ANA conference workshop

07 May 2015

**Citizen engagement for obesity prevention in NZ**

Purpose

- To strengthen and increase **public demand** for healthy food policies and healthier food places in New Zealand

- To mobilise the public to encourage stakeholders to increase the healthiness of local food environments/places through **crowdsourcing** & **short feedback loops to local 'change agents'**

- To **benchmark communities** and a range of **settings** (schools, hospitals, sport clubs, supermarkets and takeaways) according to the healthiness of their food environments through star ratings and rankings

Platform

FOODBACK APP THROUGH ANDROID AND iOS
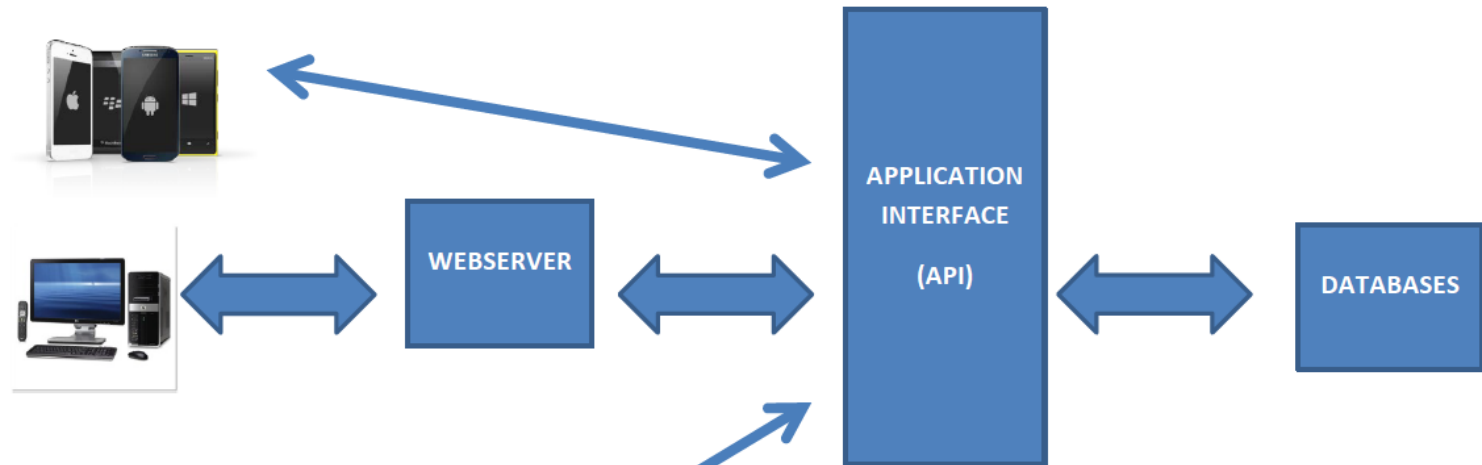
FOODBACK WEBSITE THROUGH PC

FOODBACK ADMINISTRATION AREA

App features

**Pictures
Forms
Location data**

GIS data on food outlets in NZ already available

Other settings needed?

Feedback Systems

- **CURRENT IDEA**: **Star ratings** (*****) for each setting and community; relative rating system

- **RELATIVE** VS. **ABSOLUTE** RATINGS

- INDICATOR ON **COMPLETENESS** OF DATA COLLECTION

- Through the app and through the website

Policy rating tool

- **Citizen rating** of policies of local and national governments, DHBs, specific settings (mainly schools and hospitals)

- **Citizen prioritization of policies** for implementation by governments/settings

- Prefilling **scorecards** with available information from surveys done or to be conducted and official information requests and checking the prefilled scorecards with experts

Databases

- **Summary ratings and rankings** of settings, communities, Councils available on the website and through the app for the public and change agents

- **Raw databases** available for free for researchers and stakeholders in NZ to monitor local food environments in real-time, in detail and at low cost, e.g. for evaluation of interventions (Healthy Families NZ) or policies (school food policies)

Formative evaluations planned

1. Birkenhead – North Shore Ward (Leonie)

2. Helensville – Rodney Ward (Jake)

3. Wairoa – Wairoa District (Michele)

4. Flaxmere – Hastings District (Ana)

5. Welcome Bay – Te Papa-Welcome Bay Ward (Dana)

6. Nelson City – Nelson District (Kindra)

Evaluation

- **Semi-structured interviews and workshops** with citizens and local change agents in participating communities

- **Level of interest/reach**: the number of downloads of the app, use of the different features of the app, and the comprehensiveness of data collection through crowdsourcing

- **Community capacity** to advocate for change in the healthiness of local food environments

- **Actions** to change the healthiness of local food environments

Break-out discussions

GROUP 1. Schools and hospitals
GROUP 2. Supermarkets and takeaways
GROUP 3. Sport clubs and events
GROUP 4. Outdoor food zones (e.g. around schools)

To discuss:

1. The features of the tool
2. The feedback systems to change agents
3. How to maximize value for citizens and change agents
4. How to engage lower SES groups and communities
5. Other ideas?

Policy and action rating not discussed in this session

THANK YOU!

If you have further questions or would like to be involved, please contact:

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