REPORT TO THE COMMUNITY & PUBLIC HEALTH ADVISORY COMMITTEE

AUGUST 2009

TITLE: Healthy Eating Healthy Action

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PURPOSE:
1. Progress reports on projects and initiatives
2. Development of relevant policy and strategy
3. DHB and national policy and strategy
4. Monitoring of performance against accountability targets
5. General Business

BACKGROUND:
The Ministry of Health launched the Healthy Eating Healthy (HEHA) Action Strategy in 2003, to address three of the thirteen health objectives identified in The New Zealand Health Strategy (2000). The goals of HEHA are to improve nutrition, increase physical activity, and reduce obesity.
- The current HEHA implementation plan is valid until 2010.

REPORT DETAIL / UPDATE (this report covers the previous quarter):

NATIONAL

1) Feeding our Futures
   Funding for Feeding our Futures has been discontinued from 1 July 2009. In the previous round of community partnership funds Public Health South and Te Oraunui Inc Society were successful in gaining funding.

2) Mission on
   Funding for Mission-On has been discontinued from 1 July 2009. The new Government is working on a physical activity initiative for school-aged children, as per their Election promise. Details of this initiative are yet to be confirmed and announced.

3) HEHA Network
   The HEHA Network has launched its new website www.heha.org.nz. The website provides knowledge, resources and news about what is happening across the entire range of topics related to promoting the HEHA strategy in New Zealand. It also includes a micro site where HEHA Managers can communicate and share ideas.

4) Breastfeeding Seminar Series
   With the support of the HEHA Network and with the guidance of the National Breastfeeding Advisory Committee, a seminar series of three was developed and presented utilising videoconference facilities through the last quarter. This series provided HEHA Managers the opportunity to bring together individuals from their community interested in breastfeeding promotion for Maori and Pacific peoples to hear from experts and from their peers what works in New Zealand.

5) National Breastfeeding Promotion Campaign – phase two
   The National Breastfeeding Campaign continues to work towards a vision of New Zealand valuing, protecting, promoting and supporting breastfeeding by all society. Phase one of the campaign focused on encouraging friends and
families/whānau of breastfeeding mums to support them to continue breastfeeding. The campaign is now entering a new phase in which the focus will be extended to include encouraging support of mothers to breastfeed in a range of community settings – including healthcare settings, hospitality and retail.

The settings in phase two that will be a particular focus will be:
- health services, such as GP surgeries, community health centres, hospitals
- hospitality venues, such as cafes and restaurants
- retail settings, such as supermarkets and shopping malls.

Activity in these settings will seek to promote and support breastfeeding.

6) **DHB Obesity Prevention Support Service**

The Health Sponsorship Council is involved in developing coordinated obesity prevention themes and messages which can be delivered through local stakeholders. The themes are currently being developed and support materials will be provided to each DHB as the themes are announced.

**REGIONAL**

1) **HEHA Māori Community Action Project**

This project is being contracted out in both Southland and Otago to a community organisation to coordinate. The process of receiving Expressions of interest and Request For Proposals was followed. This resulted in organisations being selected in both Southland and Otago to undertake the coordination of the project. Both organisations have been contracted and have begun in this role.

2) **Planning**

The Southland and Otago HEHA teams met to do some regional planning for the 2009/2010 year.

**Otago**

1) Planning for Phase Two of the South Dunedin Project is underway, with the July-planned event having been postponed to the September school holidays to allow for more time to promote the event. The aim of this phase is to focus on nutrition by promoting healthy breakfasts in a high needs population.

2) The HEHA communications officer, employed in May, is currently drafting up a HEHA Communications Plan for 2009-2010. An audit of HEHA communications was carried out with Otago HEHA stakeholders which forms the basis for the Communications Plan.

3) Implementation of the Otago DHB Nutrition and Physical Activity policy continues. Fitness classes for staff are being set up and will be available at both the Dunedin and Wakari Hospital sites, and HEHA information pages have been made available on the staff intranet. Lunchtime lectures for staff will be held monthly and start late August to provide practical nutrition and physical activity information to staff.

4) Twenty of Otago’s breastfeeding workforce have been awarded Professional Development funding to attend breastfeeding workshops, conferences and sit the IBLCE lactation consultant exams.

5) La Leche League’s Peer Counsellor Administrator training programme has been booked for Dunedin in September, with six women confirmed and recruitment continuing in North and South Otago to recruit two more women to take part.

6) A Health & Wellbeing seminar series was run in collaboration with Heart Foundation, Otago Uni College of Ed, Public Health South, Ministry of Ed, six new registrations for Healthy Heart Award were received from this.

7) School Canteen Managers meetings continue despite the withdrawal of the National Administration Guideline (NAG)-5 to only provide healthy food options in schools. Two more meetings are planned for September.
1) The inaugural round of the HEHA Community Grants and the HEHA Breastfeeding grants were reviewed by a selection panel and disseminated in June. 9 HEHA Community Grants were rewarded to a total of $34,000 and 12 HEHA Breastfeeding Grants were rewarded to a total of $18,000.

2) HEHA Manager sits on the Regional Transport committee as the Public Health Representative, the committee sat to hear the submissions on the draft Regional Land Transport Programme in June.

3) SDHB along with Heart Foundation offered secondary school canteens the opportunity to take part in a loyalty card promotion. 8 schools are taking part, and have received stickers to indicate healthy food choice, loyalty cards, a HEHA stamp, promotional poster and prizes. The aim of the project is to get student making the healthy choice, once 5 healthy choices have been made they will go in the draw to win 1 of 10 weekly prizes.

4) HEHA was asked to be involved in the development of the Invercargill City Council new Walking and Cycling strategy they are developing.

5) HEHA have contracted Sport Southland for an Active Movement role beginning 1 September 2009, which is about physical activity for 0-5 year olds.

6) SDHB's Internal working group: HEHA provided funding to Queenstown Lakes for cycle racks, also provided funding for staff member to attend Pilates training and they are going to deliver classes for staff. Internal group set priorities for the coming year which include staff vege gardens and training, weekly healthy recipes, staff room healthy food guides etc.

7) HEHA as part of Southland Breastfeeding Advocacy Group is in the process of seeking funding to re-establish a 0.5 FTE community Lactation Consultant position that was previously funded by Plunket volunteer funds, currently we are planning a consultation meeting with all stakeholders and collating all available statistical data.

8) HEHA as part of Southland Breastfeeding Advocacy Group jointly funded (with Public Health South) an Infant Formula Retailer Audit which audited all (approx 60) Southland retailers to ensure they were adhering to the NZ interpretation of the WHO code for the marketing of infant formula. The audit was conducted twice with a 6 month gap between. After phase 1 information was sent to all retailers about the code no breaches were noted, there was however a report sent to the NZ food safety authority (NZFSA) as a resource being supplied to the public by a pharmacy contained inappropriate advice to the public. Phase 2 also showed up no breaches to the code which is pleasing. What the audit did show up was the heavy advertising of follow on (Over 6 months) formula and toddler milks which is allowable under the NZ interpretation of the code but undermines breastfeeding. The current “Infant Formula Regulation of Infant Formula Consultation Paper” currently being conducted by the Food Regulation Standing Committee provides a timely opportunity to encourage tighter regulation of advertising on follow on formula and toddler milk.

9) HEHA funded participants to attend the Te Hotu Manawa Maori Nutrition and Physical Activity Course, through the HEHA Maori Community Action Project, 18 people attended.

10) Media/Communications
   - Nutrition Fund – Article in Southland Times on picnic tables funded in June.
   - World Breastfeeding week – Page in Southland Express on Breastfeeding in an emergency, Breastfeeding Friendly Workplaces and Southland Breastfeeding Advocacy Group in July. Page in Invercargill Eye on Breastfeeding in an emergency which was the theme of World Breastfeeding Week in July.
   - NZ Adult Nutriton Survey – Article and photo in Southland Times in July
   - Maori Nutrition and Physical Activity Course – Article and photo in Southland Times in July.
   - HEHA a year on – Interview on Cue TV in July.