# Healthy Communities, **Healthy Lives: New Zealand Public Health Nutrition** and Physical Activity Sector Vision 2024





New Zealand Public Health Nutrition and Physical Activity Sector Vision 2024

All New Zealanders live, learn, work and grow in environments that support healthy eating and physical activity. May 2014

# Background...

- The need for a sector-owned vision
- The vision pulls together the strands of work being undertaken within the public health nutrition and physical activity sector
- Three key priority areas identified by the sector
- An opportunity to reframe public health nutrition and physical activity



### **Leonie Matoe** Kaiwhakahaere Matua Toi Tangata

### **Vision Strategic Advisor**



# All New Zealanders live, learn, work and grow in environments that support healthy eating and physical activity

# **Our Journey**



# Weaving two worlds together to reframe our approach, but is it really needed?

# Te Haerenga

...each person has value because of their intrinsic tapu and mana, tapu is existence or being with the potentiality for mana...

...our role as health workers is to move individuals, whanau and communities toward Mauri Oho...

...the issues surrounding nutrition and physical activity are complex – solutions that embrace this complexity rather than more simple fixes are needed...

#### **Delvina Gorton**

# Senior Health Advisor Auckland Regional Public Health Service

# **Vision Priority Lead**

# **Priority one:** All people living in New Zealand have sufficient access to food that is affordable, healthy and safe to eat



# Recommendations

Capacity and leadership of whānau and communities

Cross-sectoral coalition

# Whole food supply chain

Environmental policies to ensure clean water and safe food

Build and use research evidence



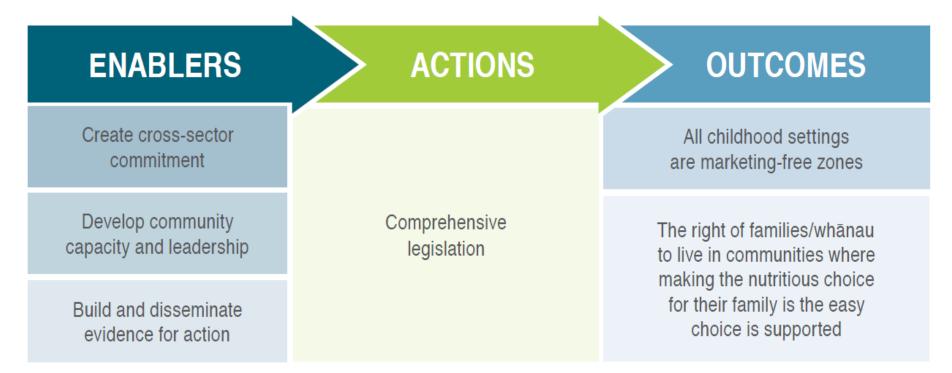
### **Carolyn Watts** Director Quigley and Watts

**Vision Priority Lead** 

# Priority two: Children are free from exposure to food and beverage marketing messages



# Recommendations





### **Rebecca Whiting** Senior Health Promotion Project Manager Health Promotion Agency

#### **Vision Priority Lead**

# **Priority three:** Being active is the norm and people avoid sitting for too long





# Recommendations



# Acknowledgements

- Priority leads
- Working group members
- Strategic advisors

ANA would like to thank the ANA Board and ANA members for their support through this journey

# **Vision 2024**



#### Healthy Communities, Healthy Lives:

New Zealand Public Health Nutrition and Physical Activity Sector Vision 2024

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