

WHAT'S NEW IN TARANAKI?

UPDATING OF 'SNACK FACTS' – BITE SIZED BITS ABOUT SNACKS

Since 2001, Snack Facts has been one of the most popular pamphlets in the Taranaki Public Health Unit Resources Room with around 18,000 copies distributed.

Parents and caregivers are the key audience for Snack Facts, which highlights the fat and sugar contents of popular healthy and less healthy snack foods and drinks. The resource is light on words and utilises visual examples of the fat and sugar content of snacks and drinks. This has also proved very popular and easy to use for children.

In 2007, the first version was updated with the latest snack foods and a revamp of the graphics. The 'Mission-On' strategy was hot and health promoters could see the synergies between Snack Facts and the "new" Food and Beverage Classification System.

By mid-2012, version two was looking dated. As part of the team's Communication Plan and in response to community identifying the need for increased te reo resources, the Public Health Unit began work on reviewing and producing a version of Snack Facts in te reo. New Plymouth kura kaupapa Māori, Te Pi'ipi'inga Kakano Mai i Rangiatea was approached to assist in the translation as it had signalled an interest in resources for whānau and is a Health Promoting School. Te Pi'ipi'inga enlisted the support of teachers and parents, some of whom work for the local Māori language trust, Te Reo O Taranaki. We were fortunate that these experts were not only able to assist with the translation, but also ensure it was using Taranaki-specific language. This also meets the core business of Te Reo O Taranaki which is to ensure the on-going use of Taranaki language and dialect.

The resource is near completion and looking great. It has been a very positive experience to collaborate with Te Pi'ipi'inga, a Kura Waiora, and Te Reo O Taranaki on this project. We know that Snack Facts will remain a very popular resource, and are excited to be able to offer the translated te reo Māori version – Timonga Kai - to Taranaki Kura Kaupapa Māori, Kohanga Reo and whānau.

GREEN FEET LEAD TO HEALTHIER FOOD CHOICES

The Green Feet project is a collaborative project between the Taranaki DHB (TDHB) Public Health Unit and local food retailer 4 Square 45, and is currently running within the small coastal community of Opunake. The project is similar to the previous TDHB campaign 'Pink Feet' which encouraged children and parents to follow pink feet to healthy lunch box choices. The Green Feet project runs on a similar concept however leads customers to healthy food choices to make healthy, budget friendly meals. The recipes are available free within the store and are also available online.

TDHB Health Promoters also work alongside local schools to teach students basic label reading, food groups, knowing

your way around the supermarket and easy recipes they can cook at home.

The project has been running since February 2013 and the first phase of the project evaluated well especially with parents of young children. Health promoter Hinenui Bryant states, "Its important to involve children in the grocery shopping and preparing healthy food. It's a skill they can take with them later on in life". Store owner Marlese Butland agrees and adds "Kids love being in the kitchen and up-skilling them can hopefully give parents a hand".

Te Kura Kaupapa Māori O Tamarongo, a Kura Waiora have been running regular healthy cooking classes with TDHB health promoters. Principal, Nanci-Lee Katene notes how the children are finding it easier around the kitchen "The children are experimenting with different foods and especially vegetables which is exciting. It has also shown them that they can help out in the kitchen and prepare healthy meals".

The Green Feet project currently runs four x 1 month promotions every year in sync with seasonal food and produce. The second 'winter' phase of the project was recently completed and is currently being evaluated.

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Tamariki preparing bread cases as part of Green Feet Project.