- consult with Pacific communities to identify approaches to reduce obesity, improve nutrition and increase physical activity in Pacific communities.
- fund Pacific communities to carry out community action projects, activities and/or initiatives to reduce obesity, improve nutrition and increase physical activity. The projects are required to be led and driven by Pacific communities, support the Waikato DHB's Pacific Health Plan and the Ministry of Health's (MoH) HEHA Implementation Plan (refer www.moh.govt.nz).

- develop Key Performance Indicators (KPI) and outcome measures which include the HEHA strategy KPI to increase consumption of fruit and vegetables by Pacific people.
- work with the Health Sponsorship Council to assist Pacific communities to develop and implement the Pacific actions and projects.
- work with the Health Sponsorship Council, the Pacific HEHA Reference Group (Pacific Community Task Team), and Pacific communities, to ensure that the Pacific actions and projects align with the Health Sponsorship Council's national "Feeding our Futures" campaign. (refer www.feedingourfutures.org.nz)
- support the development of a workforce/community development strategy for Pacific people.

This document outlines the Pacific HEHA Plan. Provided within the plan is a gap and risk analysis of the associated structural frameworks and the proposed action plans to meet HEHA objectives for Waikato Pacific communities.

2.0 Background

2.1 Strategic direction

The MoH has released a number of Health Targets¹ of which the following are specific to HEHA:

- Increase the proportion of infants exclusively and fully breastfed at six weeks to 74 per cent or greater; at three months to 57 per cent and six months to 27 per cent
- Increase the proportion of adults (15 + years) eating three or more servings of vegetables per day to 70 per cent or greater
- Increase the proportion of adults eating two or more servings of fruit per day to 62 per cent or greater

The Waikato District Health Board District Strategic Plan 2006 - 2015 identifies the Pacific population as one of four population priorities. Waikato has the third largest Pacific population in New Zealand (after Auckland and Wellington) and it is projected to grow by 25 per cent between 2004 and 2026. Within the Waikato DHB district 42.6 per cent of Pacific people reside in Hamilton and 32.6 per cent in Tokoroa. The Waikato DHB has been identified as one of seven priority DHB's that have a significant Pacific population and has received funding to address the population's obesity issue as part of the Waikato HEHA Project. There is the intent that the Waikato DHB will work alongside the Counties Manukau DHB to explore opportunities to share ideas and investigate opportunities for collaboration.

The Pacific HEHA Plan will align with the following existing strategies:

- "Engaging Pacific Communities in Health" The Waikato DHB Pacific Health and Disability Action Plan
- Ministry of Pacific Health Plan

¹ Ministry of Health. Health Targets. Moving towards healthier futures, 2007/08.

- Waikato DHB Strategic Plan
- Waikato District HEHA Plan

Waikato DHB's Pacific Strategic Plan outlines five strategic directions which are also given cognisance within HEHA through:

- Pacific community development
- Building Pacific health provider capacity
- Pacific workforce development
- Addressing system inequalities
- Service integration

As part of the HEHA strategy planning process the Waikato DHB was required to develop a Ministry Approved Plan (MAP1). The purpose of the MAP1 was to outline the planning framework the Waikato DHB will use to produce phase one of the Waikato District HEHA Plan. The key principles underlying the MAP1 and any resulting initiatives are:

- Intersectoral collaboration
- Engagement at local level with all target groups, communities and agencies
- Implementation of HEHA strategies occurring across the continuum of care, that are evidence based and focus on overcoming health inequalities

MAP1 also outlines:

- how community engagement and collaboration will occur
- a detailed stock take of current activity
- identification of known gaps.

In 2007/2008 the Waikato District HEHA Project's key objectives included:

- completing a full gap analysis for the Waikato district with priority given to working with Māori and Pacific people to identify priorities for the project
- developing the Waikato District HEHA Plan based on the gap analysis findings, with the aim to build on current activities to develop new initiatives targeting priority groups. This will include the Waikato Breastfeeding Promotion Plan which will develop strategies to protect, promote and support breastfeeding for Pacific people.

2.2 Governance of HEHA in the Waikato District

The Waikato DHB is responsible for the leadership and co-ordination of the Waikato District HEHA Project. To fulfil this responsibility the following groups are established:

1. Waikato District HEHA Steering Group
2. Waikato District HEHA Stakeholder Group
3. District Education Group
4. Maori Community Action Reference Group
5. Pacific Community Task Team
6. Breastfeeding Promotion Action Group

A recent development is the establishment of the HEHA district support co-ordinator's position to support the work being done in the schools and early childhood education services. It is likely that a number of the Pacific HEHA plan activities will link with this role.

2.3 Pacific representation for HEHA in the Waikato

Waikato DHB has Pacific representation on the Waikato district HEHA steering and stakeholders groups. Each representative has the responsibility to report on activities and matters relating to Pacific to both the Waikato District HEHA Steering Group through the HEHA project manager, and to the Pacific community.

In addition, there is Pacific representation on the District Education Group and the Breastfeeding Promotion Action Group.

An interim HEHA Pacific Community Task Team (PCTT)² has been established to oversee the development and implementation of the Pacific HEHA Action Plan. The team will report through to the Waikato District HEHA Steering Group and will be advised by the Waikato DHB Pacific Advisory Group. As the implementation progresses, the team will review its membership and recommend any additions to the group to ensure strong representation from the Pacific community to support the implementation of the plan.

² Pacific HEHA Reference Group

3.0 Objectives of the Pacific HEHA Plan

The overall the objectives for this plan are

- To direct specific actions to be undertaken to achieve progress in the HEHA priority area of Pacific peoples
- To focus on 'engaging Pacific communities in health'
- To link specific actions with the Pacific indicators within the Waikato HEHA MAP
- To reduce inequalities

Within MAP1, the initial planning document submitted to the MoH in 2007, the following indicators were identified for the Pacific community and form the objectives for this plan.

Community Development

- Ensure the recognition of the range of Pacific cultural values within HEHA initiatives
- Use Pacific frameworks for health, community development and health promotion
- Report on how local Pacific communities are supported by the Waikato DHB to engage and participate in HEHA planning
- Increase the number of HEHA initiatives that are targeted specifically to Pacific people, their families and their communities
- Reducing inequalities and recognition of the role of socioeconomic status and level of education in health.
- Support the relevant Pacific community workers network and workforce development

Workforce Development

- Support Pacific health provider development and delivery of HEHA initiatives
- Increase the number of Pacific people recruited to train in nutrition and/or physical activity

Data Collection and Monitoring

- Collect and monitor ethnicity data in relation to the proportion of each population group who are overweight or obese
- Collect and analyse ethnicity data for HEHA initiatives to determine access, follow-up and drop-out rates, by ethnicity
- Monitor and report on expenditure on Pacific providers in relation to HEHA activity
- Monitors and report on Pacific health targets.

4.0 Te Tiriti o Waitangi and Health Inequalities

The Waikato DHB, as with the health sector in general, views the Treaty of Waitangi as the founding document of New Zealand and acknowledges the special relationship between Māori and the Crown under the Treaty and the DHB's obligations, as defined in the New Zealand Public Health and Disability Act.

Pacific acknowledges the importance of the Treaty of Waitangi and the relationship of Te Tiriti o Waitangi to Maori as the tangata whenua. Accordingly, the principles of the Treaty of Waitangi provide a foundation for the development and the implementation of the HEHA initiatives.

In accordance with all the DHB's obligations under the New Zealand Public Health and Disability Act and its guiding principles, the Waikato DHB is committed to:

- improving Pacific Health status so that Pacific people in the Waikato DHB district can enjoy the same level of health as non-Pacific.
- reducing health disparities by improving health outcomes for Pacific living within the Waikato district.

The Waikato DHB plans to reduce inequalities and improve health outcomes for Pacific peoples, and engage Pacific communities in the development and planning processes in the HEHA project. This will ensure that the planning and development of services takes into account the diversity of the different ethnic groups encapsulated under 'Pacific' and that the cultural values and beliefs that influence the effectiveness of services are also recognised.

5.0 The Pacific Gap Analysis Recommendations

This section provides a brief summary of preliminary work completed around a gap analysis for HEHA in relation to Pacific people. An analysis of these findings indicates the following recommendations:

- Increase capacity of Pacific Providers to plan, run and evaluate HEHA initiatives
- Establish appropriate relationships with Pacific Islands groups
- Invest in Pacific workforce development
- Develop Pacific specific health promotion initiatives
- Increase Pacific research in HEHA related activity

In addition the gap analysis conducted by Waikato DHB in the 'Engaging Pacific Communities' 2007-10 strategy found the need to:

- Consider the implementation of the LotuMoui³ into Pacific churches to create healthy churches in conjunction with existing work being carried out by Pacific health providers
- Focus on families with children who are frequently admitted to hospital
- Advocate, role model healthier behaviour within cultural traditions
- Target schools, punanga, aoga amata with high proportions of Pacific children to support HEHA activities within the education setting eg Project Energize, Health Promoting Schools.
- Engage primary health organisations and midwives to improve access and cultural appropriateness of maternity services including promoting and supporting breastfeeding. This will include linking to the Waikato Breastfeeding Action Group to support the implementation of the breastfeeding plan.
- Support the development of management strategies to address obesity, including health eating guidelines for Pacific fono.

The PCTT will facilitate the completion of a full gap analysis including an assessment of current initiatives in order to:

- support enhance and sustain appropriate strategies which currently exist for Pacific communities
- support the development of strategies to address Pacific peoples' health.

This work may include the submission of applications to the National HEHA Evaluation Fund.

³ Counties Manukau District Health Board Pacific Health Service Plan 2005/2006

PACIFIC HEHA PLAN - OBJECTIVES AND ACTIONS

The objectives of this Pacific HEHA Plan are written to align with Waikato DHB strategic directions and the results of the preliminary GAP analysis as outlined above Sections 2.1 and 5.0 above.

The plan has been divided according to indicators that align with both the MoH Pacific Health and Disability Action Plan 2002 and the MoH Healthy Healthy Eating - Healthy Action (Oranga Kai – Oranga Pumau) Implementation Plan 2004 - 2010

- Cultural responsiveness
- Reducing inequalities
- Workforce development
- Pacific provider development
- Community development

1. Culturally Responsive – to recognise the range of Pacific cultural values within the HEHA initiative					
OBJECTIVE	ACTION	MEASURE	TIME	Responsible	Resources
Pacific is represented at all levels of the HEHA project	<ul style="list-style-type: none"> ▪ Confirm Pacific representation on the Waikato District HEHA Steering Group and develop a communication process to disseminate information back to the Pacific community ▪ Establish a Pacific HEHA Reference Group in the Waikato who will report to HEHA Steering Group and support the implementation of the Pacific Community Obesity Action project 	<ul style="list-style-type: none"> ▪ Pacific representation on the governance of the Waikato District HEHA Project with a process agreed to ensure the dissemination of information back to the Pacific communities ▪ Pacific HEHA Reference Group in place 	March 2008	HEHA Project Manager	Time

Pacific HEHA Community Action Framework in place	<ul style="list-style-type: none"> Explore options to establish an appropriate HEHA framework that meets the needs of the community 	<ul style="list-style-type: none"> Framework identified and implemented 	Ongoing from June 2008	Community Task Team	HEHA funding
The HEHA project is culturally responsive in its communication with the Pacific community	<ul style="list-style-type: none"> Development of a specific Pacific HEHA communication plan which aligns with the overall Waikato District HEHA Communication Plan Establish and implement good communication strategies to ensure information/fono outcomes are communicated back to the Pacific communities Development and dissemination of a HEHA resource package that is responsive to Pacific community and aligns with the goals and objectives within the Pacific HEHA Plan 	<ul style="list-style-type: none"> Pacific HEHA Communication Plan developed Pacific component integrated into the Waikato District HEHA Communication Plan Waikato Pacific communities fully informed around HEHA project activities Resource package developed and distributed 	June 2008 / ongoing	Community Task Team Waikato DHB Communications Consultant HEHA Steering Group Contracted support	Time Administration support HSC support

2. Reducing Health Inequalities - to focus on reducing inequalities and recognition of the role of socioeconomic status and level of education in health					
OBJECTIVE	ACTION	MEASURE	TIME	Responsible	Resources
To monitor the Waikato HEHA District Plan's contribution to reducing health inequalities for Pacific	<ul style="list-style-type: none"> HEHA Pacific health performance is monitored and evaluated to track reducing health inequalities in recognition of the role of socioeconomic and level of education in health for Pacific Key Performance Indicators (KPI's) established for the Pacific Community Action Project 	<ul style="list-style-type: none"> HEHA evaluation and monitoring systems reports track and evidence an improving trend in reducing health inequalities/ Pacific health gain KPI's identified and monitored Quarterly reports provided to the Waikato HEHA Steering Group 	June 2008/ ongoing	Community Task Team Pacific Manager	Administration Support

An ethnicity data collection process is in place for key HEHA initiatives	<ul style="list-style-type: none"> Establish data collection process Analyse data to determine access rates to the services/initiatives by Pacific 	<ul style="list-style-type: none"> Access and drop out rates by ethnicity Pacific participation is evidenced 	June 2008/ongoing	Community Task Team Pacific Manager	Administration Support Contracted Support
HEHA research evidences a reducing health inequalities approach	<ul style="list-style-type: none"> Review current levels of research in physical activity and nutrition strategies targeting Pacific and using a reducing health inequalities approach Support research proposal funding applications from Pacific health providers Support applications to the National HEHA Evaluation Fund 	<ul style="list-style-type: none"> Research that relates to HEHA is evidence based and provides comparative ethnic data to track reducing inequalities Narrative report on research reports evidence findings by ethnicity and deprivation Number of successful applications 	September 2008	Pacific Manager	Contracted support
The Health Equity Assessment Tool (HEAT) is applied to all HEHA initiatives for Pacific	<ul style="list-style-type: none"> Establish a process to apply the HEAT tool to all funding applications 	<ul style="list-style-type: none"> Process developed and implemented Report any corrective action taken as a result of the application of HEAT 	Current	Pacific Manager Community Task Team	Administration support

3. Pacific Workforce Development – to build Pacific health workforce capacity in relation to the development and implementation of HEHA.

OBJECTIVE	ACTION	MEASURE	TIME	Responsible	Resources
To determine the training and educational needs of Pacific in relation to nutrition and physical activity <i>(NB consider the opportunity to</i>	<ul style="list-style-type: none"> Stocktake of training and education needs for Pacific associated with HEHA is completed for both Pacific and mainstream providers Stocktake of all existing programmes is completed Work with education providers to develop new programmes if 	<ul style="list-style-type: none"> Stocktake of training and education needs completed Stocktake of existing programmes completed New programmes developed as required Training plan for Pacific in place 	September 2008 February 2009	HEHA Project Manager Community Task Team	Contracted support

<i>collaborate with Maori)</i>	<ul style="list-style-type: none"> required ▪ Develop a nutrition and physical activity training plan for Pacific ▪ Investigate scholarship options 				
Develop a mentoring programme for Pacific health provider staff	<ul style="list-style-type: none"> ▪ Investigate ways to support existing staff working on HEHA related initiatives 	<ul style="list-style-type: none"> ▪ Mentoring support offered to the Pacific workforce 	June 2009	HEHA Project Manager Community Task Team	Contracted support
Promote access to training and education	<ul style="list-style-type: none"> ▪ Facilitation of access to training/ education required 	<ul style="list-style-type: none"> ▪ Report on numbers of Pacific people enrolled in training specific to HEHA implementation 	Annual	Community Task Team	Administration support

4. Pacific Provider Development – Pacific provider development and delivery of HEHA initiatives					
OBJECTIVE	ACTION	MEASURE	TIME	Responsible	Resources
Contracted providers understand the link between their various initiatives and HEHA	<ul style="list-style-type: none"> ▪ Stocktake of contracts that relate to HEHA (well child/ tamariki ora/ healthy eating/healthy action) ▪ Providers informed about and participate in the roll out of HEHA ▪ Opportunities for collaborative service delivery and solutions relating to HEHA identified 	<ul style="list-style-type: none"> ▪ Stocktake of services that relate to HEHA completed ▪ Provider participation in HEHA evidenced ▪ Integrated service support the implementation of HEHA in place ▪ Evidence of joint ventures/ work reported 	June 2008	Pacific Manager Community Task Team	Administration support
Building Pacific provider capacity	<ul style="list-style-type: none"> ▪ Pacific providers encouraged to apply for funding around HEHA initiatives as appropriate ▪ Support Pacific providers to 	<ul style="list-style-type: none"> ▪ Number of funding applications approved for Pacific providers 	July 2008/ ongoing	Pacific Manager Community Task Team	Administration support HSC Support

	develop funding proposals				
Pacific providers have a nutrition and/or physical activity workforce development plan in place	<ul style="list-style-type: none"> ▪ Include Pacific providers in the overall HEHA workforce development needs analysis and training plan development for Pacific ▪ Support Pacific providers to develop funding proposals 	<ul style="list-style-type: none"> ▪ Number of Pacific provider staff participating in education/training programmes 	September 2008	Pacific Manager	Contracted support

5. Community Development – build capacity to lead community based initiatives					
OBJECTIVE	ACTION	MEASURE	TIME	Responsible	Resources
The Pacific community actions around healthy food environments are strengthened	<ul style="list-style-type: none"> ▪ Identify Pacific community leaders to lead community action in the area of healthy food environments including the promotion of physical activity ▪ Establish processes to allocate grants (including seeding grants) to most effectively progress Pacific community actions and projects ▪ Develop mechanism for Pacific communities to identify issues and barriers related to food, and nutrition and to identify solutions for these. ▪ Support the communities to develop funding proposals for community actions and projects 	<ul style="list-style-type: none"> ▪ Pacific community leaders recruited ▪ Grants process in place ▪ Number of proposals approved 	June 2008 Quarterly reports	Community Task Team HEHA Project Manager	Time HSC Support
Pacific providers, churches and community groups	<ul style="list-style-type: none"> ▪ Develop nutrition and physical activity guidelines for day-to-day and special events 	<ul style="list-style-type: none"> ▪ Number of Pacific providers, churches and community groups with a nutrition and physical activity policy in place 	December 2008	Community Task Team	Time Communications Budget

role model the key HEHA messages					
Healthy churches programme in place	<ul style="list-style-type: none"> ▪ Assess the Lotu Moui programme as basis for similar programme for the Waikato district ▪ Develop and implement a healthy churches programme 	<ul style="list-style-type: none"> ▪ Lotu Moui assessed and a report and recommendations completed ▪ Healthy churches programme developed and implemented 	<p>June 2009</p> <p>June 2010</p>	Pacific Manager Community Task Team	Contracted Support

RISK MANAGEMENT

A number of risks have been identified which are associated with the Pacific HEHA Project. These risks sit outside the current MAP, and have been identified in the Risk Management Plan provided below:

Theme	Risk	Mitigation of Risks	Work required	By whom	When
Pacific Project Leadership There is a need for a Pacific person to implement the Pacific HEHA Plan	There is currently no one employed by the Waikato DHB to take a leadership role in implementing this plan	<ul style="list-style-type: none"> Identify an interim option to move this project forward 	<ul style="list-style-type: none"> Discuss internally with Waikato DHB Change Manager 	HEHA Project Manager	April 2008
Cultural safety Pacific cultural advice needs to be provided to the HEHA Project	Waikato DHB Pacific manager position is currently vacant	<ul style="list-style-type: none"> Identify an interim option for accessing advice until an appointment is made 	<ul style="list-style-type: none"> Discuss internally with Waikato DHB Change Manager 	HEHA Project Manager	April 2008
Evaluation There is a need to maintain a pathway of evidence based initiatives upon which to base current and future directions	Its not clear what lessons have been learnt from previous projects as identified in MAP1 i.e. what worked, what hasn't worked for Pacific	<ul style="list-style-type: none"> Seek completed evaluations for past initiatives. Ensure culturally appropriate, and reducing inequalities approach is used in the evaluation of future HEHA initiatives 	<ul style="list-style-type: none"> Approach organisations who have listed projects in MAP1 for completed evaluation reports, if available Advocate and support robust evaluation based on cultural needs and a commitment to reduce health inequalities National HEHA Evaluation Fund. 	HEHA Project Manager	June 2008
Communication To ensure all Pacific stakeholders are informed of HEHA activity	HEHA is a large project with many stakeholders. A clear and co-ordinated communication process with Pacific	<ul style="list-style-type: none"> Develop a communications plan that includes all stakeholders E.g. schools, Boards of Trustees, churches, 	<ul style="list-style-type: none"> Communication plan developed and implemented Increased administrative support to the Pacific component of HEHA 	HEHA Project Manager, Community Task Team, Waikato DHB Communication	June 2008

	stakeholders is paramount	Pacific communities and health providers		Consultant	
Maximising HEHA outputs to Pacific Current capacity available to Pacific component of HEHA is limited	Given the project size, associated complexities and current resources there is the risk of not achieving objectives for Pacific of HEHA	<ul style="list-style-type: none"> Develop a plan that prioritises key objectives of the HEHA strategy to maximise Pacific results and allocate resources accordingly 	<ul style="list-style-type: none"> Work with the Pacific HEHA Reference Group and Pacific providers to identify priorities 	HEHA Project Manger	June 2008