

PASIFIKA CHOICE

Family Action Against Obesity in Pacific Children



ANA Conference 2017 – Insights, Learnings and Challenge in working with Pacific families.

*Candice Apelu
Pacific Health Service Hutt Valley*

Pasifika Choice



PASIFIKA CHOICE

“Active, Healthy, Thriving Families”



Officially launched in March 2014

Family Action for the Prevention of Obesity in Pacific Children delivered by Pacific Health Service Hutt Valley

Funded through the Pacific Innovations Fund, Ministry of Health

3 year project.



What we originally set out to do?



- Focus: OBESITY IN PACIFIC CHILDREN
- WORK WITH GPs, Nurses and wait for referrals
- Target children who were already obese as well as working on prevention of those at risk



But then we know.....

Health is not a Priority

Pacific Families don't go to their GPs unless they are really really sick

Shy and Timid to ask questions

Cultural Practices & Beliefs are a Strength but also can hinder progress.

When they are referred to specialist appointments especially to do with weight or nutrition they don't GO.

Family Commitments, Church commitments always comes first

Parents don't think their children are obese or have a problem, let alone themselves

Changed tactics – Who have we impacted?



- Churches – One of the churches is the Fruit and Vege Co-op in Wainuiomata
- Individual Families
- Extended Families
- After School & Holiday Programme
- Sport Code - Touch Rugby Wellington – Through our Pasifika Choice Touch Tournament



PASIFIKA CHOICE

“Active, Healthy, Thriving Families”

Focus on Physical Activity, Nutrition and Cultural interventions

Influencing change at a FAMILY level



Changing behaviours

- Focused on the role of Parents in making decisions with the child at the centre
- Focused on changing the family environment
- Focused on family centred physical activity and nutrition sessions
- Targeted where some of the children spend most of their afternoons i.e after school programme and during the holidays
- Sport for development model
- Trained young people/youth leaders from Churches to continue activities such as exercises after intervention,

What have been some of the outcomes?

Increased consumption of fruits and vegetables

Decreased consumption of sugary drinks

Increased physical activity levels of all family members

Prizes for Holiday programs have changed from lollies to sports equipment

Fizz free environments

Increased healthy practices with some community groups changing to water only at family gatherings

Decreased weight for most

What have we done that is DIFFERENT??

- Focused on whole families rather than individual children. Primary target is Parents and then children. So exercises were for the whole family not just one member.
- Targeted communities where families were a part of felt most comfortable i.e Churches, holiday programmes
- Made exercise fun and tried to normalise it rather than an extra thing to do because kids have weight issues
- Did not focus on Weight loss but behavioural changes in particular
SMALL CHANGES

What have we done that is DIFFERENT??

Used the Power of Sport to mobilise Pacific families through our Annual Fun Family Touch Tournament.

Made programs short rather than long as interests start to slope as well as ATTENDANCE

Made weekly homework and utilised power of SOCIAL MEDIA i.e Facebook to engage with families in private groups.

<https://www.facebook.com/emi.laisene/videos/g.416924915179418/801260606661575/?type=2&theater>

Who did we partner with?

- Te Awakairangi Health Network (Health Promotion Team, Dietitians)
- Sport Wellington (Active Families)
- Pacific Heartbeat (Heart Foundation)
- Community Exercise Instructors
- Hutt City Council
- Regional Public Health
- Other Health and Community Providers



Key Learnings

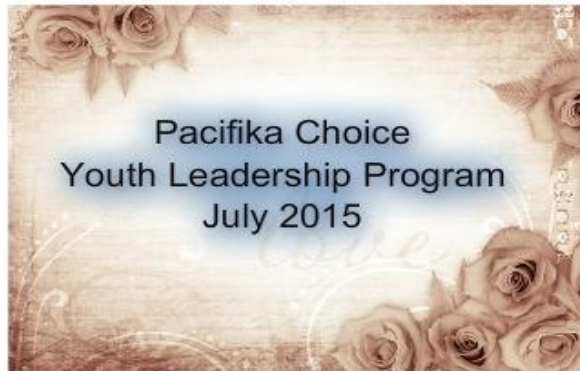
- Running Healthy Lifestyle programmes always expect inconsistent attendance.
- Families feel more comfortable exercising in their church communities or groups they are familiar with, than in small groups of families they are unfamiliar with.
- The parents are motivated if they themselves feel and go through the changes in eating and exercise habits.
- Modelling changes and demonstrating them rather than just talking about them is how families learn and change habits.













www.kidsonfoot.org

Before/After School & Holiday Programmes
with a difference - making a difference in the
lives of our kids, families and communities!



info@kidsonfoot.org



Kids
on f.o.o.t

0800 KOF CARE (563 2273)

VENUE: PETONE CENTRAL SCHOOL 16 Britannia St, Petone
TRANSPORT FROM WAINUIOMATA & TAITA SITES
TO & FROM PETONE SITE DAILY.

HOURS: 7:30 - 6:00 (bookings up to 10hrs/ 7:30-5:30 or 8am-6pm)
COST: \$39/day (up to 10hrs) - WINZ SUBSIDIES AVAILABLE -
includes all activities/transport/trips & afternoon tea

Week One

Mon 6th April



Tues 7th April



Wed 8th April



Thurs 9th April



Fri 10th April



Mon 13th April



Tues 14th April



Wed 15th April



Thurs 16th April



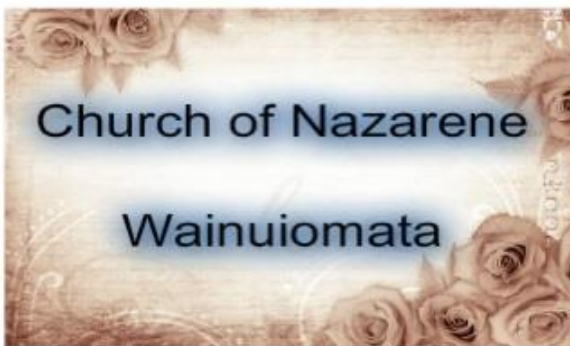
Fri 17th April



Week Two

DO THE RIGHT THING PROJECT











STORY OF CHANGE (36 year old Mother of 5 children and in verbatim)

I have been very blessed to have been apart of the Pasifika Choice programme. My family and I were able to have training sessions, nutritional seminars and examples of healthy meals were given to us as part of the weekly programme. Throughout the programme my family and I were able to lose weight and gain perspective on a simpler way of living a healthy lifestyle. Our mindset was that healthy living was too expensive and hard. The programme definitely changed our view on this. We loved it too as we were able to come together with other families and grow together in this.. The programme for us has been a blessing- if you look at it from a bigger picture it didn't come down to how we lived in that time as to be honest we fell off the wagon and got back into a lazier way of living. The thing is- the information we received is priceless- over a year later we have returned to the healthy lifestyle again. This was due to the lack of energy we had and the dynamics in the house had changed. We had to return to the healthy way of living but we could only do it by going back to what we had been taught through the programme- knowing what needed to be cut, knowing how to look for what was healthy, also using fun ways to exercise. Today, I have my own womens fitness group I take. I have about 30 women on a facebook group page- and each week I post up everyday workouts available to these women and they just comment which ones they can make it to. The page is there not just to relay the information but also for the women to post up encouragement. We go out to the different suburbs and train at parks, courts and sometimes hit the gym. These women range from mums (some solo mums), young women, teenagers and pre teens. My brother and husband who were both apart of the programme have recently started a training group for men- and we have combined training sessions in the evenings for both groups. Its awesome relaying all the information I have onto them- its a very encouraging and empowering experience for myself. The benefits of all this will be reaped by all our children which is a blessing!! Breaking the cycle so that they learn to live this better lifestyle.

Pasifika Choice
