



# Evidence & Action

Photo courtesy of Sport New Zealand

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## Sport New Zealand's Physical Literacy Approach



Jo Colin

Sport New Zealand's (Sport NZ) vision is to enrich lives and inspire a nation through physical activity and sport. We aim to be the world's most successful sporting nation, through the development and support of a world leading community sport system. To be world-leading in community sport we will be participant-focused, system-led and performance-driven.

To bring this participant-focused philosophy to life we are taking a physical literacy approach.

The Sport NZ Physical Literacy Approach takes a holistic view of the participant that considers their physical, social and emotional, cognitive, and spiritual needs. By understanding that these dimensions influence the needs of every participant, within their specific environments, we can provide physical activity and sport experiences that inspire ongoing participation.

We want to ensure that our partners and providers, government agencies, and all who provide and support physical activity and sport opportunities, have a shared understanding of this holistic needs approach and consider how it can add value to the physical activity and sport opportunities they provide.

### What is physical literacy?

Physical literacy is "the motivation, confidence, physical competence, knowledge and understanding required by participants that allows them to value and take responsibility for engaging in physical activity and sport for life"<sup>1</sup>.

Sport NZ's Physical Literacy Approach is

relevant across all ages, recognising and responding to the needs of a participant as they change throughout life. Babies, children, young people, adults and seniors can all be participating in physical activity and sport in a variety of ways and in a variety of places. Their needs will vary and this document provides a starting point for considering these needs.

### Sport New Zealand's vision for physical literacy

Sport NZ's vision for physical literacy is that our partners and providers, government agencies, and all who provide and support physical activity and sport opportunities, see the value of this approach and embed it into their way of working. Adoption of this approach will result in the provision and support of quality experiences, consistent throughout New Zealand, that lead to participation in physical activity and sport for life.

*We believe that understanding and embracing a physical literacy approach will lead to more people being active throughout their lives, regardless of age, gender, ability, socio-economic group or culture.*

### How will we bring this vision to life?

We will engage with our partners and providers to discuss physical literacy and the implications of adopting this approach. We will also provide them with tools, training, resources, practical examples and access to support networks that will explore the application of the approach. We will lead consistency across the community sector through facilitating, sharing and investing in good practice that develops and enhances physical literacy. We will also identify and develop partnerships and initiatives with agencies that utilise a similar

holistic approach, such as Sir Mason Durie's Te Whare Tapa Whā model, in their ways of working.

**Jo Colin**  
Young People Lead, Sport New Zealand

[www.sportnz.org.nz](http://www.sportnz.org.nz)

Reference: 1. Whitehead, M.E. (2013b). Definition of physical literacy and clarification of related issues. ICSSPE Bulletin – Journal of Sport Science and Physical Education, 65: 59.34.

## ANA Regional Forums: The Latest



**ANA has three regional nutrition and physical activity forums coming up and there is still time to register:**

- 📍 **Hamilton** – Tuesday 17 May
- 📍 **Palmerston North** – Thursday 26 May
- 📍 **Whangarei** – Friday 17 June

The forums are networking and professional development opportunities for people working in public health nutrition and physical activity. ANA works with representatives from the workforce in each region to plan a unique programme of presentations and workshops. At each forum we aim for a mix of nutrition, physical activity, national and local topics.

**The forums are free to attend, but places are limited and you must register to attend.**

The national issues being covered at each of the 2016 forums include:

- 📍 Sport New Zealand presenting on their **Physical Literacy Approach**,
- 📍 the Health Promotion Agency introducing us to the **Health Star Rating** front of pack labelling, and
- 📍 the Ministry of Health on the new national **Eating and Activity Guidelines for New Zealand adults**.

Here is a look at some of the other sessions being planned, check the ANA website for updates as planning progresses:

### Hamilton

- 📍 Childhood obesity strategy
- 📍 Moving the Māori nation
- 📍 Report from the Vancouver international obesity conference
- 📍 Weight gain in pregnancy, and maternal nutrition
- 📍 Traditional Māori games for children

### Palmerston North

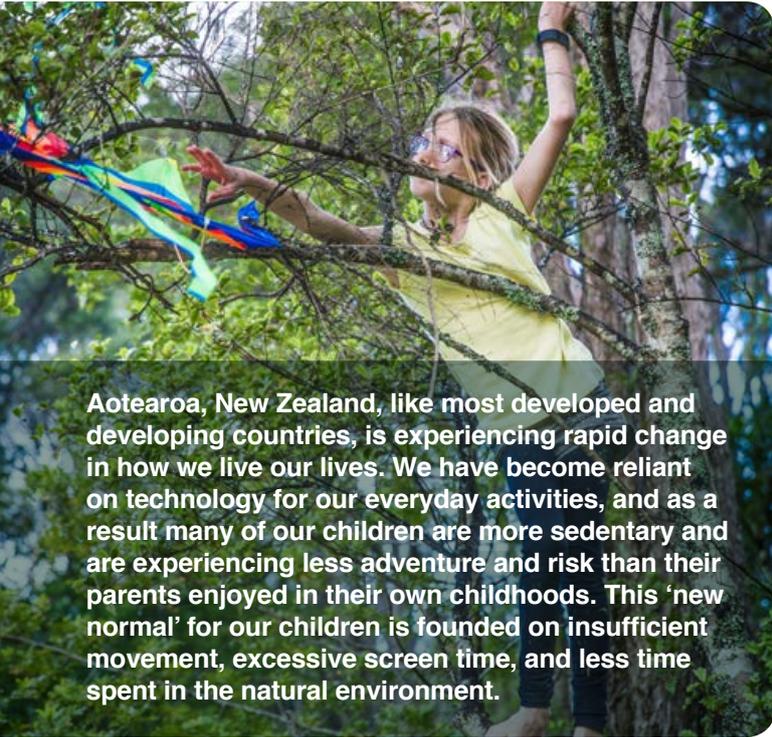
- 📍 A kaupapa Māori approach to nutrition and physical activity with Paora Te Hurihanganui, from Te Papa Takaro o te Arawa, Rotorua
- 📍 Developing a workforce who can deliver within a Māori context
- 📍 Food security workshop with Geoff Kira
- 📍 Perceptions of safety and the impact this can have on levels of physical activity

### Whangarei

- 📍 Quick fire sharing opportunities for local initiatives
- 📍 Our water our future
- 📍 Social media and health promotion
- 📍 Concurrent workshops – around creating change, for example working with council, nutrition on a budget.

Visit the **ANA website** to register for a forum, download programmes and read more about the speakers and their presentations.

# State of Play in Aotearoa: An Overview



Aotearoa, New Zealand, like most developed and developing countries, is experiencing rapid change in how we live our lives. We have become reliant on technology for our everyday activities, and as a result many of our children are more sedentary and are experiencing less adventure and risk than their parents enjoyed in their own childhoods. This 'new normal' for our children is founded on insufficient movement, excessive screen time, and less time spent in the natural environment.

In recent years, several overseas agencies have called for a return to a 'real play' culture that allows children the freedom to play creatively on their own terms, balancing exposure to risk with the potential developmental benefits. Real play has been described in the literature as any play that involves risky play (play involving rough-and-tumble, speed, heights, natural elements, adult tools, or independent exploration) and object play (play that uses loose parts or repurposed objects to construct, move, or interact with others). Real play is associated with a range of positive physical and mental health outcomes, including increases in physical activity, social skills, resilience, executive function, creativity, risk management skills, and a decrease in anxiety.

Despite the prospective benefits of promoting real play in children, we know very little about the real play perceptions and practices in NZ families. This information is essential if we are to map a way forward, building real play back into the lives of kiwi kids. As a consequence, AUT University's Human Potential Centre, in partnership with Persil, conducted the first nationwide survey of real play perceptions and practices in over 2,000 NZ parents. We believe that the 'State of Play' dataset will enable us to determine where the greatest areas of concern lie, and how we might best engage with parents to adopt real play philosophies in their daily lives.

We learned that there is a common perception among NZ parents that some risk in play is good for children's development, and that NZ children are generally overprotected. While it is clear that most NZ parents recognise the potential developmental benefits of real play, the majority of children do not often participate in a wide range of real play activities; in fact, a reasonable proportion do not engage in real play at all. One potential barrier is the surprisingly low number of children who are

regularly allowed to play outside in the rain (14.8%). Clearly, translating generally positive parental perceptions about real play into action is the next challenge we face.

In addition, less than half of kiwi kids aged 8-12 years are allowed to travel alone in their neighbourhood, with only around 5% doing so often. This is despite a common belief among parents that allowing children to go out alone in their neighbourhood would be positive for their development. Key reasons identified by parents are the likelihood of road accidents and of encountering ill-intentioned adults. These perceptions of risk are much greater than the actual risks for reasons that are quite understandable: children are the most important thing in parents' lives and they are therefore naturally cautious when it comes to calculating odds of injuries or incidents. Nonetheless, when the perceived risks become elevated well beyond reality, opportunities that would otherwise be beneficial to children's development disappear. Other findings relating to real play perceptions and practices, screen time, independent mobility, parental tolerance of risk, and sociodemographic variation are presented in the State of Play Executive Report located on the [Persil NZ website](#).



To conclude, it is clear that children are naturally drawn to real play, especially to the thrill and excitement of risky play, and this approach may prove more effective at engaging children and parents than traditional health promotion messages centred on physical activity, sport, and exercise. The time to act is now - the current generation of New Zealand parents is likely to be the last to have experienced a 'free-range' independently mobile childhood, and so may be the last to be amenable to initiatives that promote independence and managed risk in their own children.

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# SPORT HAWKE'S BAY GREEN PRESCRIPTION MATERNAL PROGRAMME



Teen Parent Unit netball tournament

In October 2013 the Hawke's Bay District Health Board (HBDHB) contracted Sport Hawke's Bay to implement a specialised antenatal programme based on the fundamentals of the Green Prescription (GRx) initiative. The Green Prescription Maternal (MGRx) programme provides group and one-on-one education, support and activities tailored to meet the needs of women pre, during and post pregnancy in a variety of community-based settings. The programme is facilitated to provide supportive healthy lifestyle approaches around pregnancy for Māori, Pacific and in particular young mothers to set goals for lifestyle change and improve physical activity.

The MGRx programme arose from the concerns of health professionals about the health status of inactive women during and after pregnancy in New Zealand. There is increased importance placed on the family environment in changing behaviour and supporting lifestyle changes to increase physical activity and improved nutrition.

Participants are referred to the programme through lead maternity carers (LMC) or via primary health care professionals who feel client's (and baby's) health would benefit from increased physical activity or nutritional advice. The programme links with the Dietitians' Unit at Hawke's Bay DHB, breastfeeding support services and healthy first foods initiation.

Sport Hawke's Bay has a 1.0 FTE programme coordinator who coordinates and facilitates the delivery of this programme. The programme has both a community-based approach as well as working with Teen Parent Units (TPU's). The community-based clients receive home visits which are focused on relationship building, discussing current lifestyle, concerns and priorities and working together to establish goals around physical activity and nutrition. Weekly group activity sessions are also available and include walking groups, exercise tasters, swimming, mums and babies swimming and linkages to facilities where suitable.

In 2015 the programme expanded into TPU's at William Colenso High School and Flaxmere College. With the support of both schools, the programme coordinator focussed on improving levels of physical activity and healthy lifestyle

choices. The programme coordinator introduced sport specific skills (netball) with the end goal of competing in the lower North Island Teen Parent Tournament. This competition allowed opportunities for interaction between both groups which added a competitive edge and a focus on enjoyment and social participation regardless of the skills.

With the support of the Māori strategy team at Sport Hawke's Bay, the TPU's were given the opportunity to experience waka-ama at Pandora Pond in Ahuriri. The programme coordinator combined both groups and the sessions were run over two afternoons with feedback from both the participants and teachers being extremely positive.



Waka-ama at Pandora Pond

*"I don't believe the students undertook any exercise prior to involvement with Sport Hawke's Bay. However, they are more motivated now and as a group meet outside school hours due fully to the input of Vanessa [programme coordinator]"*  
Flaxmere Teen Parent Unit.

The past two years has demonstrated the ability of Sport Hawke's Bay to successfully deliver the Maternal GRx programme to Māori, Pacific and young women. The relationship with the TPU's has been a key learning in the delivery of models that support both the community as well as the TPU's. It has been identified that the participants in the TPU's are mostly interested in sports and group activities whereas the community-based participants are more interested in nutrition and weight loss. The programme has been mostly successful for those participants who were engaged for six months or more which reinforces the length of time it takes to both build relationships and for participants to be ready to make a change. For those participants requiring further support once the programme is completed there is also the opportunity to be referred on to either GRx Adults or GRx Active Families.

For further information on this programme or any of the other health programmes based at Sport Hawke's Bay please contact:

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Health Team Leader, Sport Hawke's Bay

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# Kai Time

## Kai Time is a practical wananga that:

- 👉 aims to increase the confidence levels of whānau/families to cook five healthy and affordable meals with \$30 of ingredients, particularly for large families of 6+.
- 👉 contributes to the restoration of health, environmental and financial wellbeing.
- 👉 is designed to embrace people of all ages and walks of life in the community.
- 👉 are regularly held in Tairāwhiti, Tamaki and now starting in Waitakere.



In three hours, Kai Time invites whānau to cook kai, korero about it, eat the kai and evaluate our time together. Many topics are shared including traditional food knowledge and practices from our tupuna (ancestors), plate size portions, label reading, financial planning and contract agreement tips. Participants leave with copies of all the information shared including recipes for all five meals and the receipt for the food they cooked in the wananga. Any toenga (leftover kai) is warmly offered to whānau to take home and share with others.

Kai Time meals cooked on the day are:

- 👉 Chicken pasta
- 👉 Mince stew
- 👉 Spaghetti bolognaise
- 👉 Chicken stir fry
- 👉 Chicken minestrone.

Kai Time is a community experience where everyone comes together to share cooking skills, ways to save money and be well. Wananga is a mana enhancing social experience where participants openly share stories, learnings, and experiences with food during their time together. The wananga ensures a whānau learning environment to compliment the range of skills shared. Everything we need to deliver Kai Time is locked and loaded on wheels which helps us to reach whānau in the remotest parts of the community.

Workshops are free for the local community. Through whakawhanaungatanga (relationships) with organisations or word of mouth, Kai Time reaches groups of people like service academies, schools, early childhood services, Active Families, community organisations, etc.

Kai Time was designed in 2010 as a response to whānau in Tairāwhiti wanting more practical workshops and programmes from a budgeting service. In Tamaki, whānau completing a financial literacy workshop shared this same view. They felt their greatest learning was that they knew where their money was going but wanted more practical skills to make their modest incomes go further and cooking healthy affordable kai for their whānau was identified as a priority.

*“Yesterday my girl came to Kai Time. I can't get my mokos [grandchildren] to eat vegetables but she brought some toenga [left overs] home with vegetables in it and they ate the lot! I came here today to see how it's done”*

Nanny Mei, Tairāwhiti

*“I was drawn towards Kai Time because what is taught at a Kai Time event is what the people in our community need! Kai Time provides an opportunity for our whānau to cook healthy and nutritious meals on a budget. I am looking forward to supporting Kai Time and continuing it on through the Healthy Babies Healthy Futures programme”*

Danielle Tahuri HealthWEST

Community buy-in has been the key, with communities identifying their aspirations and coming together to make contributions towards required resources, equipment and manpower. Whānau love Kai Time so much that they often come back as a volunteer. Community champions are trained up to deliver the wananga and grow it with their communities.



For more information or for resources to bring Kai Time to your community please contact (costs may apply):

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# Virtually on Track .....

**The Virtually on Track project is a unique partnership between the regional Department of Conservation (DOC) office, Sport Bay of Plenty and Sport NZ with supportive alliances with Bay of Plenty Regional Council, Tauranga City Council, Western Bay of Plenty District Council, Rotorua District Council, Kawerau District Council, Whakatane District Council and Opotiki District Council.**

Virtually on Track came about with the increasing evidence of the importance of social participation and changing life/work patterns. The project aims to enhance connections of people with each other and increase engagement in recreation locally. The Bay of Plenty region is rich with beautiful parks, spaces and reserves; however local people don't necessarily know where they are or how they can be used.

Virtually on Track is aimed at:

- 👁 Beginner level adult participants
- 👁 Participants involved in one adventure sport who potentially might adopt another
- 👁 Current users of the local gem recreation sites, involving users in technology
- 👁 Communities based around and with access to the local gems

Virtually on Track is focussed on developing significant recreation hubs at eight local gem sites under DOC classification across the Bay of Plenty. The community partnering and collaboration between sport and recreation clubs, providers and groups to improve the delivery and utilisation of the local gem sites is the heart of the project and also the key to sustainability.

The local gem recreation sites are located:

1. Lower Kaimai and McLaren Falls
2. Waihi Beach/Orokawa Bay/Bowentown
3. Ōtānewainuku/Kaharoa
4. Pāpāmoa Hills/Summerhill/Kaiate Falls
5. Mōtū Area
6. Toi's Track and Ōhiwa Harbour
7. Whakarewarewa Forest and Rotorua Lakes
8. Kawerau/Tarawera

Virtually on Track is designed to connect these natural resources with regular recreation activities and adventure sport such as orienteering, geocaching, climbing, mountain biking, kayaking, waka ama and much more. It also helps to provide opportunities for a broad range of the community across the Bay of Plenty – recognising differences in culture and socioeconomic status amongst different communities.

The project embraces a variety of different technologies such as an interactive website, smartphone apps with the goal to connect people with each other, providing opportunities for members of the community to engage in adventure sport/recreation activities, connect people with local gem recreation sites in the Bay of Plenty and create exciting new ways to explore the local gems.



Kayaking on the Wairoa river

Users can engage in virtual adventure challenges such as dedicated Virtually on Track Strava bike/run/walk courses, Geoteering courses (a combination of geocaching and orienteering) using free GPS apps and compete online against other adventurers. Corporate challenges are another great way to get outside and earn "virtual km" for your team by running, walking, cycling or swimming.



BOP Polytech geoteering at McLaren Falls Park

Virtually on Track has recently been announced as one of three finalists in the 2016 Sport New Zealand Sport and Recreation Awards in the Innovation Excellence category. An evaluation report is due June 2016 that will report back to the partners on the impact and outcomes of the project.

For further information please contact:

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# NEW FROM THE JOURNALS

## Physical Activity, Television Viewing Time, and 12-Year Changes in Waist Circumference

Authors: Ai Shibata, Koichiro Oka, Takemi Sugiyama, Jo Salmon, David W Dunstan and Neville Owen

**Summary:** The relationship between both physical activity (moderate-vigorous physical activity, MVPA) and sedentary behaviour with weight status is not clear due to design and measurement issues in previous studies. The authors investigated this relationship by using data from a large study (Australian Diabetes, Obesity and Lifestyle Study-AusDiab) in Australian adults. In particular, they investigated, MVPA, TV viewing and waist circumference in 3,261 Australian adults.

**Commentary from Associate Professor Erica Hinckson, Auckland University of Technology, Faculty of Health and Environmental Sciences:**

Overweight and obesity are a major global public health concern. Engaging with MVPA can slow down the increase in body weight and reduce the risk of obesity. Watching TV (a type of sedentary behaviour) is also linked to obesity. A common limitation of previous studies has been the examination of physical activity/sedentary behaviour and weight changes at baseline and one time point only. For more robust evidence, the authors of this study investigated MVPA, TV viewing and waist circumference changes over 12 years from three observation time points. Waist circumference was used instead of BMI as it measures abdominal obesity more accurately. The authors found a 5.5 cm increase in waist circumference over 12 years. The increase in waist circumference was linked to decreases in MVPA and increases in TV watching. It was also shown that MVPA changes influenced waist circumference more than TV watching. This means that decreasing physical activity was much more influential in increasing waist circumference than TV watching. While the results of this study are very important, it is also essential to recognise the limitations. Physical activity and TV watching were self-reported. Consequently, answers may have been influenced by inaccurate recall or social desirability bias, which is responding to questions in a way that is seen favourable by the researchers. Physical activity in the home and work were not included. Finally, TV watching alone is not representative of total sedentary behaviour.

Nevertheless, the results are important to consider in our understanding of the simultaneous influence of physical activity and sedentary behaviour in overweight and obesity. 

Reference: *Medicine and Science in Sports and Exercise* April 2016; 48(4): 633-640.

DOI: <http://dx.doi.org/10.1249/MSS.0000000000000803>

## The Lancet: Breastfeeding Series

**Summary:** This edition of the Lancet brings together a collection of papers looking at past and current global trends in breastfeeding, its short and long-term health consequences for the mother and child, the impact of investment in breastfeeding, and the determinants of breastfeeding and the effectiveness of promotion interventions.

**Commentary from Dr Anne Jaquiere, senior academic advisor to the Healthy Start Workforce Project and consultant paediatrician at Rotorua Hospital:**

This series of articles about breast feeding published recently in The Lancet demonstrate that there is now wide acceptance that breastfeeding should be viewed not only as a source of food for babies, but as a key contribution to lifelong health. The introductory editorial summarises this: 'Breast milk makes the world healthier, smarter and more equal'. The next article by McFadden et al puts the 'spotlight on infant formula' and points out that political and economic investment is required to overcome socio-political barriers to breast feeding, and to counter the investment in marketing of breast milk substitutes. The third and fourth articles discuss the ways in which breast feeding is a 'smart investment' for people and economies and summarise scientific knowledge about the long term benefits of breastfeeding. The final article explores potential strategies to improve breastfeeding practices.

While not all of these concepts are new, the strength of this discussion in such a widely read, reputable journal is refreshing and an extremely useful synthesis of the ways in which scientific evidence about the effects of breast feeding on health can, and should, find their way into policy and practice.

Reference: *The Lancet* January 2016; 387 (10017).

[To access the series click here.](#)

## Health Star Rating Consumer Campaign Now Live...



The consumer campaign is now out and is about raising awareness, recognition, understanding, trust and correct use of Health Star Ratings on packaged foods. The campaign runs until June 2018.

The campaign includes a series of **short online videos** using classic Kiwi humour to

explain how Health Stars work. Consumers will also see information in the cereal aisle of Countdown supermarkets.

Having an in-store presence for the campaign is key because this is where most household grocery shopping and decision-making occurs. Adshels (bus stop posters) are on display in Auckland, Wellington and Christchurch. The campaign also uses advertisements in household grocery mailers.

The campaign strapline is 'Healthier is easy when you switch for the stars'. Health Star Ratings are one tool to help people make healthier food choices. Fresh, unprocessed foods remain an important part of a healthy balanced diet.

For more information check out the **HPA Nutrition and Activity website.**

## Coming Events

### 2016 ANA Regional Forums

Hamilton – 17 May 2016

Palmerston North – 24 May 2016

Whangarei – 17 June 2016

Visit the ANA website for more information and to register.

#### MAY 2016

**13th International Congress on Obesity (ICO) 2016:** 1-4 May, 2016, Vancouver, Canada. [Read more here.](#)

**PHA Māori Public Health Symposium:** 2 May 2016, Wellington. [Read more here.](#)

**3rd Annual Eating Disorders and Obesity Conference:** 16-17 May, 2016, Gold Coast, Australia. [More information available here.](#)

**Dietitians Association of Australia Conference 2016:** 19-21 May 2016, Melbourne, Australia. [Read more here.](#)

**NZRA Recreation in Action 2016:** 23-24 May 2016, Wellington. [More information available here.](#)

**Shore and Whāriki Reserch Centre Easy Evaluation Workshops (2 days):** May – June 2016, Various dates and locations, [More information available here.](#)

#### JUNE 2016

**International Society for Behavioural Nutrition and Physical Activity Annual Meeting:** 8-11 June, 2016, Cape Town, South Africa. [More information available here.](#)

**International Conference on Transport and Health:** 13-15 June, 2016, California, USA. [Read more here.](#)

**23rd National Conference Australian Health Promotion Association:** 19-22 June, 2016, Scarborough, Australia. [More information available here.](#)

**World Congress on Active Ageing 2016:** 28 June – 1 July 2016, Melbourne, Australia. [Read more here.](#)

#### JULY 2016

**2WalkandCycle Conference 2016:** 6-8 July, 2016, Auckland. [More information available here.](#)

#### SEPTEMBER 2016

**La Leche League Conference 2016:** 30 September – 2 October, 2016, Wellington. [Read more here.](#)

#### NOVEMBER 2016

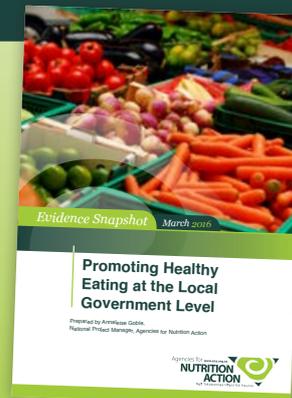
**NZRA National Conference 2016:** 9-11 November, 2016, Queenstown. [More information available here.](#)

## What's New

### Promoting Healthy Eating at the Local Government Level

Agencies for Nutrition Action's (ANA) latest evidence snapshot and case studies 'Promoting Healthy Eating at the Local Government Level' are now available to download on the [ANA website.](#)

This snapshot has been designed to equip health professionals wishing to engage with local government about promoting healthy eating. It includes rationale, evidence, and supporting tools. This snapshot also summarises why healthy eating is important. Additionally, there are also three case studies describing successful engagement with local government to promote healthy eating.



We would like to acknowledge and thank all of those who were involved in the development of the snapshot and to those who contributed case studies.

#### What is next?

Thank you to all of those who recently contributed to our survey to assist us in deciding on the next snapshot topic. Keep an eye out - we will be announcing this in the near future.

If you have any questions please contact:

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### ADVERTISING TO CHILDREN CONSULTATION

The Advertising Standards Authority (ASA) are inviting submissions on advertising to children, including food, in a major review of the codes of practice the advertising industry are required to follow.

This review is one of the initiatives under the Childhood Obesity Plan launched by the Government in 2015.

#### Submissions close Wednesday 13 April 2016.

For more information about the review, current codes and questions for submissions visit the [ASA website.](#)

Want to stay up to date with coming events and what's new? Sign up for our fortnightly e-Updates at [www.ana.org.nz](http://www.ana.org.nz)