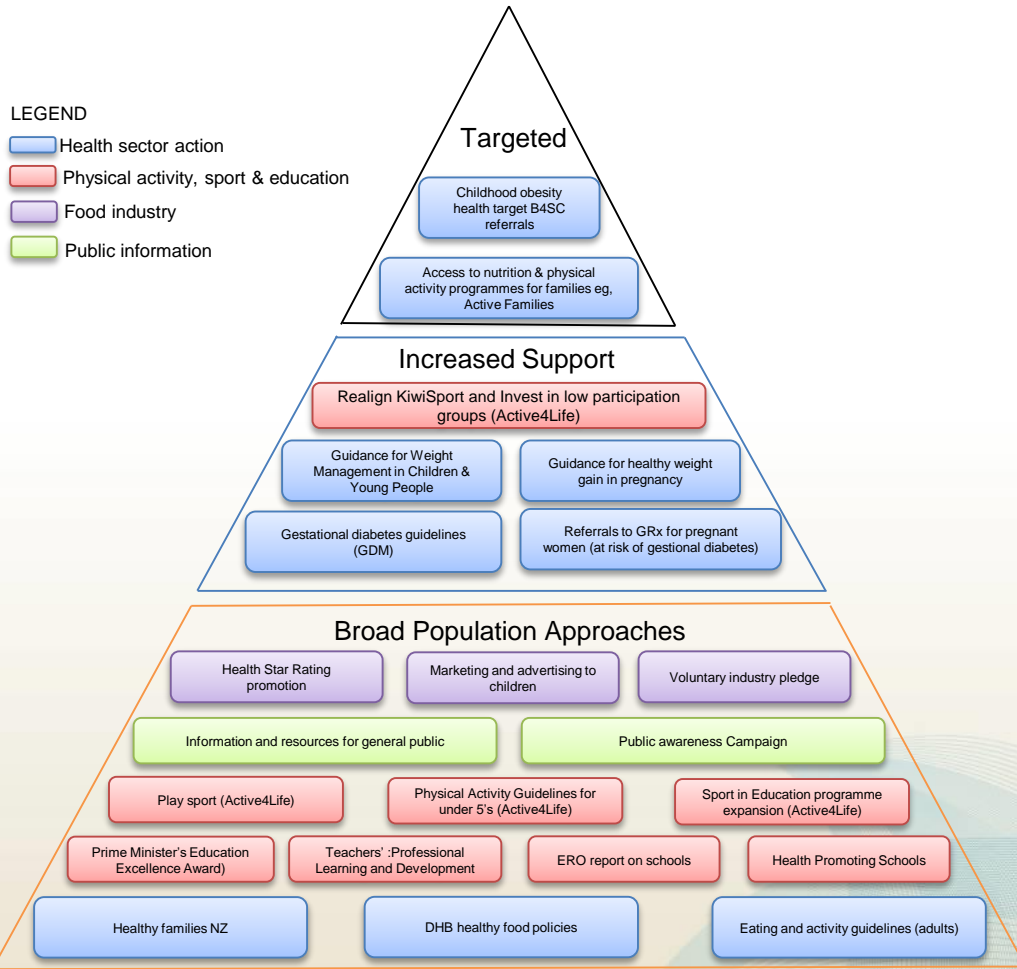



# Ministry of Health Projects

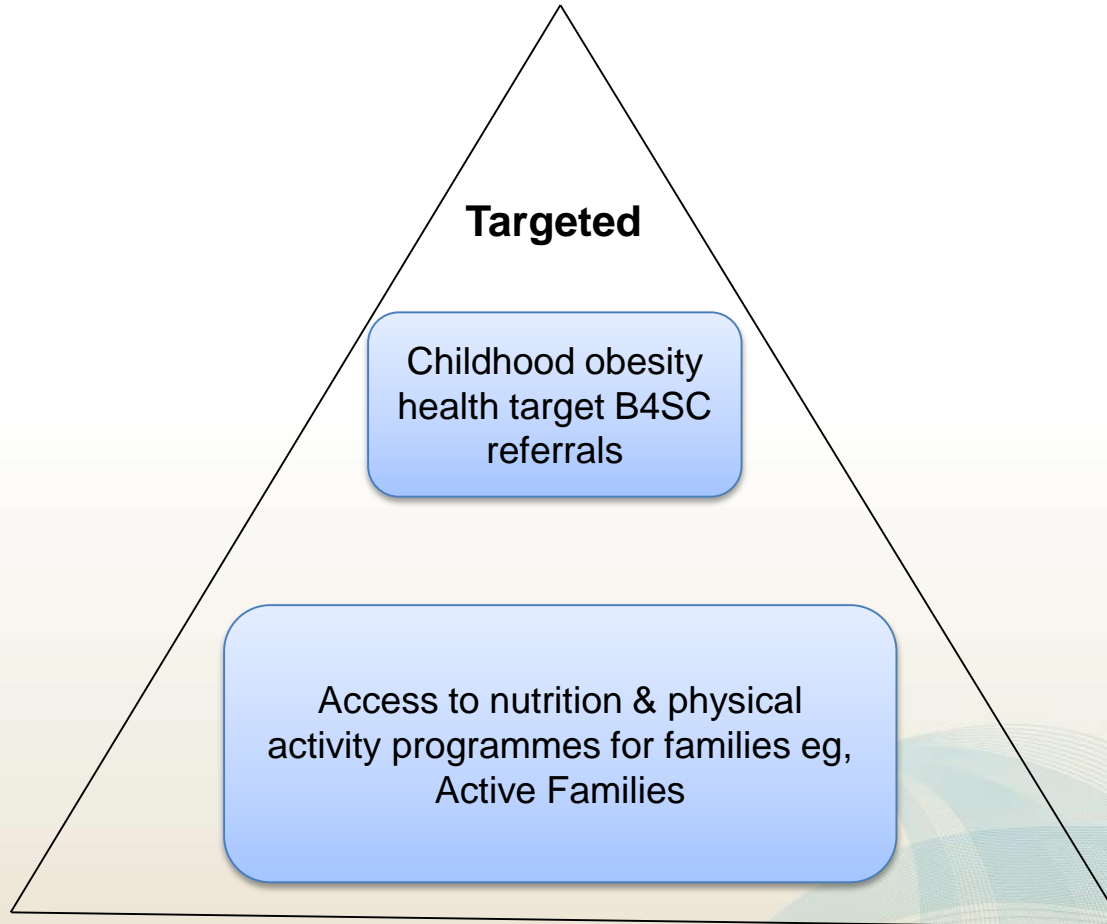
## **Reducing Childhood Obesity Implementation Programme**

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


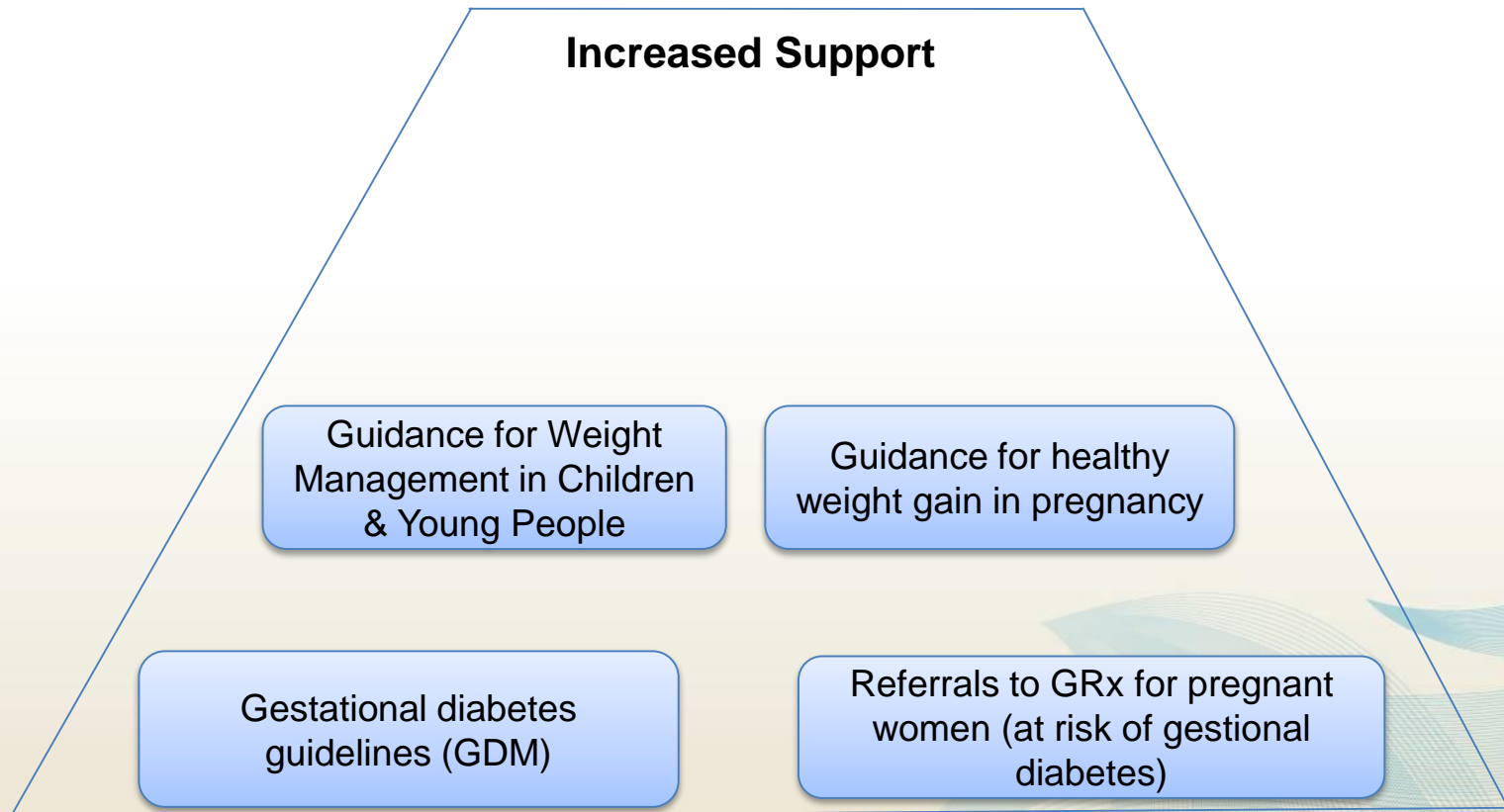
Legend

 Health sector actions







LEGEND

 Health sector action



LEGEND

-  Health sector action
-  Physical activity, sport & education

-  Food industry
-  Public information

## Broad Population Approaches

Health Star  
Rating promotion

Marketing and  
advertising to  
children

Voluntary industry  
pledge

Information and resources for  
general public

Public awareness Campaign

Physical Activity  
Guidelines for under 5's  
(Active4Life)

Health  
Promoting  
Schools

Healthy families NZ

DHB healthy food policies

Eating and activity guidelines  
(adults)