

Agencies for www.ana.org.nz

NUTRITION ACTION

Nga Takawaenga Hapai Kai Hauora

Evidence & Action

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TAKING THE LIFE COURSE VIEW



Maternal health and nutrition determines from the moment egg meets sperm how the child grows and develops. Seventy five per cent of all the cell divisions in a lifetime occur

before birth. At times of rapid growth and development – in utero, infancy, early childhood and adolescence - there is a critical need for optimal nutrition so that the structure and function of organs and tissues are biologically programmed to have less susceptibility to chronic disease in later life.

A life course approach to prevention and public health focusses on communities and populations and recognises that the development of health and disease is intergenerational. Engagement and empowerment of communities is essential for adoption and implementation of interventions and includes improvements in the health literacy and practices of the community – a population based approach.

But the most important question is how do we do this? Telling people what to do does not work! The message of eat less and move more on its own is not effective. This thermodynamic focus on calories in and calories out focuses on and blames an individual because they are seen as uncooperative. There is a need to understand and appreciate more “that a calorie is not a calorie; all calories are not created equal”. The metabolic effect of specific foods and products, plus the effect of physical activity behaviours, together promote the accumulation of fat in the body; from conception. More attention needs to be paid to the

quality of protein in the diet and the muscle development. Combine this with commercial and fiscal practices that promote obesogenic dietary patterns and behaviours within society means that to improve nutrition there is a need to look upstream, to forecast what will happen downstream and to do something NOW.

Something is happening in the Waikato with Project Energize; the whole-of-region, through-primary school nutrition and physical activity programme that has been in place since 2005! Is it enough to turn the tide? It would be good to think so but the impact of global, national and environmental forces (e.g. the effect of the current drought on our food supply and exports) means that more needs to be done and to think outside the square.

Think ahead to the world that our children's children will inherit; what will there be? Will more children be born into poverty where the parents do not have the dignity of being able to earn a living wage? The fundamental human rights of shelter and food need to be met and there is a need to start as early as possible in the lifetime of a child but for the parents, grandparents, the community and sources of food to be walking the talk too! Let's look at what is available in our food supply, in the supermarkets and decide what is needed and what should be occasional and work with the food industry and business towards that affordable nirvana. We can do that by making clear to the government what their responsibility is and why we vote for them, on behalf of our unborn children. 🌱

Elaine Rush
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The conference countdown continues...

It Starts With Us!

So book in and join us to discuss the future of public health nutrition and physical activity promotion at the **Convention Centre in Rotorua on 8-9 May 2013**. Registrations are still open so check out our conference [webpage](#) to register and for accommodation deals.

The programme is now complete and can be viewed on our [website](#). The plenary sessions include international perspectives on Food Literacy (International keynote Associate Professor Danielle Gallegos) and Physical Activity (International keynote Professor Adrian Bauman) as well as the importance of Setting the Foundations, Activating Our Nation and national updates.

Back after popular demand is our free conference breakfast kindly sponsored by the Health Promotion Agency. Our special guest speaker, Vanessa Whiu, is a company director of Te Pee o Whairangi Developments Limited. As part of her presentation, she will be sharing the outcomes and benefits of the Kimiora Project 2012, a project which sought to document and compare traditional and contemporary food preparation practices and physical activities associated with the practice of manaakitanga.

The Kimiora Project was conceived out of the need to preserve the legacy of the ancestors of the Kaingahoa Marae, Mataraua, Northland. Through the concept of manaakitanga, the act of upholding and encouraging the mana of others and in particular the mana of those who visit the Marae, a journey

was taken. One of the developments was The Kimiora Index to identify how the practices support the five elements of nutrition from a Māori world view.

Make sure you book in for this breakfast to hear more about this fascinating journey taken by a community who have demonstrated the belief... **It starts with us: Ma matau e timata!** 

For further information on any aspect of the conference visit our conference [webpage](#) or contact Rachael Meikle at rachael@ana.org.nz or 04 499 6360

MATERNAL AND INFANT SURVEY: *Here's what you told us!*



Thank you to the 80+ people who responded to our maternal and infant nutrition/ physical activity survey. The responses were well spread throughout the country and represented people working in a wide variety of organisations and settings. Most of you (80%) told us that maternal and infant nutrition/ physical activity was a current or likely to be future focus of your work.

In terms of contact with other regions, organisations and practitioners working to promote maternal and infant nutrition/ physical, many of you (61%) were either unsatisfied or neutral. Nearly everyone (85%) told us that increasing this contact would be useful or very useful for their work.

Over half of you told us that you were dissatisfied or neutral about your current access to useful and credible research and resources for promoting maternal and infant nutrition/ physical activity. Academic journals, website and colleagues were the most frequently utilised sources of information.

Topics you told us you would like to see discussed further include: what's working in this space, ethnic specific approaches, infant feeding and weaning, exercise from pre to post pregnancy, practical advice for promoting breastfeeding, allergies and how lifestyle based decisions at such an important time influence outcomes for mother, foetus and infant.

In terms of facilitating spaces for these discussions, the most popular suggestions given included seminars (either face to face or virtual),

databases (including information on relevant programmes, research and resources) and developing communication tools where information on activities happening in this area around the country could be profiled.

Your feedback will be instrumental in informing ANA's work going forward. We will also be sharing the full results of the survey with the Ministry of Health.

Congratulations
to our cookbook
WINNER
Sue Sutton!

A NEW HEART-HEALTHY VISUAL FOOD GUIDE UNDER DEVELOPMENT

Many of you probably remember the old Heart Foundation food pyramid. It was widely used before its withdrawal in 2005, as it needed updating. This left a gap for a visual food guide illustrating healthy eating over a day or week; and it is still a frequently requested resource. Thus, a needs analysis for the development of a new heart-healthy visual food guide was undertaken.

The project started with asking consumers whether they were interested in using a visual food guide, and if so what they would use it for. The overwhelming response was yes, they wanted one, which is a nice surprise when talking to the general public about healthy eating. They had strong, positive memories of the old food pyramid – they trusted it and were keen to have something to replace it. In general, they sought something that was simple and reliable, didn't contain numbers, allowed them to be a bit healthier rather than 'gold standard', and provided a structure to healthier eating over a day. At a basic level, a visual food guide should also convey principles of proportion and balance between food groups; and substitution within food groups.

The design of the visual food guide has focused on eating for a healthy heart, and is based on New Zealand's cardio-protective dietary pattern. Development drew on stakeholder interviews undertaken in 2005, literature reviews, and the baseline consumer focus groups. Draft designs were prepared under the oversight of a working group from Te Hotu Manawa Māori, Pacific HeartBeat, the Health Promotion Agency, Paradigm, and the Heart Foundation. The draft designs have been tested with health professionals, with over 600 responses received to the survey.

The preferred draft design is currently being revised based on feedback received, and it will then be pre-tested with Māori, Pacific, South Asian and Pakeha consumers through focus groups. It is expected the design will be finalised in May, ready to present at the Agencies for Nutrition Action conference. 

Delvina Gorton
National Nutrition Advisor
Heart Foundation
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FOOD WEEK 2013



With increasing curriculum demands and little regulation, The New Zealand Nutrition Foundation is again promoting Food Week, to be held this year on the 20-26 May. We are sticking with the theme of JUST COOK, encouraging families to cook at home and eat together where possible.

Last year we provided Food Week Community Activity Kits to help promote the idea of preparing simple economical meals at home. We are again putting together community kits which will contain;

- A Pak 'n Save voucher (value will vary depending on your plans)
- Aprons
- Recipes
- Spot prizes and give aways from our partners

We are happy to send these out to community health workers to use to create a Food Week event in their own community. Last year's events included cooking classes, cooking competitions and cooking demonstrations and were held with sports teams, Marae groups, church groups, mothers groups to name a few. We want you to use the kits in the way that best fits with your community and programmes. Just let us know how many you expect to attend your event, last year numbers varied from 5 – 100, so we can get you the right value Pak 'n Save voucher.

We will be sending the kits out in early May.

To ask for more information or register interest please email Sarah Hanrahan – sarah@nutritionfoundation.org.nz

As part of Food Week we are also running our Create a Family Meal Challenge for youth. Anyone from 11-18yrs can enter either as an individual or through their school. The Challenge aims to encourage kids to cook a simple family meal using basic affordable ingredients. Prizes include iPod Touches, recipe books, iPod Nanos and a Kenwood Kitchen machine and Food Processor. 

For more details go to www.justcook.co.nz

Sport Hawke's Bay gets Pro-ACTIVE!



Active families and before school check 2012 end of year event

Two years ago, we decided to take a proactive approach to meeting a growing need in our community. This occurred in response to an observed increase in referrals for four year olds to our Active Families program. Unfortunately these children fell outside the funding age range for this program, so with a can do attitude we decided to do something about it.

We began by approaching Cath Hedley (Hawke's Bay District Health Board, Before School Check Nurse Coordinator) and Char Savage (Sport Hawke's Bay, Early Childhood Educator) to collectively establish a pathway for improved health for four year olds and their families.

Initially, this intervention pathway involved making contact with the children's families and explaining the age limitations on our current services. We then offered a variety of different resources to the families and encouraged them to set short term, long term and family goals. Once their child turned five they were then eligible for the Active Families program and would have access to cooking lessons, weekly physical activity and swimming lessons.

Realising we could be doing more, in July 2012, we began discussions with the Hawke's Bay District Health Board

around funding a program which aligned with the Active Families program but was eligible for four year olds. The program was named the **B4SC Active Families FUNDamental Program** and was initially supported by a 10 hours a week position.

Referrals are processed and recorded by the Before School Check Nurse Coordinator and progressed to Sport Hawke's Bay. The focus of the program is to encourage fundamental skill development, family interaction, develop goals, improve movement, nutrition and develop health literacy. It is aligned with Active Families to allow other siblings to participate as it keeps the program inclusive of all family members. The program content contains weekly physical activity group sessions, five weekly healthy cooking classes, an Active Families activate resource booklet, goal setting, facebook access and an exit strategy of sustainable healthy living or progression onto the Active Families program.

Although we have only been delivering the program for five months, it has recently been allocated more funding and the coordinator role is in the process of transitioning to a 30 hour position.

Our focus is now on raising awareness of the program and supporting those who need it. 📌

Daniel Evans
Active Families Coordinator
Sport Hawke's Bay

For more information on this program contact Jo Mardon
(Health Team Leader – Sport Hawke's Bay)
on jom@sporthb.net.nz.



Te Mahi Kai

A Tairawhiti community needs assessment indicated a range of organisations working with predominantly Māori whānau were giving information on kai as part of their mahi. Many used their life skills and had limited or no nutrition training and were unaware of the variety of nutrition resources available. Most were interested in practical tikanga based nutrition training. Clear priorities included budget cooking and learning about tasty, affordable, healthy choices for whānau.

Te Mahi Kai, a practical 5 day course, is a “hands on” train the trainer programme designed for kaiawhina/community workers working in the health, social services and physical activity areas who have an interest in learning more about healthy eating and how to prepare healthy affordable meals for whānau.

Participants gain a basic understanding of key evidence based nutrition messages suitable for delivery in their workplace, to their whānau, roopu, sports group, or wider communities.

Participants from Community Trusts, Marae, Iwi Health Providers, Mental Health Services, Cancer Society, Te Kōhanga Reo, SuperGrans, Iwi Social Services, Sports Trusts and the DHB have completed the course.

The programme is delivered at the well-equipped and spacious Salvation Army premises.

The first day facilitated by Tui Takarangi, Health Promotion Advisor and Nicki Mathieson, Dietitian begins with a Mihi Whakatau and looks at how kai has changed over the last 180 years since colonisation.

As attendees discuss their whakapapa, and the whakapapa of whānau to the whenua, whanaungatanga is established.

The history of kai, traditional kai sources and cooking methods, foraging for food, influences on kai, and breastfeeding (the most important start) are all discussed. The day ends with an exercise identifying how kai has changed from colonisation through to today.

Most participants leave feeling buoyed up by the “**buzz of the day**”, supported by the links they have established with

other participants, amazed at how kai has changed over the last 180 years, and surprised that they haven't learnt anything about food groups, portion sizes or how to cut the fat!! All that is to come in later sessions!!

The following four days cover basic healthy eating messages; salt/ fat/ sugar, adapting recipes, breakfast, lunchbox and snacking tips; budgeting advice, a supermarket label reading exercise and accessing resources available to support their mahi.

After lunch a physical activity component is included with an expert taking a session on traditional games, chair exercises etc.

Students prepare morning tea and lunch using recipes from their workbooks and healthier choice ingredients are supplied.

Following karakia the group eat together and discuss the nutritional content of the kai and how it tastes – differences in using low fat milk, adding more vegetables, beans, or whole grains. Participants take home surplus kai for their whānau to try.

Each week different ingredients are offered – a packet of brown rice, whole grain pasta, can of chickpeas, or pasta sauce so participants can make a dish for their whānau or to take to work.

A sense of humour and fun are essential, resulting in a great rapport and whanaungatanga developing within the groups.

The training concludes with a Hakari, where favourite healthy recipes are made, the tables set so managers and whānau can join to celebrate the learning's and hear about the changes participants are making in their lives. 🍷

Nicki Mathieson
Public Health Dietitian
Tairawhiti DHB

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Comments from participant's evaluations

- Life changing
- The easy healthy food we made was cheap
- Awesome - life saver
- It won't happen overnight, but it will happen
- Lots of knowledge, resources, ideas hope and friendships
- Making small changes in food doesn't need to cost a lot to keep families healthy

NEW FROM THE JOURNALS

In our efforts to help you translate research into practice we are upgrading this regular section of our newsletter. Each edition we will be inviting researchers with relevant expertise to add commentary to the highlighted papers

Causal relationship between obesity and vitamin D status: Bi-directional mendelian randomization analysis of multiple

Authors: *Vimalleswaran KS et al*

Summary: We all know that obesity is associated with many chronic conditions, but less frequently discussed is the link between obesity and Vitamin D deficiency. The aim of this study was to explore the direction of the relationship between BMI and vitamin D status. The authors of this report have pooled data from 21 studies with about 42,000 participants and found that 12 genes related to BMI were also associated with low blood levels of 25-hydroxyvitamin D (the main marker of vitamin D status), whereas four genes related to vitamin D status were not associated with BMI. They concluded that population-level interventions to reduce obesity should lead to a reduction in the prevalence of vitamin D deficiency

Comment from Professor Robert Scragg, Professor Epidemiology & Biostatistics, University of Auckland: Epidemiological studies have consistently shown inverse associations between obesity and vitamin D status – such that people with high BMIs have low blood vitamin D levels. However, there is great uncertainty about whether obesity causes vitamin D deficiency, or vice versa. These results, which cannot be due to confounding from other lifestyle variables, provide very strong evidence that obesity is a cause of vitamin D deficiency, not vice versa. They provide another reason for decreasing obesity, as vitamin D deficiency is associated with increased risk of many diseases. Reference: *PLOS Medicine* 2013;10(2) 

Understanding physical activity behavior and cognitions in pregnant women: An application of self-determination theory

Authors: *Gaston A et al*

Summary: Exercise of a suitable intensity has been linked with many positive outcomes for pregnant women. The New Zealand Ministry of Health recommends pregnant women aim for at least 30 minutes of moderate physical activity on most if not all day of the week, unless their Lead Maternity Career advises otherwise. However many pregnant women are inactive, so this paper aimed to explore (1) the relationship between motives for exercise with exercise behaviour (2) the relationship between motives for exercise and perceived impediments to regular exercise in pregnant women and (3) the relationship between motives and current stage of pregnancy. Seventy five pregnant women completed a multi-component internet based survey capturing their motivations, barriers to exercise and exercise frequency. Results showed that motivations in which participation in exercise was seen to produce benefits participants personally valued predicted greater exercise behaviour and fewer exercise barriers, irrespective of trimester. Findings also showed that as pregnancy progressed, the importance of previously valued exercise-related outcomes or the value of exercise behaviour in itself declined for participants.

Comment from Professor Glynn Owen, Professor of Psychology, University of Auckland:

This paper not only reminds us that exercise is important for pregnant, as well as non-pregnant women, but also moves towards understanding how decisions whether or not to exercise relate to motivation. In particular the findings suggest the importance of what has been termed ‘identified regulation’ – motivation in which participation in exercise is seen to produce outcomes the individual personally values. Given that individuals vary considerably in terms of what is important to them, this suggests the importance of a range of exercise options being available in order that the type of exercise and the values can be closely matched.

Reference: *Psychology of Sport and Exercise* 2013; 14, 405-412. 

Game on: Do children absorb sports sponsorship messages?

Authors: *Pettigrew S et al*

Sports sponsorship has been recognised as a means by which industries constrained in their ability to directly target children can bypass existing advertising regulations. One of the most recent and high profile examples of this was the food and beverage sponsorship of the London 2012 Olympic Games. Critics argued that the companies approved for sponsorship, the terms of the deals agreed and the ways the deals were implemented sent the wrong messages to young people and made the healthy choice a harder choice. This paper aimed to explore children’s implicit associations between popular sports and a range of sports sponsors. To do this, children participated in an activity using magnets bearing logos of numerous sports and sponsors. They were asked to arrange the magnets on a whiteboard without being advised that the activity related to sponsorship. Results showed that most children (76%) were able to align at least one correct sponsor with its relevant sport. The authors concluded the results provided evidence for the argument that sports sponsorship can effectively reach child audiences.

Comment from Dr Moira Smith, Research Fellow, Department of Public Health, University of Otago, Wellington:

By investigating sports sponsorship, this paper demonstrates that, contrary to common thinking, children are not immune to the subliminal marketing messages they are exposed to in their everyday environments. In doing so, it highlights the need to ensure that children’s best interests are placed at the forefront of development and implementation of public health policy regarding limitations on unhealthy food and beverage marketing, supporting calls by the World Health Organization for the restriction of such marketing. It is important the messages children receive from all arenas be complementary and mutually supportive of healthy eating patterns. In terms of health promotion, the authors point out the “natural synergies” which exist between sport sponsorship and health promotion could also be used to effectively deliver positive health promoting messages to children and the wider population. Reference: *Public Health Nutrition* 2013 Jan 11:1-8. [Epub ahead of print] 



Sport Wellington

in the under-fives space

Sport Wellington works with Early Childhood Education Centres (ECEs) to help increase the number of children participating in targeted fundamental movement skills (FMS) programmes.

This project involves running a minimum of four workshops with ECE staff that cover what FMS are, the four categories, and activities they can implement at their centres.

Each workshop is then followed by 3-4 modelling sessions where the Young Persons Advisor from Sport Wellington goes into the centre and runs activity session with the children to model some of the activities in action. Projects can last anywhere from 6-12 months. Confidence levels of the staff are measured at the start of the project and then again at the end; as well as the amount of time spent on taking activity sessions involving FMS during a typical week.

Results have shown that the confidence levels of staff at all centres we have worked with have improved. Time spent on sessions has varied depending on their knowledge of FMS at the start. Number of sessions may have dropped in some cases but this is because the staff now know what FMS are and their sessions are now much more targeted.

Buggy Walks are another initiative that Sport Wellington, in partnership with the Greater Wellington Regional Council, runs to meet the needs of parents with under-fives. These started in 2006 and are held on the first Thursday of every month in parks and walking areas around the greater Wellington region. Over the summer months the walks are held in some of the regional parks.

The main aim of the Buggy walks are to get parents and caregivers out and active with their young children. This is also a great opportunity for parents to meet other parents.

Along with the monthly walks where we get around 100-200 adults and children we also run our big October Buggy Walk which is held at the Botanic Gardens and includes entertainment, goody bags and spot prizes. Numbers have increased from 1883 participants in 2011 to 2530 participants in 2012, including 1,100 participants at our 2012 big October Buggy Walk. The popularity of this initiative has also meant that we have got some great sponsors on board such as Caffe L'affare, Baby on the Move, Cancer Society and Southern Cross which adds even more value to the event.

After each walk we get participants to fill out a survey to tell us what they thought about the walk. In 2012 we saw 95% of survey respondents rating the walk a 7 or higher out of 10. There was an increase in awareness of recreational spaces that families could go walking in as 40.5% of survey respondents commented that this was not their first visit to that park and out of those that had never visited that park before 56% said that they would return to the park again. 🌱

Tania Atkinson

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APRIL 2013

11TH ASIAN HEALTH FORUM: 11 April 2013
Visit the [ANA website](#) for further information

OBESITY, PHYSICAL ACTIVITY AND CANCER:
16-17 April 2013, *Charles Darwin House, 12 Roger Street, London, UK.* Visit the [International Association for the Study of Obesity](#) for more details.

LA LECHE LEAGUE NZ NATIONAL CONFERENCE:
26-28 April 2013, *Hotel Ashburton, Ashburton.*
Visit the [Le Leche League website](#) for further information

MAY

SCIENCE OF NUTRITION IN MEDICINE AND HEALTHCARE: 3-5 May 2013 *Sheraton on the Park, Sydney*
Visit the [Australasian College of Nutritional and Environmental Medicine website](#) for further information

2013 ANA NATIONAL CONFERENCE: 8-9 May 2013
Rotorua Convention Centre, Rotorua
Keep an eye on our [conference webpage](#) for further details

OBESITY AND PREGNANCY: 15-17 May 2013
Boston, Massachusetts, United States
View the [International Association for the Study of Obesity website](#) for further information.

FOOD WEEK 2013: 20-26 May 2013
Nationwide. Keep an eye on the [NZ Nutrition Foundation website](#) for more details

INTERNATIONAL SOCIETY FOR BEHAVIOURAL NUTRITION AND PHYSICAL ACTIVITY ANNUAL MEETING: 22-25 May 2013 *Ghent, Belgium*
Visit the [ISBNPA website](#) for further details

DIETITIANS OF AUSTRALIA NATIONAL CONFERENCE:
23-25 May 2013, *Hyatt Hotel, Canberra*
For more information visit the [DAA website](#)

SEPTEMBER

DIETITIANS NZ CONFERENCE 2013:
2-4 September 2013, *Sky City, Auckland*
For more information visit the [Dietitians NZ website](#)

20TH INTERNATIONAL CONGRESS OF NUTRITION:
15-20 September 2013, *Granada Conference and Exhibition Centre, Granada, Spain*
Click [here](#) for more information

OCTOBER

AUSTRALIAN AND NEW ZEALAND OBESITY SOCIETY ANNUAL SOCIETY MEETING:
17-19 October 2013, *The Sebel, Melbourne*
Visit the [ANZOS website](#) for further information

7th ASIA OCEANIA CONFERENCE OF OBESITY
October 31st – November 2nd 2013, *West Java, Indonesia*
View the [AOCO website](#) for more information.

MARCH 2014

12TH INTERNATIONAL CONGRESS ON OBESITY:
17-20 March 2014, *Kuala Lumpur, Malaysia*
Click [here](#) for more information

COMING UP...

We are currently in the process of developing two new evidence based snapshots to support your work.

FOOD AND BEVERAGE MARKETING TO CHILDREN

This first snapshot is being designed to build on the 2011 Heart Foundation [background paper](#) and [position statement](#) on advertising food to children.

Our aims are to:

1. Extend the Heart Foundation papers to the broader issue of food and beverage marketing.
2. Review more recent research and determine whether this adds anything new in terms of our understanding of the issues and solutions to reducing food and beverage marketing to children.
3. Present a collective call to action from Agencies for Nutrition Action and its member organisations.

NEW COMMUNICATION TECHNOLOGIES FOR HEALTH PROMOTION

Our second snapshot takes a look at the use of new communication technologies for promoting public health nutrition and physical activity. This includes tools such as websites, text messaging, social networking, smartphone apps and emailing, to name a few.

We are currently conducting a review on the use and effectiveness of these tools for facilitating short term and sustained behaviour change. The second snapshot will be based on the findings of this review.

We'll keep you posted as this work progresses and will be launching the snapshots by webinar. If you have any questions in relation to this work please contact Julia Lyon (National Coordinator – Agencies for Nutrition Action) at julia@ana.org.nz

PHD Scholarship – Improving Child Health Through Schools

Expressions of interest are invited to carry out a PhD research project within 'Project Energize'. The proposed PhD project will lie within the existing Project Energize in the Waikato region, the existing roll out to clusters of schools in Pukekohe and Northland, further roll out to other centres (under discussion) and the Under 5s. The successful applicant will be enrolled as a doctoral candidate at AUT University and the project will be supervised by Professor Elaine Rush, Academic leader of Energize and Under 5's Energize, Professor of Nutrition and nutritional physiologist at AUT and Professor Wayne Cutfield, Director of the Liggins Institute, University of Auckland. **Applications close 15/04/2013** contact Elaine Rush on elaine.rush@aut.ac.nz.

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.