

Background to HEHA



Healthy Eating – Healthy Action: Oranga Kai – Oranga Pumau (HEHA) is the Ministry of Health’s strategic approach to improving nutrition, increasing physical activity and achieving healthy weight for all New Zealanders. Improving nutrition, increasing physical activity, and reducing obesity are three of the thirteen health priorities identified in the New Zealand Health Strategy.

Why is HEHA important?

Obesity is considered a major risk factor for many chronic, debilitating and life threatening diseases. The cause of this growing trend is largely due to a changing social and physical environment in which people are consuming excess energy through drink and food and not expending adequate energy through physical activity.

There is a strong association between socioeconomic deprivation and obesity. This results in greater prevalence of chronic and debilitating disease amongst Maori and Pacific people such as type 2 diabetes and cardiovascular disease.

HEHA Implementation Plan 2004-2010

The *Healthy Eating-Healthy Action: Oranga Kai – Oranga Pumau Implementation Plan 2004-2010* (Ministry of Health, 2004) provides detailed specific actions that will operationalise the goals of the Healthy Eating-Healthy Action Strategy launched in 2003. It also forms the basis purchasing decisions made by the Ministry of Health.

The overall vision is:-

VISION

An environment and society where individuals, families and whanau and communities are supported to eat well, live physically active lives, and attain and maintain a healthy body weight

Overlaying the vision are the principles of the Treaty of Waitangi and the Reducing Inequalities framework.

The three overarching goals of the Strategy are priority population health objectives of the New Zealand Health Strategy (2000), namely:-

- Goal 1 – Improve nutrition
- Goal 2 – Increase physical activity
- Goal 3 – Reduce obesity

Approaches for action to meet these goals relates to seven objectives. These relate to the five strategies contained within the Ottawa Charter and also two additional objectives of monitoring, research and evaluation, and communication.

- Objective 1: Build healthy public policy
- Objective 2: Create supportive environments
- Objective 3: Strengthen community action
- Objective 4: Develop personal skills (includes the wider workforce involved in promoting nutrition and physical activity including industry and the education sector)
- Objective 5: Reorient services and programmes
- Objective 6: Monitoring, research and evaluation
- Objective 7: Communication

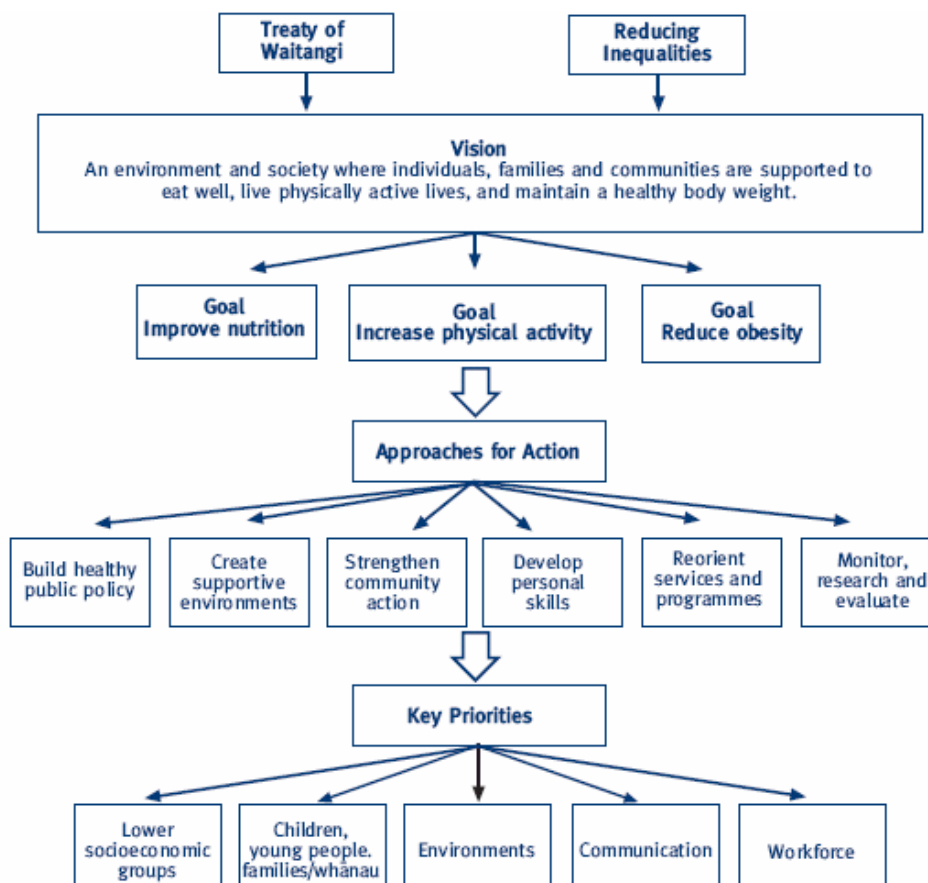
Identified priority areas within the strategy are:-

- ✦ Lower socioeconomic groups
- ✦ Children, young people, families/whanau
- ✦ Environments
- ✦ Communication
- ✦ Workforce

Overall key messages of the strategy are:-

- ✦ eat a variety of nutritious foods
- ✦ eat less fatty, salty, 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 lifestyles

Figure 1: The Healthy Action – Healthy Eating Framework¹



A range of strategies and campaigns support the HEHA Strategy:-

- Push Play
- Mission On
- Feeding our Futures social marketing campaign

¹ Ministry of Health. 2004. *Healthy Eating – Healthy Action: Oranga Kai – Oranga Pumau Implementation Plan: 2004-2010*. Wellington: Ministry of Health.

Background to Mission On



Mission-On is an interagency campaign, co-ordinated by SPARC in partnership with the Ministry of Health and the Ministry of Education, and with support from the Ministry of Youth Development.

Mission-On has a package of ten initiatives aimed at improving the lifestyles of young New Zealanders by improving their nutrition and getting them more involved in physical activity. These are currently in various stages of implementation. The initiatives aim to grab young people's attention through high profile, fun activities and technology that 'pushes their buttons'.

- Initiative 1 - Improving nutrition within the school and early childhood environments
- Initiative 2 - Student health promotion
- Initiative 3 - 'Lifestyle' ambassadors
- Initiative 4 - Youth-branded websites
- Initiative 5 - Government 'walking the talk'
- Initiative 6 - Television and computer-free time
- Initiative 7 - Controlling advertising
- Initiative 8 - Using television and radio to encourage change
- Initiative 9 - Health Impact Assessments
- Initiative 10 - Expanding the Green Prescription programme

An important activity within HEHA is implementation of the Food & Nutrition Guidelines and the Food and Beverage Classification System into education settings, and this relates to Initiative 1.

Background to Push Play



Push Play supports the Healthy Eating Healthy Action strategy. It is a nationwide campaign undertaken by SPARC to get more New Zealanders more active, more often. It is based on the fact that even small amounts of activity are good for your health. Thirty minutes or more of activity each day is recommended, the more active the better.

Background to Feeding our Futures



Feeding our Futures is a complementary campaign as part of the Healthy Eating-Healthy Action (HEHA) strategy.

Feeding our Futures seeks to help New Zealand parents establish good eating practices for children that will support them in achieving healthy diets as they grow. The programme offers tips and advice for parents that can be carried out regularly at home, and are consistent with the nutrition guidelines and practices being promoted in schools across the country. Current tips are:-

Eat Together As A Family As Often As You Can

Coming together to share a meal as a family is a great thing for your child and the whole whanau. When children sit down to eat with their family, sharing home-cooked food, they are more likely to eat healthier food, like vegetables. Encourage children to sit down with you to share a meal (and make sure you turn the TV off!). You will see that they are eating healthily, plus you and the rest of the family will be able to show good eating practices. Plus the whole family will benefit from spending time together, talking and sharing stories.

Tips on eating together as a family:

- Set a time when you'll be eating together and let the family know in advance.
- Plan ahead so that you have all the things you need to make a meal.
- Turn the TV off to keep the focus on the family.
- Try to eat together most nights with everyone who's home.
- Get Kids involved In the kitchen

The best way for kids to learn about food, understand what's healthy for them, and learn how to make a simple meal is for you to show them. Teaching your children about food helps them learn new skills and teaches them about different foods. What's more, when kids help make a meal they are more likely to try the foods they helped to prepare, so there's less risk of them wasting or rejecting new healthy foods.

Tips on getting your child involved in making a meal:

- Start them off with the easy tasks like washing vegetables and getting food out for the meal.
- Choose a time when it's easier for you to show them, like at the weekend.
- Get them involved in choosing the meal they'll be preparing.
- Be prepared to spend more time helping your child as they learn.

Make Water or Milk the First Choice for Your Children, Kids Don't Need Sweet Drinks.

Most kids like sweet drinks, but water and milk are best for their growing bodies. Sugary drinks (such as full-sugar fizzy drinks, powdered drinks and cordials) can contribute to overweight and obesity in children, which is just one of the reasons why water and milk are best. Water is freely available on tap, has no added sugar and is great for quenching your thirst. Milk is another great choice, as it's good for building strong bones and teeth and is rich in nutrients. Whole milk is recommended for infants and toddlers under the age of 2 years but after that children can drink reduced-fat milk. Non-flavoured milk is best as it has no added sugar.

Tips on getting children to drink more water and milk:

- Offer water, not sweet drinks, with meals.
- Put a jug of water on the table for the whole family to share.
- Keep a jug of cool water in the fridge.
- Serve milk after or between meals.