

# PACIFIC SOAKING IN FAST FOOD

## AN ANALYSIS OF FOOD OUTLETS IN SOUTH AUCKLAND

Faasisila Savila

Nick Garrett

Steve Taylor

Elaine Rush



# Rationale Environmental

## What's there to eat?

Local food retail

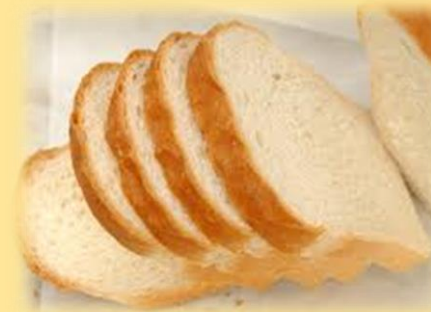
→ food at home

→ nutrition & energy





Tokelau migration  
Harding et al 1974, 1975, 1986



Nutrition  
Transition



Pacific ➔ NZ food



# Pasifika Children

CNS 2002\03



Fruit  
50%  
met RDI



Veges  
62%  
met RDI

**90%**  
Ate White  
Bread &  
Butter

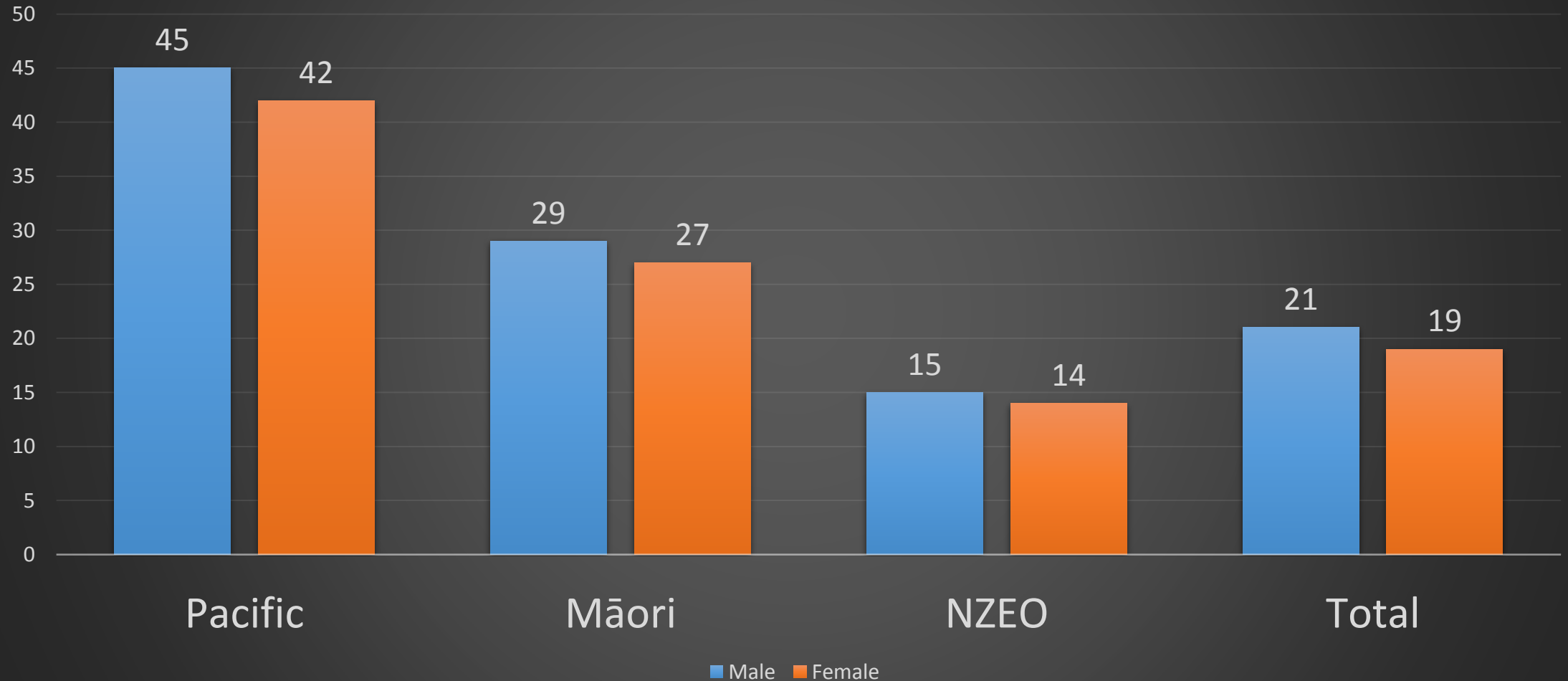


50%+  
Ate Taro  
1/week



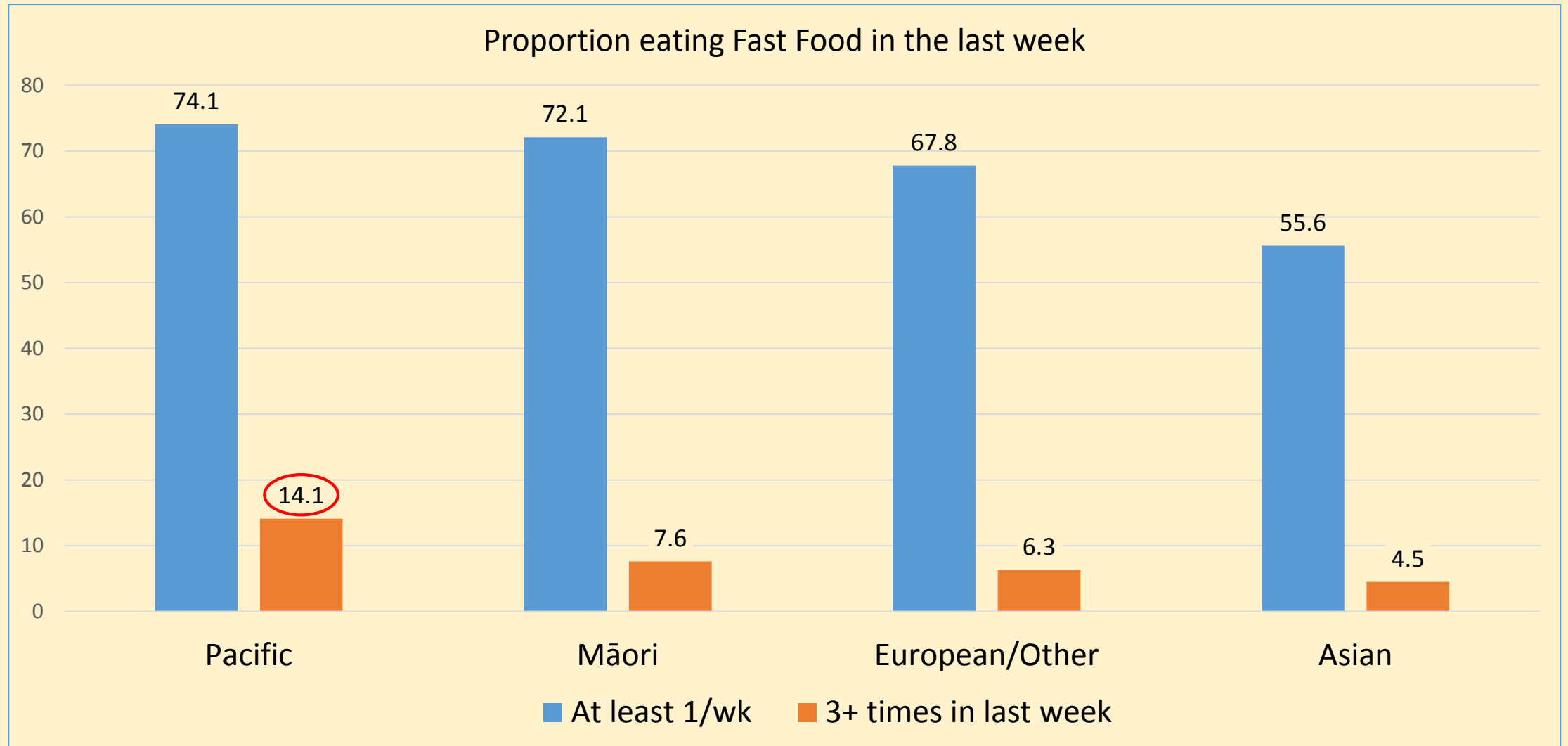
CNS 2002/03

### Proportion (%) of children eating burgers at least 1/week



# NZ Health Survey 2013

Children 2-14 years



# NZ Literature Fast Food outlets



Pearce et al 2007 : Better access in poorer areas

Rosenheck 2008 : Fast-food ➔ high caloric intake in children

Day et al 2013 : outlets around schools Christchurch

# aim

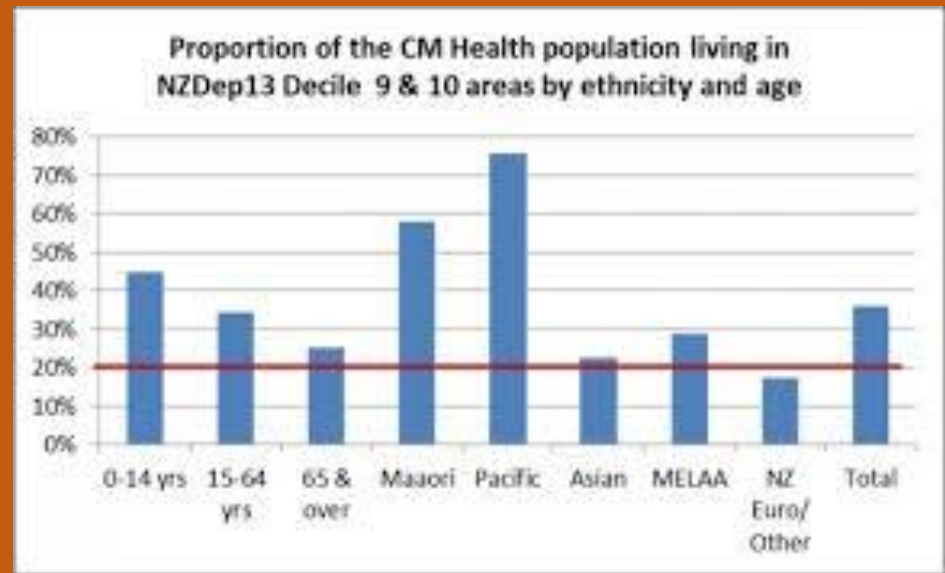


- Quantify and map density of fast food and fresh food retail in South Auckland
- Fast food – Multinational and Locally owned Takeaway premises e.g. Fish & Chips
- Fresh food – Fruit & Veg, Butcher and Fish shops, Supermarkets





## Manukau



# NZ-born Pasifika

PIF Study

>1000 Pacific children and their families

Recruited in 2000

Followed up age 1, 2, 4, 6, 9, 11 & 14yrs



# Data



- Food License Registrations 2013 : n = 7002
- Exclusions : n = 6382

Catering, Function Venues, Online retail, Storage & Packaging, Missing info

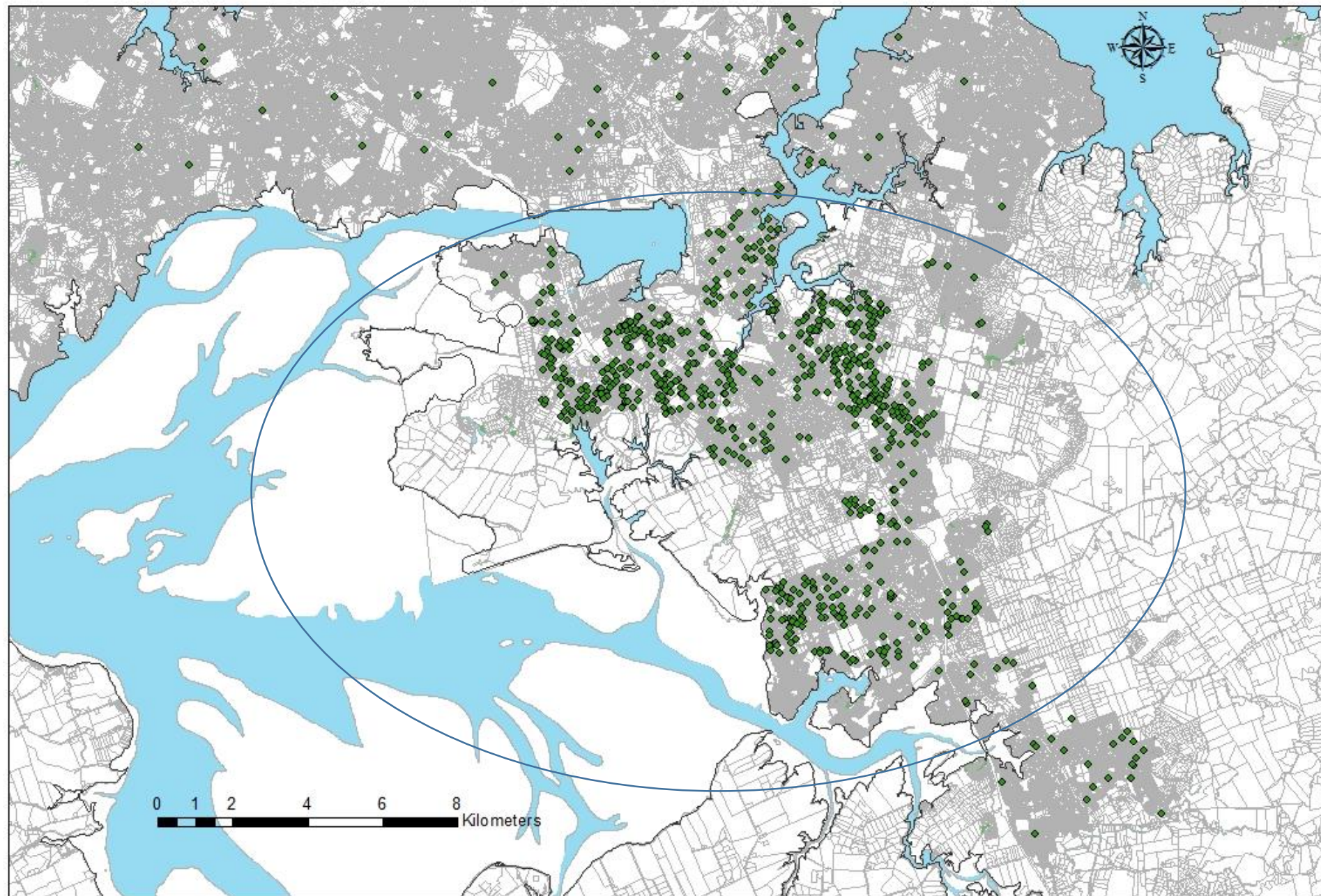
- South Auckland n = 4373
- Zenbu : cross check Council data





# Results

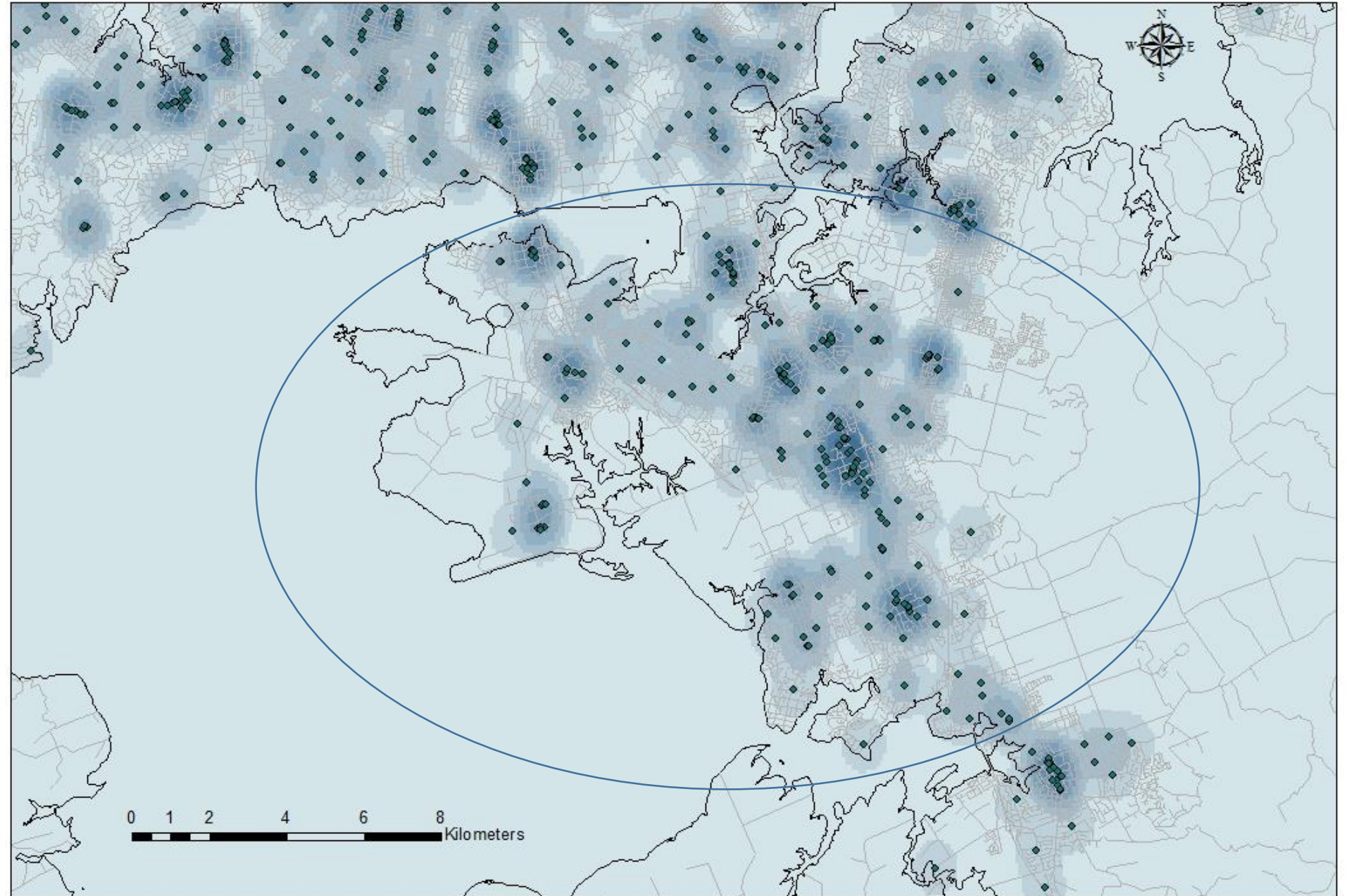
PIF  
Residents





# Results

## Fast Food Outlets & Density

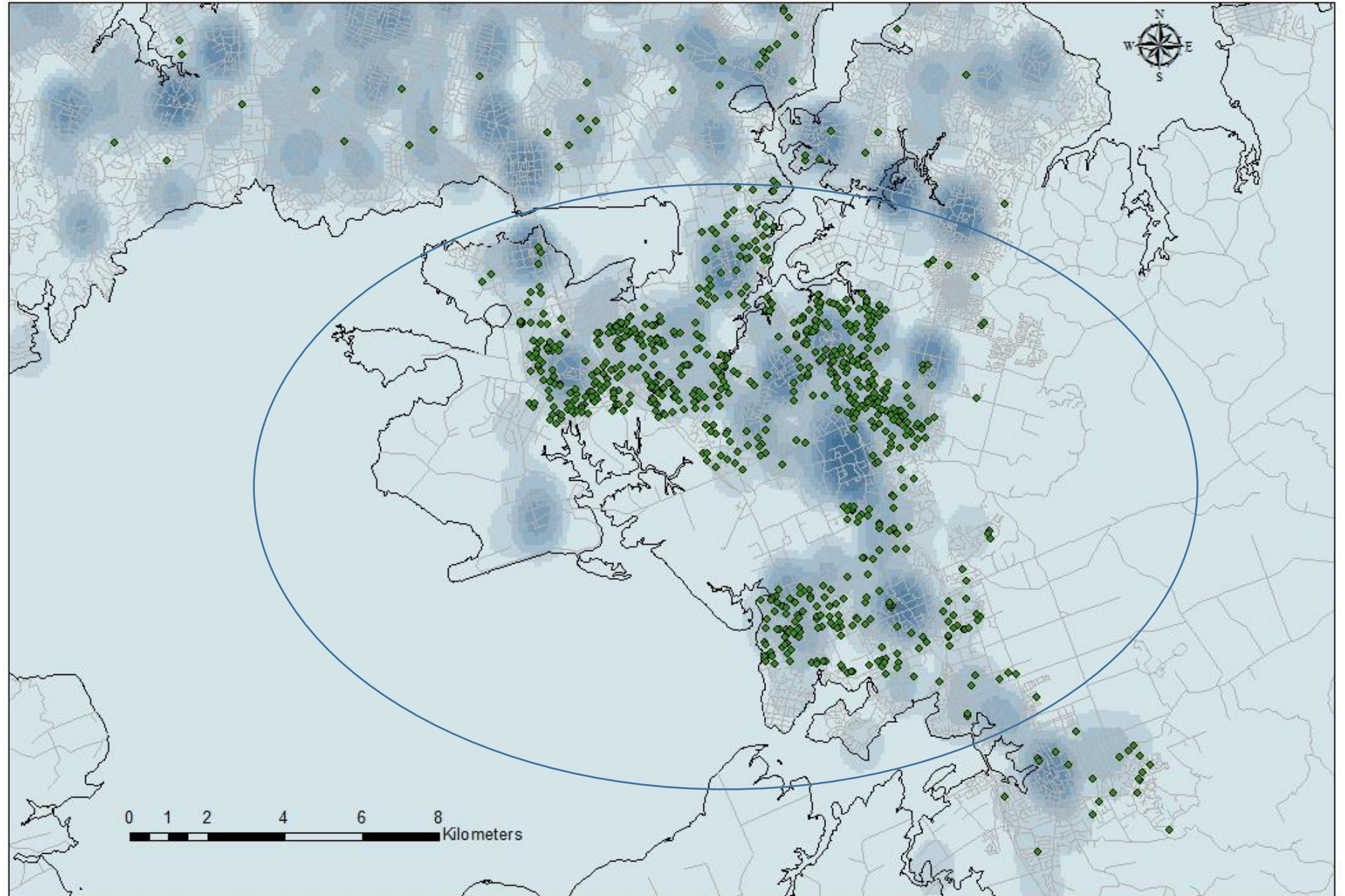




# Results

PIF  
Residents

Fast  
Food  
density

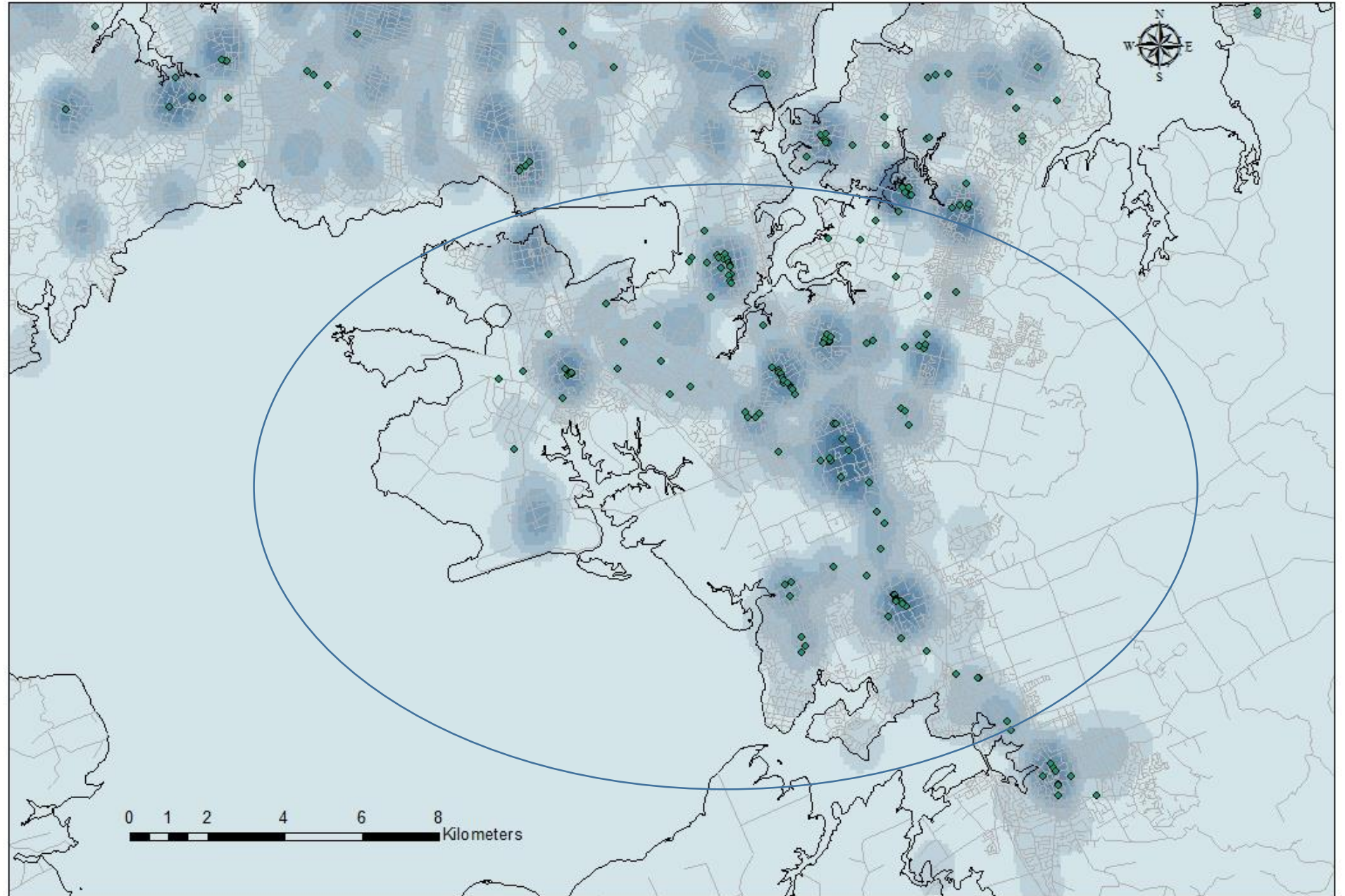




# Results

Fresh  
Food  
Outlets

Fast  
Food  
density



# strengths

- Quantification of range of food outlets in Auckland
- Illustration of food environment conditions in South Auckland
- Contribution to knowledge of environmental risk factors for consumption of fast foods
- Potential contribution to explain high prevalence of rapid weight gain among Pacific peoples

# challenges

- Ecological e.g. difficult to correlate with consumption
- Lack of food product detail within outlets e.g. often mixed
- Food outlets highly dynamic – but always increasing
- Time-demanding data gathering

# Conclusion

- Pacific families are Soaking in Fast Food
- It's hard to ignore the high visibility of Fast Food outlets in South Auckland
- Fresh food stores don't compare at a ratio of 1 to 10 Fast Food outlets



# Closing remarks & Recommendations

- National/Local Govt can/should actively lead public health food safety
- Civic duty to protect the community's over-exposure to unsafe food
- Work with/regulate fast food industry to reduce density of outlets
- Implement policy to reduce Fast Food and increase Fresh Food consumption

# Acknowledgements



Thank  
You !

