

# Activity & Nutrition Aotearoa

Kia Hono, Kia Tipu  
Connecting people and knowledge



## Evidence & Action

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## Active New Zealand? A call to action from the Global Observatory for Physical Activity

*The mission of the Global Observatory for Physical Activity (GOPA) is to monitor physical activity surveillance, research, and policy worldwide, with the ultimate goal of reducing the global burden of mortality and morbidity caused by physical inactivity.*



Erica Hincson

The Lancet Physical Activity Observatory team, now GOPA, invited the author to be the main contact person for the development and revision of the New Zealand physical activity card. The country cards

were initially developed by the observatory team using a standardised method to capture country demographics, deaths related to physical inactivity, surveillance and policy status, prevalence of physical activity, and research metrics. The cards were submitted for consultation and validation to country representatives. The country cards were launched in December 2015. The NZ country card results were disseminated locally through mainstream and social media.

GOPA - a global organisation of physical activity researchers, epidemiologists, public health policy makers and practitioners who produce and analyse reliable, high quality and current information on the topic of physical activity and health. The Global Observatory is a council of the International Society of Physical Activity and Health (ISPAH).

In NZ, physical inactivity is responsible for 12.7% of all deaths, compared to 9% worldwide. Only 52% of New Zealanders are physically active (48% of men, 56% of women, 2013 data).

Physical inactivity is also a key contributor to many non-communicable diseases (NCDs). While the life expectancy in NZ is on average 81 years, compared with 71 years worldwide, 82% of deaths in NZ are attributed to NCDs.

The NZ Government, through the MoH and Sport NZ, has an interest in promoting physical activity because of the impact on general health and wellbeing.

The MoH measures and monitors physical activity levels through the continuous New Zealand Health Survey, develops population level Eating and Activity Guidelines, and funds District Health Boards and other providers to deliver health-related physical activity advice and support.

Eighteen years ago the Green Prescription for adults (GRx) was initiated. A GRx is a health professional's written advice to a patient to be physically active, as part of the patient's health management. Evidence thus far suggest that GRx is a cost-effective way to increase physical activity, improves an individual's quality of life by over 12 months and provides sustained changes to physical activity engagement and better nutrition. However, the number referred in 2014/15 was 47,694 – substantially less than the number that could benefit from a GRx.

In response to growing rates of obesity, the Government released a new Childhood Obesity Plan with 22 actions in October 2015. Many actions focus on increasing physical activity across the population (thus impacting children and adults). One action, Healthy Families NZ – a systems based model for community change, is being implemented in ten communities across New Zealand. Forty million dollars over four years is being invested to address physical activity, nutrition, alcohol and tobacco, in these communities, with a potential reach of one million people.

Continued on page 6...



# ANA Conference Update

**WORKING TOGETHER**

7<sup>TH</sup> ACTIVITY & NUTRITION  
AOTEAROA CONFERENCE  
30 – 31 MAY 2017



**INSPIRING CHANGE**

TE PAPA  
WELLINGTON  
NEW ZEALAND

*The conference is only two months away! Our programme has come together nicely and we are so excited to let you know all the conference has in store! Keep in mind that early bird registration closes on the 7th of April.*

**Workshops are back! This year we have five interactive workshops each day including:**

- ✱ Ride an e-bike - learn about Wellington cycle infrastructure with Claire Pascoe
- ✱ Simplify workplace wellbeing – find out about Good4Work, a free simple online tool
- ✱ Physical literacy - the cornerstone to delivering community sport and active recreation for New Zealanders
- ✱ The systems model in an indigenous setting - how systems thinking might be usefully applied to add value to the indigenous approaches – led by keynote speaker Boyd Swinburn with Albie Stewart
- ✱ Co-design through a Māori lens - understand the contribution that mātauranga Māori can make to contemporary nutrition and physical activity movements
- ✱ Wai Ariki - explore ways for whānau, hapū and iwi to connect with wai, and gain a deeper understanding of Māori engagement with advocacy
- ✱ More to come!

**Opening speaker:**



Hayden McRobbie is professor of public health interventions at Barts and The London School of Medicine and Dentistry, Queen Mary University of London (UK) and a director of the Dragon Institute for Innovation (NZ). Hayden has also played a key role in the implementation of the tobacco health target in New Zealand and is now involved in the implementation of the raising healthy kids health target.

**Read a Q & A with Hayden on page 6!**

**Conference Host:**



Leonie Matoe brings with her a wealth of experience and insight into the types of issues that we will be exploring together at the ANA conference, her passion and enthusiasm for innovation in public health combined with her public speaking (and singing!) skills are a welcome support to working together and inspiring change at the 7th ANA conference in 2017.

**Closing Speaker:**



Niki Bezzant is a writer, speaker, editor and commentator. She is passionate about food, healthy eating and food culture, marketing and policy. As founding editor (now editor-at-large) of the Healthy Food Guide magazine, a columnist for the Herald on Sunday and a frequent contributor to broadcast media, she has extensive knowledge of modern media and consumer attitudes to healthy eating.

**5+ A Day Breakfast Speaker:**



Carolyn Lister also has a strong interest in communicating science to the community and is an active member of the New Zealand Fruit and Vegetable Alliance and the New Zealand Guild of Food Writers. She enjoys transferring science knowledge to the wider community by various means including interactive websites (e.g. [www.veggycation.com.au](http://www.veggycation.com.au)) and hands on sessions with local primary school students.

**New!** 2017 is election year- are you prepared? In 2015 we had a debate, this year we are having a fun political chat show! Chaired by Wellington Improvisation Troupe director Nicola Pauling. This light-hearted and engaging, '7 days' like session will be a fun end to the conference! Keep a watch on the conference website and conference eUpdate as more details to come.

**Follow us on Twitter and Facebook**



Are you coming to the conference? Tweet about it! **#anaconference2017**

**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:



# Inspiring the “Go the H2O” movement

**HUTT CITY**  
TE AWA KAIRANGI

**healthy families**  
Lower Hutt  
He oranga whānau

*Healthy Families Lower Hutt is leading the “Go the H2O” movement to make Lower Hutt a water promoting place to live, learn, work and play – so that water is the best and easiest choice of drink.*

“Taking a systems change approach and collaborating with many partners to increase access to clean, fresh and free water is key for Go the H2O,” says Ana So’otaga, settings coordinator from Healthy Families Lower Hutt.



Healthy Families Lower Hutt's hydration station in action at Te Rā o te Raukura Festiva

Go the H2O is an approach that aims to inspire a wide range of community groups and organisations to make being pro-water part of their everyday kaupapa. “We are working together using Go the H2O to turn the tide on our community’s health, everyone has a role to play” says So’otaga.

Go the H2O works across many levels, from providing policy templates and resources, to increasing access to water through more permanent and portable hydration stations. By engaging multiple sectors, settings and communities in the development, Go the H2O support can be tailored to any group or scenario.

Total Touch Wellington is leading the way with the Go the H2O movement. Total Touch reaches on average 2,500 of our tamariki and their whānau from the Hutt Valley. They run touch modules out of two local council parks every week during terms one and four each year. Missing from the council parks used by Total Touch is good access to drinking water. This was a major issue for Total Touch and something that started their korero with the Healthy Families Lower Hutt team.



Total Touch players using Healthy Families Lower Hutt's hydration station

For Total Touch, to become pro water meant doing things differently. First they made sure there was easy access to quality drinking water with the help of Healthy Families Lower Hutt's hydration station. “The hydration station is a smart option to make water cool again! It makes it easy to get clean, fresh and free water. The way it looks as well as the way it works really engages the tamariki, they can't wait for their turn to fill up their drink bottles” says Bronwyn Jahnke from Total Touch.

“Total Touch educated our referees to back up the pro water message. Refs now know they can't drink their fizzy or sports drinks in front of our tamariki. We have even removed fizzy drinks from prizegiving goodie bags for the players. Our next focus is to work with Healthy Families Lower Hutt to have fizzy drinks removed from the food vendors that have contracts for the parks,” says Jahnke.

Hutt City Council is another champion for Go the H2O. With Healthy Families Lower Hutt support they have committed to making all council run events pro water. This means having easy and free access to water from a hydration station or a water truck if there is no mains water on site. Hutt City Council is also increasing access to water through new permanent fountains being installed in community and public spaces in high needs communities.

Go the H2O is now being used by workplaces, sports codes, schools and events as well as within Māori and Pasifika communities in Lower Hutt.

Go the H2O will be one of the topics delivered by Ana So’otaga at the upcoming 7th Activity and Nutrition Aotearoa Conference.

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# Healthy Families Manukau, Manurewa-Papakura



*A huge portion of our community's time is spent at work. This environment has great potential to influence our health and wellbeing. From having more energy and feeling happier at work, workplaces are an ideal place to support and promote healthy habits and contribute to a healthy community.*

Located in the airport district in Mangere, Rinnai is a heating systems industry leader with a mix of office-based, manufacturing and warehouse staff. The staff's workdays are a mixture of sedentary and physical. The company wanted to transform its workplace to enhance overall health and wellbeing.

Supported by Healthy Families Manukau, Manurewa-Papakura, staff identified emphasis should be on increasing physical activity, improving fruit and vegetable consumption and reducing sugar-sweetened beverage consumption. With high staff retention and job satisfaction amongst the team at Rinnai, staff also identified that they would focus more on their health if a programme were introduced into the workplace.

Using Healthy Families Manukau, Manurewa-Papakura nutritional guidelines, Rinnai staff undertook classes to read food labels and understand the nutritional value of foods. A before-work cooking class taught practical and relevant cooking skills, offering healthy-alternatives to family favourite recipes. In these classes staff learned to make simple salads to accompany their monthly workplace BBQ, which traditionally included very few vegetable options. Inspirational speakers also shared their personal health journeys, like Selwyn Tupou who lost 100kg by living a healthier lifestyle. As a result of the newly acquired knowledge and skill, an increase in healthier food alternatives were noticed in the workplace.

With such a positive response from staff, a section of land has now been set aside at the Rinnai premises with a vision to grow vegetables on site and keep urban beehives. Connecting staff

to food gardens in the workplace will see them involved in the growing of vegetables and fruit and give them the ability to consume the fresh produce grown on site. While healthier food options have been adopted at work functions (including wholemeal bread and salads), the team are working to extend this commitment by removing white sugar from the workplace and reviewing their vending machine.

Connecting the workplace with a physical activity community champion from South Auckland sparked the beginning of an in-house fitness programme. Supported by management, with financial support from ProCare Health, a 10-week group fitness session helped promote exercise and movement amongst staff.

Having started with nutrition and physical activity, there are plans to take a more proactive approach to the prevention of serious health conditions amongst staff by working with a local primary health organisation to incorporate regular health checks to the system.

Rinnai is a great example of commitment to workplace wellness and the ongoing, positive effects the work setting has on staff health and lifestyle. Through collaboration with health champions, the establishment of an initiatives committee and implementation of nutrition and physical activity changes, the company is meeting demand for a sustainable health promoting environment. Collaborating with local businesses will see a growth in workplace wellness amongst the wider industrial community, contributing to long-term systems change.



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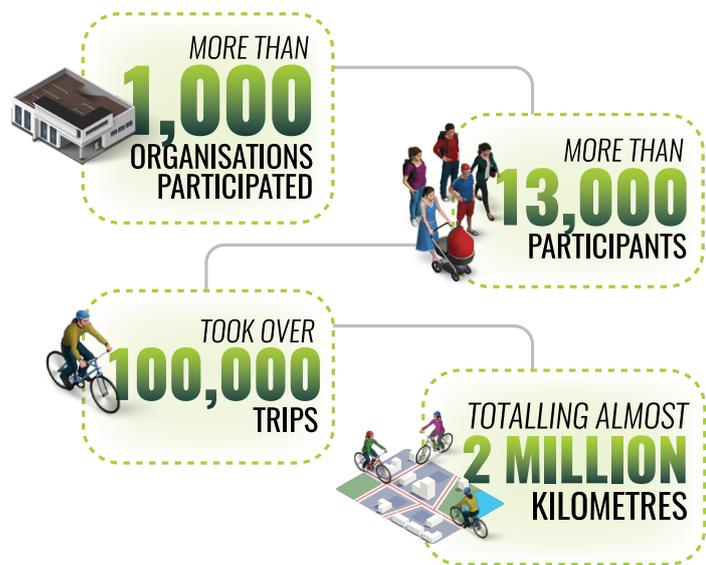
# New Initiatives to Encourage Bike Friendly Workplaces

AOTEAROA BIKE CHALLENGE 1-28 February 2017



*This February saw the nationwide launch of the Aotearoa Bike Challenge, a friendly workplace competition that encouraged people to try incorporating an A-B bike ride into their day and discover how easy it can be to build exercise into everyday transport.*

**The Aotearoa Bike Challenge pilot ended on 28 February, proving to be a huge success.**



Tauranga City Council was among the top performing organisations that took part in the challenge with 93 out of 500 staff clocking up over 1,000 trips by bike over the month, including 31 of them being new riders.

Martin Parkes, manager of transportation has enjoyed seeing staff giving cycling a go and experiencing its benefits over the month. "It's great to see so many people realising the benefits of cycling. Not only is it good for health and the environment, but cycling is a cost effective way to get around that helps create great places for people to live, work and play." Radleigh Cairns, pollution prevention officer, chose to take on the role of cycle champion at Tauranga City Council after deciding to get himself back into the habit of biking to work after a recent change in job. "I used to bike to work a lot, however when I changed jobs I got into a habit of taking the car.

I used the challenge to get myself back into the habit of biking; it gives me a real energy boost in the morning and time to 'reset' on the way home. So the benefits are not just physical, but mental as well." With cycling to work becoming increasingly popular, organisations are beginning to adopt sustainable transport options into their offices. Wellington City Council and NZ Transport Agency are among organisations who have recently added pool bikes to their fleet. Hugh Wilson, transport choice coordinator at Wellington City Council is thrilled with the success of their pool bikes; in particular, the e-bike which at times needs to be booked by staff days in advance to ensure they can access it. "Since the introduction of our new pool bikes, staff use has risen significantly. We're making fewer short trips by car, cutting down on costs and improving health at the same time. Lunch time rides along the waterfront have also become popular with staff."

With over 1,000 organisations having experienced first-hand the benefits of encouraging cycling in the workplace and as a transport option, it is expected that interest in making changes to support this transport option will grow.

A cycle friendly workplace guide is currently being developed by the Transport Agency in partnership with the Sustainable Business Network (SBN) to provide guidance to businesses and organisations on how they can accommodate people who choose to ride, the guidance will cover everything from bike racks and office showers to pool bikes. The guide will be published late 2017.



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# Q & A with Hayden McRobbie



## **Most people will know you from the tobacco space, can you tell us what attracted you to the role of raising healthy kids target champion for childhood obesity?**

I have worked in the tobacco space now for over 17 years and for the last seven years I have been closely involved with implementing the tobacco health target, which encourages health care professionals to deliver a brief intervention to people who smoke.

I became involved in adult obesity in 2002, when clients who had stopped smoking asked for help in losing the weight that they had gained.

Brief interventions for obesity share many of the same facilitators and barriers as brief interventions for smoking and so the raising healthy kids target champion appeared to be a complimentary role, as well as a new challenge.

## **What do you hope to accomplish in this role?**

Well, achieving the target will be an accomplishment in its own right. The target focuses on intervening in the early stages of life to ensure positive, sustained effects on health. It will ensure four-year-olds identified as obese while getting their B4 School Check will be offered a referral to manage any underlying health risk with obesity, encourage the parent to take some action, and regularly monitor the child's growth towards supporting the child to achieve a healthy weight.

## **What inspired you to become a director for the Dragon Institute for Innovation? And what is the Dragon Institute for Innovation?**

The Dragon Institute stands for many things. We are innovators in the space of research-based training, with a focus on the major risk factors for non-communicable diseases. We are also involved in a range of clinical trials with our academic partners focussing on smoking cessation and weight management. For me, the best things about being involved with this organisation are the creativity and collaboration and the ability to work across a range of areas, from clinical trials to policy and practice.

## **What is your favorite quote?**

When the facts change, I change my mind. What do you do?

*John Maynard Keynes*

## **If you could invite any three people over for dinner who would they be, and why?**

Rick Stein, because he really knows how to cook seafood well and I could do with a few lessons in this regard. My good friend, Michelle Lee, because she's always such great company, and Eddie Izzard because he's smart and incredibly funny.

## **How do you fit physical activity into your everyday life?**

That's easy! I have a two-year old Labrador who likes to run.

## **We are looking forward to your opening address and concurrent presentation at the 7th Activity and Nutrition Aotearoa conference, what are you going to share with us in your presentations?**

There is no single solution to tackling childhood obesity and I will focus on the small, but important roles that we all have to play. In my concurrent session I will be giving an update on the Raising Healthy Kids Target.

## **Hayden McRobbie**

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## **Active New Zealand? A call to action from the Global Observatory for Physical Activity** (continued from page 1)

There are also many activities underway regionally, and actions in other sectors such as transport, sport and recreation and workplaces, independent of the new Childhood Obesity Plan. Currently, there is no national physical activity strategy document to guide, inform, measure, streamline, monitor, review and capture these activities or document change/success.

Since the Report Card was published, new actions are underway, however, it is too early to know the effect of the actions on overall physical activity levels and the health of the population. The development and evaluation of a national physical activity strategy with evidence-based actions, together with population targets may help increase physical activity levels in NZ. While monitoring global health via country cards is an important first step, the cards do not report on physical activity inequalities that exist in specific populations, and rely on self-reported physical activity.

Nevertheless, physical inactivity is a public health issue that must be prioritised, especially given the ageing NZ population and a health system under constant strain. The call to action requires across the board societal involvement to influence change in physical activity at the population level.

## **Erica Hinckson**

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## **For more info visit:**

[www.globalphysicalactivityobservatory.com](http://www.globalphysicalactivityobservatory.com)

# New From the Journals

## Do physical activity interventions in indigenous people in Australia and New Zealand improve activity levels and health outcomes? A systematic review

Authors: Sushames A, van Uffelen J, Gebel K

**Summary:** Indigenous people of Australia and New Zealand tend to have shorter life expectancies which is most often due to chronic disease. Physical activity is effective at preventing and managing chronic diseases. The authors of this paper reviewed research projects that focused on the effect of physical activity in Māori, Aboriginal Australian and Torres Strait Islander populations. Only 13 studies were found, despite a myriad of research in the general population. As there were very few validated studies, this study concludes that it is still unclear how successful physical activity interventions are at increasing activity levels in indigenous people of Australia and New Zealand.

**Commentary by Anna Rolleston (PhD), Senior Research Fellow, University of Waikato:** The quality of the studies varied, making firm conclusions difficult. However, the authors rightly state that integrating culture when designing physical activity programmes is essential. A research team must also be flexible with their methodology, and expect lifestyle interventions to evolve continuously over time ensuring the programme remains acceptable to their community. Improving the quality of physical activity data for indigenous populations would be helpful in both policy, and in service, development. It is suggested that validated measures be used (which will then help to build a body of evidence) even if the measure is the inclusion of a basic functional capacity assessment like a 6-minute walk test. Of importance for long-term health improvement is knowing the sustainability of the benefits that arise from a programme. The authors suggest that future physical activity studies have a follow-up component to ensure 'real-world' understanding of benefit, resourcing required and ongoing acceptability.

Reference: *Jnl Behav Nutr and PA* 2016, 13:129  
DOI: <https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-016-0455-x>

## 'Maximizing shareholders value': a detailed insight into the corporate political activity of the Australian food industry

Authors: Melissa Mialon, Boyd Swinburn, Steve Allender, Gary Sacks.

**Summary:** The objective of the study was to gain a deeper understanding of the corporate political activity (CPA) of the Australian food industry. CPA refers to six strategies designed to influence policies and public opinion in favour of the industry. Fifteen interviews were conducted with current and former policy makers, public health advocates and academics. The study found evidence of food industry practices that has potential to shape public health-related policies and programmes in ways that favour the industry at a cost to the population.

**Commentary from Dr Cristina Cleghorn, Research Fellow, Department of Public Health, University of Otago Wellington:** This paper provides useful insights into the various techniques, referred to as CPA, the food industry employs to influence policy in Australia. The study found the sample of policy makers, public health advocates and academics had witnessed these six CPA strategies: Information and messaging; financial incentives; constituency building; policy substitution; opposition fragmentation and destabilisation. This is the first paper outlining the experiences public health experts have had of CPA in Australia, providing a sense of the obstacles they face in advocating for public health. Due to the many commonalities between Australia and New Zealand in both the food industry and food policy, the examples seen in Australia are also likely to be relevant to practices seen in New Zealand. Although it is not known from this research the extent to which this CPA actually influences policy, this paper can be used to inform measures to counter the influence the food industry is likely to have on policy.

Reference: *Aust NZ J Public Health* 2017  
DOI: [onlinelibrary.wiley.com/doi/10.1111/1753-6405.12639/abstract](https://onlinelibrary.wiley.com/doi/10.1111/1753-6405.12639/abstract)

## Your money or your time? How both types of scarcity matter to physical activity and healthy eating.

Authors: Danielle Venn, Lyndall Strazdins

**Summary:** A common reason for people not engaging in physical activity and healthy eating behaviours is lack of time and money. This research aimed to explore time and income as a social determinant of health. Through using longitudinal nationally derived survey data from Australia, the researchers found scarcity of time and income was patterned by social economic status and gender. Their recommendations are for public health interventions to include time and income as a social determinant of health to make interventions more effective and fair.

**Commentary from Sally Mackay, PhD Student, Registered Nutritionist, University of Auckland:** Being active and preparing healthy meals does take time. This study investigated at how being scarce of time or income act as barriers to health behaviours. There are few studies in the literature that assess these associations. Longitudinal data was used to measure how new episodes of insufficient income or time predicted changes in physical activity and healthy eating behaviours. This study used both objective (amount of income and a time-use survey) and subjective ('feeling poor' or 'feeling rushed for time') measures. Being short of time or income reduced physical activity. For eating behaviours, the impact depended on the measure. Being time poor (time use records) had no impact on eating behaviours, but 'feeling rushed for time' leads to eating out more often, eating more discretionary foods, and for some, eating less fruit and vegetables. Time is a significant social determinant of health, so it needs to be acknowledged when promoting healthy behaviours.

Reference: *Social Science and Medicine* 172 (2017) 98-106  
DOI: <http://dx.doi.org/10.1016/j.socscimed.2016.10.023>

# Website Showcase

## ANA website events page

The newsletter events section has moved to the [ANA website](#).

Did you know the ANA website is a rich source of events that are updated regularly? To help you to stay up-to-date with events we've created this page as a store of upcoming ANA events, sector events and past ANA events, including speaker presentations and resources. All the events you see come through the eUpdate are featured on our events page plus many more!

## ANA website resources page



## Have you checked out our resources page?

Our new website makes it so much easier to find resources on anything activity and nutrition related. We know that keeping up-to-date with what's new can be a challenge.

Which is why we've created these pages as a store of resources, tools, research, and links that may be useful to your work.

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

# What's New

## In the media: Is 5+ A Day Enough?



There is no doubt that when it comes to vegetables, more is better. But how much is best for preventing disease?

New research shows that going that extra mile to add more vegetables into your day is really worth it! Amping up your fruit and vegetable intake may lower your risk of cancer by 13%, heart disease by 24% and stroke by 33%. The authors even found that 7.8 million premature deaths could be prevented if everyone were to include 10 fruit and vegetable servings into their day.

With this research comes many questions. Mostly, is eating at least three servings of vegetables and two servings of fruit enough? Is eating more vegetables affordable?

First of all, we need to remember that there is an 'at least' in the Ministry of Health guidelines. Three servings of vegetables and two servings of fruit is a recommended minimum, which less than half of New Zealanders (41%) currently meet<sup>1</sup>. If the recommendation was 10 servings a day, people could understandably be overwhelmed.

Consuming five servings of vegetables and fruit a day for some New Zealanders can seem difficult due to factors like cost and time. A recent study (see commentary on page 7) explored time and money as a determinant of health<sup>2</sup>. To make it easier for people to eat more vegetables and fruit it's important that the places where we work, learn, play and buy food support people to make healthy eating behaviours easier. This could be done by ensuring all food either provided or available to buy across settings, is healthy, thus making accessible 'healthy' food is the 'norm'.

It is also important to note that while trying to increase our consumption of vegetables and fruit, whole foods remains the best option. Even though it may be easy to drink fruit juice or eat dried fruit those forms of fruit are very high in sugar.

Eat food, not too much, mostly plants – Michael Pollan

### References

1. Ministry of Health. Eating and Activity Guidelines for New Zealand Adults. Wellington: Ministry of Health. 2015.
2. Venn D, Strazdins L. Your money or your time? How both types of scarcity matter to physical activity and healthy eating. *Social Science & Medicine*. 2017 Jan 31;172:98-106.



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