



Evidence & Action



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Advertising Standards Authority Review of Advertising to Children

The Advertising Standards Authority (ASA) announced that it would review the Code for Advertising to Children and the Children's Code for Advertising Food in October 2015.



Dave Monro

This review formed part of the Government's 22 point Childhood Obesity Plan.

The ASA has a process to review its codes on a regular basis but in this case the ASA

was responding to calls for the review of the Children's codes to be brought forward because of community concern at the growing levels of obesity, including among children and young people, and claims that advertising played an increasingly strong role in the rising consumption of unhealthy food and beverages.

The ASA's governance board appointed a panel to review the codes and make recommendations for any changes. The panel was chaired by Sir Bruce Robertson, a retired Court of Appeal judge. There were five panel members; two each from industry and the health sector, a public member and Deputy Chair of the Advertising Standards Complaints Board.

The review process began with a call for public submissions and 92 submissions were received by the closing date in February 2016.

The Heart Foundation responded to the call for submissions as the marketing of unhealthy foods and drinks to children is one of our advocacy priorities. As those working in this area know well there is increasing evidence that marketing of unhealthy food contributes to obesity and chronic disease, such as heart disease. Protecting children from this influence

is a high priority if we are to reduce the future burden of obesity and chronic disease.

In November this year the ASA released the review panel's report and a draft code.

The main proposed changes by the review panel include:

- 🕒 **Restriction on advertising occasional food and beverage products to children**
- 🕒 **Special care for occasional food and beverage advertising to young people aged 14-18 years**
- 🕒 **New definition of advertising including sponsorship advertising**
- 🕒 **A definition for 'targeting' including the nature of the product or service, the theme, language and images along with the audience. An advert will also be targeting children or young people if they comprise 25% or more of the audience**
- 🕒 **Restriction on occasional food and drink advertising in settings where children gather**
- 🕒 **Combining the Children's Code for Advertising Food and the Code for Advertising Food into one code**

While the Heart Foundation welcomed some strengthened areas of the code it was disappointed that the review had not gone further to reduce the negative influence of powerful marketing and sponsorship. Creating healthy education environments is a key focus for the Heart Foundation, so we were disappointed to see the new code still allowing unhealthy food brands to be advertised in high schools and carried on sports gear.

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ANA Conference Update

WORKING TOGETHER

7TH ACTIVITY & NUTRITION
AOTEAROA CONFERENCE
30 – 31 MAY 2017



INSPIRING CHANGE

TE PAPA
WELLINGTON
NEW ZEALAND

Book in the 30-31 May 2017 for an informative and inspiring experience at the 7th Activity and Nutrition Aotearoa Conference in Wellington at Te Papa.

The 7th Activity and Nutrition Aotearoa Conference is taking great shape thanks to the feedback and guidance from across the sector. Here's what we have planned so far:

- * An active and fun conference
- * A conference that will address issues of importance to our wider sector
- * A variety of presentation styles for concurrent sessions
- * The successful conference breakfast is back!
- * A new speed networking session to help you enhance your professional networks, plus much more.

Thank you to everyone who has submitted an abstract. We are now in the process of reviewing your amazing work and will notify submitters on Wednesday 14 December 2016.

We are thrilled to announce our keynote and guest speakers confirmed so far!

Keynote Speakers:



Professor Fiona Bull is the director of the Centre for Built Environment and Health (CBEH), at the University of Western Australia and president of International Society of Physical Activity and Health (ISPAH). She has extensive national and international research collaborations and ongoing work with the World Health Organization (WHO).



Professor Boyd Swinburn is the professor of population nutrition and global health at the University of Auckland and Alfred Deakin professor and co-director of the WHO Collaborating Centre for Obesity Prevention at Deakin University in Melbourne. He is also co-chair of world obesity policy and prevention section (formerly International Obesity Task Force).

Guest Speakers:



Professor Jim Mann has been professor in human nutrition and medicine at the University of Otago and consultant physician (Endocrinology) in Dunedin Hospital for the past 29 years. He has been involved with national and international government and non-governmental organisations (including the WHO, the European Association for the Study of Diabetes and the World Cancer Research Fund) in guideline development relating to diabetes, cardiovascular disease, cancer and nutrition.



Claire Pascoe is a cycling delivery manager at the New Zealand Transport Agency, responsible for the culture change elements of the national cycling programme. In her previous position as senior cycling advisor, she played a lead role in the Urban Cycleways Programme development and delivery.



Sarah Ulmer was the first New Zealander to win an Olympic cycling gold. She won a gold medal and set world records at the 2004 Summer Olympics at Athens. Sarah won the Halberg Award after Athens and was twice awarded the Lonsdale Cup. She is also a trustee for the Te Awa river trail.

Follow us on Twitter and Facebook



Our official conference hashtag is **#anaconference2017**

Keep an eye out on the ANA eUpdate and website for more exciting announcements to come. We look forward to seeing you there!

Remember! Early bird registrations close on Friday, 7 April 2016. Visit the ANA Conference website for all conference information.

For further information on any aspect of conference contact:

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ANA wishes to acknowledge those who are generously supporting the 7th Activity and Nutrition Conference:



Healthy Food and Drink Policy for the Health Sector and Other Organisations



*The Ministry of Health has worked with District Health Boards (DHBs) to develop a **National Healthy Food and Drink Policy** for the health sector. A similar policy has also been developed that other organisations can use.*



Dr Harriette Carr

“It’s important that our health care system shows leadership in providing healthier food and drink environments because many of the diseases that result in people needing hospital care are associated with what we eat and drink,” says Dr Harriette Carr, principal advisor – Public Health, Ministry of Health.

“The Policy aims to demonstrate commitment to the health and wellbeing of staff, visitors and the general public by providing healthy food and drink options.”

It has been developed by the DHB Healthy Food and Drink Environments Network – a group of nutrition, dietetic, food service, and/or public health representatives from all DHBs, along with the Ministry of Health, with the intent that it would be able to be implemented over a two-year period. The Network also received support from the Heart Foundation, Activity and Nutrition Aotearoa (ANA) and the University of Auckland.

“The Policy consists of overarching principles that reflect the Ministry’s Eating and Activity Guidelines for New Zealand Adults, as well as more specific criteria to support caterers to put the principles into practice,” says Dr Carr.

“The specific criteria defines the quality and quantity of food and drink options available in food services and is a practical, evidence-based tool to translate healthy eating into a food service setting. Large food and drink portion sizes are now commonplace in many cafes and eating establishments, and this trend has been linked to the growing obesity problem. Defining more appropriate portion sizes for less healthy options is an important way to re-establish moderation as the norm for both consumers and producers.”

‘Green category’ foods and drinks are the best choices and generally have no portion restrictions. Portion size criteria is used for less healthy food and drink options only (as part

of the Amber category group). Using portion size to control the amount of menu options like cakes, scones, sausage rolls and pies means these popular items are still available for consumers as part of balanced approach to healthy eating.

The Ministry of Health has adopted the Policy. The Policy is available for individual DHBs to consider adopting. Local involvement is important for DHB implementation, including from employees and their representatives.

The Healthy Food and Drink Policy for Organisations is a simpler version of the National Healthy Food and Drink Policy. The Network encourages people to consider adopting or adapting this policy for their organisation, and/or sharing it with other organisations or agencies so that we can all gradually improve the food and drink environment where we live, learn, work and play.



Find out more about the policies on the **Ministry of Health website.**

Toddler Better Health Programme



The Toddler Better Health Programme is an exciting new evidence-based healthy lifestyle programme for families with children aged 2-4 years old. It encourages healthy eating habits and being physically active each day. A joint initiative between Nelson Bays Primary Health and Sport Tasman it's the first of this kind in the Nelson region.

Toddler Better Health aims to encourage families to be more active and make healthy choices with their food as well as making small healthy changes in the family home. It's a free programme and is delivered once a week over a ten-week period. Each session involves toddlers and parents/caregivers sharing the experiences of learning in a fun way.

Although the primary target is families with an overweight/obese child or a child at risk of becoming overweight, it's suitable for all families with children aged between 2-4 years old. Families can be referred by a health professional or they can self-refer. It is advertised in a number of ways to the community including GP practices, public health nurses, Plunket, family start, dietitians, paediatricians and early childhood services.

The programme includes 30 minutes of play-time (parents and children learning how to play together), snack time (children and parents get to try new and exciting healthy foods) and 45 minutes of fully supervised creative play for the children, while parents learn about healthy eating and how to make behaviour changes at home.

Through the activities set up toddlers are able to practise basic skills like kicking, catching, jumping and balancing. Reducing sedentary behaviour is also a big part of the program and families are encouraged that children watch less than two hours of television a day.

Snack time allows toddlers to try new foods and targets fussy eaters. Each week they try a different fruit and vegetable with

the help of puppet Max Moon, who came to Earth but was unsure of trying new foods. The kids touch, smell and even kiss foods to get familiar with it before tasting it.

"We find at this age there are a lot of fussy eaters and that often leads into behaviours which are really difficult to change and can influence their health and weight. We have seen changes in the kids, I think having the snack time has been great, watching children sit down and being very hesitant at first to try things like raw broccoli and cauliflower but they have given it a go" says Tonia Talbot community dietitian at Nelson Bays Primary Health who facilitates the programme.

The program was originally developed in the United Kingdom and has also been implemented in Australia. It was tailored to suit the New Zealand context.

There has been some great feedback and success stories from families participating so far:

- 60% of parents said their children were spending more time being physically active
- 60% of parents have seen a reduction in the time their children are spending on screens (such as TV, computer)
- 80% of parents also said their children are eating more vegetables on a daily basis.

"The programme has had a real flow on effect to my extended family. My mother sent the children money instead of chocolate for Easter this year and my sister and brother in law don't offer fizzy drinks when we come to visit now" said a parent on the programme.



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Cycling – the Quiet Revolution in Healthier Transport

sustainable
BUSINESS NETWORK
Reshaping Profit

Increasing the popularity of cycling at work will bring increased health benefits for our people and our communities.

The Sustainable Business Network (SBN) has a membership of more than 500 businesses nationwide. It is leading the BikeNow! project to get more people using bicycles for business, and for commuting. BikeNow! is a partnership between SBN, the New Zealand Transport Agency (NZTA), AECOM and Fulton Hogan.

In 2014, the government announced \$100 million additional funding for urban cycleways. We are seeing the results in towns and cities all over the country, under the direction of NZTA.

New cycleways are proving popular. Recent studies in Auckland showed a steady increase in cycling. They also show an increase in use of bicycles outside of recreation and fitness. Phil Jones, project lead for BikeNow!, says this is a key focus of the initiative.



"It's all about encouraging workplaces and businesses to do more to encourage cycling by their staff and visitors. It's healthier, cheaper, and often quicker!"

The physical and psychological benefits of cycling are well documented. In New Zealand, physical inactivity contributes to around eight percent of all deaths. It is the second leading risk factor of disability adjusted life years. One in three adults and one in five children in New Zealand is overweight. The Ministry of Health reports that only about half of New Zealand adults are regarded as sufficiently active for health benefits.

Meanwhile, a study in Copenhagen has found those commuting by bicycle for three hours a week had 28 percent less chance of death by all causes. A ground-breaking 2016 study of New Zealand's six largest cities has drawn links between high rates of cycling and walking, and their residents' health. The researchers

at NZ Centre for Sustainable Cities found that cities with higher levels of cycling and walking tended to have better overall population health, with lower incidences of conditions such as high blood pressure, obesity and diabetes.

Cycling makes our streets safer. It reduces air pollution, traffic congestion and helps tackle greenhouse gas emissions.

BikeNow! recently surveyed SBN members. It found that half of the companies that responded understand the link between cycling and the health and wellbeing of their staff, and are acting accordingly. They're providing better facilities for cyclists, and increasingly this means providing 'fleet' bikes for staff to use during the day. The e-bikes revolution is demonstrated with many of these fleet bikes being e-bikes. With the rollout of the safe cycleways network, businesses seem to recognise the potential of bikes for short-distance business travel.

"Businesses are increasingly 'getting it' – the link between cycling and their staff's wellbeing. From major city councils to smaller businesses in provincial centres, we're hearing of more and more organisations encouraging cycling for transport. The quiet revolution is here!" says Phil.

The next steps for the BikeNow! project is helping promote the Aotearoa Bike Challenge, the free and friendly workplace cycling competition in February 2017 – you can sign-up today at www.aotearoa.bike. And we're continuing to showcase great examples of workplace cycling, and assisting businesses through the co-development, with NZTA and other stakeholders, of a workplace cycling guide.



If you would like to know more about BikeNow! or if you know of some great examples of 'businesses backing bikes' please get in touch with:

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Junk Food off the Menu



Uawa Sports Club senior rugby player Rocky Monika (front right) hands out healthy snacks and water to the JAB rugby players at the Club's annual sports day to encourage healthy eating habits. Picture by Darryl Crawford

Uawa Sports Club parents have taken up healthy eating habits and encouraged Te Tairāwhiti whānau to join them. Sports club chairman Darryl Crawford said the club's whānau were committed to improving their children's diet and "normalising healthy eating".

"We as whānau have all agreed to try and change the eating habits of our tamariki while under the mana of Uawa Sports Club."

"The children are our next generation . . . we hope to show them that eating healthy is normal and physical activity is normal."

Junk-food is off the club's menu, says Mr Crawford. "For us, the days of sausage sizzle, chips, pizza, fizzy drinks, pies and plates of chocolate biscuits are gone."

With that in mind, the tasty treats for the 200 Gisborne and East Coast children playing JAB rugby at the Uawa Sports Club Day recently were fruit, muesli bars and chicken salad rolls made by the parents of the sports club.

Bottles of chilled water donated by Te Whare Hauora o Te Aitanga a Hauiti (Hauiti Hauora), kept the 12 JAB, four secondary school and two senior teams and their supporters hydrated throughout the annual sports event.

Horouta Whanaunga Healthy Families New Zealand East Cape manager Albie Stewart applauds the efforts of the Tolaga Bay parents and says everyone can be a leader and role model for a healthy Aotearoa.



"Working together we can create a healthier community now and for future generations," he says.

Mr Stewart says a "mind-shift to normalise healthy eating" was needed to permanently slow the rising rate of obesity and preventable chronic diseases.

The project came about through work with the local kura who were taking a Kai Atua approach to healthy eating. They were looking at how they could greater influence whānau and the wider community. Darryl a teacher at the kura was also the chairman of the local rugby club and saw the opportunity to positively influence the community using the same approach and messages.

Parents at the kura whose children were also involved in the sports club also role modelled to other parents and brought healthy plates and helped get whānau on board with the healthy eating kaupapa.

Keys to success include:

- 🌀 Community buy-in and community-led action
- 🌀 Get to know your community, what's already happening and who the key leaders are.
- 🌀 Positively influence leaders and work alongside them on activities/ local hubs of community action already happening rather than creating new ones.

Making good food choices, being physically active, smokefree and reducing alcohol related harm are the key areas of focus for Horouta Whanaunga Healthy Families East Cape.

For more information please contact:

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New From the Journals

The Lancet - Urban Design, Transport and Health Series 2016

Summary: Worldwide, the majority of people already live in cities. Physical inactivity, unhealthy diets, air pollution, noise, social isolation, and exposure to crime play a very important part in the non-communicable disease burden. This Lancet series brings together a collection of papers to explore how integrated multisector city planning, including urban design and transport planning, can be used to greater influence health and wellbeing.

The first paper demonstrated that land-use and transport policies and practices can affect wide range health outcomes, especially NCD's and motor vehicle injuries. Increasingly urban spaces are recognised as important social determinants for health with the potential for both negative and positive effects on physical and mental health. The second paper in the series has modelled land use and transport policies with an emphasis on compact cities that support a shift from private motor vehicle use to walking, cycling and public transport as a strategy for improvement in population health. The features associated with more physical activity were high residential density, high density of public transport stops and the vicinity of parks. The third paper urges a city design approach to enhance health and sustainability through active transport and move towards new urban mobility.

Reference: The Lancet, 23 September 2016
To access the series [click here](#).

Long-term Effectiveness of the New Zealand Green Prescription Primary Health Care Exercise Initiative

Authors: Hamlin MJ, Yule E, Elliot CA, Stoner L, Kathiravel. Doi 10.1016/j.puhe.2016.07.014

Summary: The Green Prescription programme (GRx) aims to help increase physical activity of sedentary New Zealand adults through physical activity advice long with a behaviour change focused counselling. In the programme general practitioners or nurses refer patients to a green prescription provider (usually a regional sports trust). To find out the effectiveness of the GRx researchers contacted participants who had been referred to the programme 2-3 years ago. Participants were split into the adherence group (91 participants) and the non-adherence group (56 participants). Participants were asked questions about their physical activity levels from questions used in the New Zealand Health survey. The adherers reported being less sedentary and including 64 minutes more physical activity than the non-adherers. Although drop-out rates of the GRx are high this study shows in the long term the programme does effectively increase physical activity of those who complete the programme. One of the limitations of this study is it did not include a true control group of people who were referred but never attended. Also, to further increase the green prescription success it would be useful to understand why the programme has a high drop-out rate.

Reference: Public Health 140 (2016) 102-108.
DOI: <http://dx.doi.org/10.1016/j.puhe.2016.07.014>

Dietary Intake and Eating Behaviours of Obese New Zealand Children and Adolescents Enrolled in a Community-Based Intervention Programme

Authors: Anderson YC, Wynter LE, Butler MS, Grant CC, Stewart JM, Cave TL, et al

Summary: Although it is well known that childhood obesity ranks 3rd amongst OECD nations, more in depth details about the diets and specifically the eating behaviours of New Zealand obese children is not. To find out what New Zealand obese children and adolescents eat and their eating behaviours, researchers used an un-blinded randomised control design to assess records taken from the Whānau Pakari programme. The Whānau Pakari programme is run by Sport Taranaki and uses a multi-disciplined approach as intervention programme for overweight and obese children and adolescents. The study also aimed to look at the difference of eating patterns and eating behaviours between Māori and non-Māori children.

The main findings were, on average children were not meeting their fruit and vegetable recommendations. Also, Māori children drank on average more sugar sweetened beverages per day than non-Māori children, 250ml compared to 150ml respectively. Researchers also found 62% of children comfort ate, 67% of children were excessively hungry and 51% of children did not feel full after a meal. Not addressed in the study was the excessive amount of sugar in the diet of Māori children compared to non-Māori coming from sugar sweetened beverages. One cup or 250ml of a soft drink can average to 7 tsps. of sugar per day which exceeds a child's maximum sugar recommendation per day. Also concerning is the nutritional adequacy of these children's diets that would lead to a large prevalence of unhealthy eating behaviours. Something that less sugar and more fruit and vegetables could help to alleviate.

Reference: PLOS One 11(11), 2016.
DOI: <http://dx.doi.org/10.101371/journal.pone.0166996>

Continued from page 1

All environments where children gather should be free from the marketing of unhealthy products. Given that New Zealand children are the third fattest in the OECD, we would encourage our leading sports teams and sporting role models to consider the products and brands they are promoting to their young fans.

It is also important that the new code is effectively monitored and evaluated. This will be crucial in determining what impact the improvements are making to the exposure of unhealthy food advertising to children.

While it is commendable that some changes have been made any country that is serious about addressing childhood obesity, especially to the level we have here in New Zealand, needs to place advertising to children at the top of its agenda. The fact that some of the most harmful aspects of advertising to children have not been addressed in the new code demonstrates the flaws of self-regulation and shows the need for the Government to play a role in protecting children from this powerful influence.

Dave Monro
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Coming Events

7th Activity and Nutrition Aotearoa Conference: 30-31 May, 2017, Wellington.

Keep an eye on the ANA website for more information.

VARIOUS DATES AND VENUES 2017

Shore and Whāriki Research Centre Easy Evaluation Workshops (2 days): 2017, Various dates and locations.

[Read more here.](#)

Gravida Healthy Conversation Skills Training: 2017, Various dates and locations. [Read more here.](#)

FEBRUARY 2017

19th International Conference on Behavioural Nutrition and Physical Activity: 2-3 February, 2017, Melbourne.

[Read more here.](#)

Public Health Summer School: 7-24 February, 2017, University of Otago, Wellington. [Read more here.](#)

APRIL 2017

15th World Congress on Public Health 2017: 3-7 April, 2017, Melbourne. [Read more here.](#)

MAY 2017

Dietitians Association of Australia Conference 2017: 18-20 May, 2017, Hobart. [Read more here.](#)

7th Activity and Nutrition Aotearoa Conference: 30-31 May, 2017, Wellington. [Read more here.](#)

JUNE 2017

16th International Society of Behavioural Nutrition and Physical Activity (ISBNPA) Annual Meeting, 7-10 June, 2017, Victoria, BC, Canada. [Read more here.](#)

International Conference on Transport and Health: 27-29 June 2017, Barcelona, Spain. [Read more here.](#)

OCTOBER 2017

Public Health Association Conference: 2-4 October, 2017, Christchurch. [Read more here.](#)

ANZOS Annual Scientific Meeting: 4-6 October, 2017, Adelaide, Australia. [Read more here.](#)

International Congress of Nutrition: 15-20 October, 2017, Buenos Aires, Argentina. [Read more here.](#)

Want to stay up to date with coming events and what's new? Sign up for our fortnightly eUpdates at www.ana.org.nz

What's New

New Name and Website for ANA!

Last month, if you haven't seen it yet, ANA launched a new name and new website.

To better reflect our broader focus of promoting healthy eating and physical activity we are now known as Activity and Nutrition Aotearoa (ANA).



Our purpose continues to be, to connect people and organisations engaged in the cause of improving the nation's nutrition and physical activity. We do this by linking our members and the wider public health nutrition and physical activity workforce to news, events, research, and resources.

We have also launched our new website, www.ana.org.nz, which has been designed with the sector in mind, to provide easy access to news, events, knowledge and resources. We are still putting on the finishing touches to the new website so please bear with us as we continue to upload a range of new resources across all our resource topics.



If you have a resource you would like to share please email our national project manager Annalise Goble annalise@ana.org.nz

Giving Water the Centre Stage



Looking for a cost effective, fun and healthy way to hydrate the crowds at school, sporting or other events?

Wellington-based **Healthy Futures** have developed a 'water kit' to assist communities to switch from sugary drinks to water. The 'water kit' consists of three large tapped dispensers, a running guide for setting up a water stall and the Health Promotion Agency 100% water resources. Water can be infused with fresh fruit, herbs and ice, in an attractive way with lots of choice.



Wellington communities wanting to borrow the 'water kit', please contact water@healthyfutures.org.nz. For communities outside of Wellington wanting to create their own 'water kit' [click here.](#)