

Counties Manukau Improving Infant Nutrition Project



Counties Manukau Context

- 65% ♀ who give birth are overweight or obese
 - ↑ risk of GDM, ↑ associated morbidity for child
- ↓ exclusive breastfeeding rates at 3 months
 - Maaori 36%, Pacific 43% and Other 51%
- Highest rates nationally of obesity at 4 years
 - 17.3% overweight
 - 5.6% obese
 - 3.6% extremely obese
- Obesity rates higher in deprived areas

Demography

	CM Numbers	CM	NZ	CM as % of NZ
Total Estimated pop 2013	512,130			11%
Age (yrs) 0-14	122,450	24%	20%	14%
15-64	336,070	66%	66%	11%
65+	53,610	10%	14%	8%
Ethnicity				
Maaori	83,690	16%	15%	12%
Pacific	117,780	23%	7%	40%
Asian	115,010	22%	12%	22%
European/Other	119,650	38%	66%	7%
NZDep06 dec 9+10	176,240	34%	20%	20%
Dec 9+10 aged 0-14	52,530	43%	24%	25%
Growth 2003 to 2013	97,070	19%	11%	20%

What our communities told us

- Importance of wider family as caregivers
- Mothers feel torn between advice from health professionals and what grandmother / older women say is the right thing to do
- Mothers returning to work- impacts on breastfeeding but also how much say they have in how baby is fed because other caregivers play a lead role
- Myths – what is good for baby? What size is a healthy baby?
- No more pamphlets
- **Parental knowledge about what is the right thing to do, and power to change, are not the same thing**

Background to the Project

- Ministry of Health RFP – Feb 2013
- Public health services to improve maternal and child nutrition and physical activity
- Counties Manukau DHB- collective proposal representing providers
- 7 public health services established

Improving Infant Nutrition Project

- To **develop community action** and **build capacity of child health and primary care services** to support optimal infant and toddler nutrition through **engagement of wider family environments**
- **0-2 years**

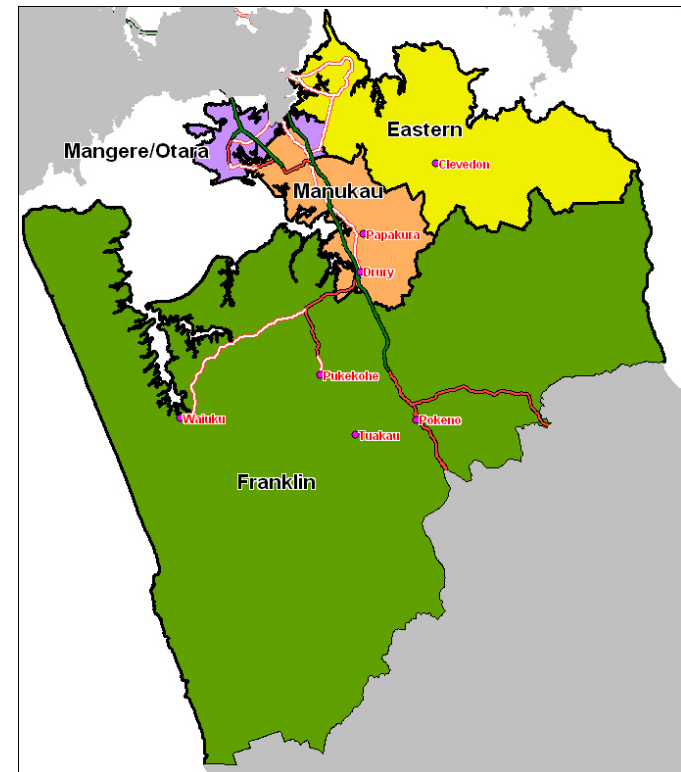


Objectives

- To **reduce overweight/obesity in children** through the development and implementation of a **family focused approach** which leads to environment and behaviour change to improve infant and toddler nutrition (0-2 year olds), with a focus on Pacific, Maaori and Asian families
- To use a **community development approach** to identify and **develop a model of community action** that the Counties Manukau community believes will **strengthen wider family environments** to optimise infant and toddler nutrition for the children of the Counties Manukau population
- To work with child health and primary care providers, using the principles of a health-promoting services approach, to explore opportunities to **build capacity of services** operating across Counties Manukau to take a **wider family environments approach to infant and toddler nutrition**
- To incorporate work to **support attachment and parenting** given their importance in infant and toddler nutrition and more broadly for healthy child development



Target Population

- Families, particularly adults who are caregivers or have a significant influence over family nutrition or parenting practices of infants & toddlers aged 0-2 years
- Counties Manukau DHB area
 - Mangere/Otara
 - Manukau
- Populations with ↑ obesity prevalence
 - Maaori
 - Pacific
 - South East Asian



Work Streams

- 2 work streams + Evaluation
- Phase 1: Needs Assessment
- Phase 2: Implementation

Jun 13 - Sep 13 Contracting Phase	Sep 13 - Apr 14 Phase 1: Needs Assessment	May 14 - Jun 15 Phase 2: Implementation
COMMUNITY ACTION WORKSTREAM		
		
HEALTH SERVICE DEVELOPMENT WORKSTREAM		
		
EVALUATION		
	