

ANA

REGIONAL FORUM: HAMILTON

A one-day forum for public health professionals who are working to promote healthy eating and physical activity.

Tuesday 17th May 2016
Hamilton Airport Hotel, Hamilton

Speaker biographies and presentation descriptions

Kerin McDonald

Master of Ceremonies



Kerin is Sport Waikato's KiwiSport Coordinator, a role that sees the allocation of funds to schools, clubs and sporting organisations to help increase the number of school aged children participating in organised sport in the Waikato. Today Kerin is moonlighting as your MC.

With a passion for being physically active, Kerin has gravitated towards roles in both the sporting and outdoors sectors. Kerin has previously spent 8 summers working at sports camps in the States as an instructor and helped to establish leadership programmes for 15-17 year olds. Following this Kerin spent three year as an instructor and duty

manager at Outward Bound NZ before a European summer competing in athletics as a middle distance runner. Kerin juggles being a stay at home Dad, working for Sport Waikato and studying part time towards a degree in Sport and Exercise Science.



Karen Evison

National Programme Manager, Ministry of Health New Zealand



Karen is the national programme manager for long term conditions, childhood obesity and acute demand at the Ministry of Health, NZ. She has specific responsibilities for diabetes, cardiovascular disease, and is involved with four of the Government's health targets. She is champion of better help for smokers to quit, acting champion for the new raising healthy kids, and responsible for more heart and diabetes checks and shorter stays in emergency departments. This diverse portfolio is implementation focused and gives a great helicopter view of the health system's responses, challenges and opportunities to juggling the ever increasing complexity that is health.

Karen is a trained physiotherapist and is based in the mighty Waikato with her family. She sees her role as a facilitator and work in partnership with clinicians and consumers of health services to help shape and deliver services with the aim of improving health outcomes for all.

National Childhood Obesity Plan

Last year the New Zealand Government announced the Childhood Obesity Plan. The plan brings together a package of initiatives across government agencies, the private sector, communities, schools, families and whanau. It aims to prevent and manage obesity in children and young people up to 18 years of age.

Karen's presentation will be covering the plan, progress made to date and why this group of initiatives was chosen to begin with.

You can read more here:

<http://www.health.govt.nz/our-work/diseases-and-conditions/obesity/childhood-obesity-plan>

Sign up for the e-news/ quarterly update. The first one went out earlier this week. Please subscribe via this website:

<http://www.health.govt.nz/our-work/diseases-and-conditions/obesity/childhood-obesity-plan/subscribe-reducing-childhood-obesity-update>

Martin Dutton

Senior Advisor, Physical Activity, Ministry of Health



Martin has a passion for all things sport related, especially those connected with the outdoors. Having spent nearly a decade running a commercial outdoor education centre in the UK, he has a good understanding of physical activity from the perspective of a participant, educator and public policy maker.

New Zealand's new Eating and Activity Guidelines

Martin will be talking about the Eating and Activity Guidelines for NZ Adults which were released by Hon Sam Lotu-liga in October 2015 as one of the Government's 22 initiatives for addressing childhood obesity. These new evidence-based guidelines are an essential resource for everyone who provides information on eating and physical activity.

This presentation will include information about the new Eating and Activity statements, the process and evidence used to formalise the statements, how the statements are different from before, what comes next, and how you can use the resources in your everyday work with communities, whanau and clients.

More information on the guidelines, supporting factsheets and resources for both health workers and the public are available at:

<http://www.health.govt.nz/our-work/eating-and-activity-guidelines>

Jo Collin

Youth Team Lead, Sport New Zealand



Jo is a trained physical education teacher in secondary and taught for 10 years, including leading two PE departments in both rural and suburban settings. Jo then went on to work as a Partnership Development Manager for a School Sport Partnership in the West Midlands area of England working closely with the Local Authority supporting schools in providing high quality physical education for all. Jo then went on to work for the Youth Sport Trust in variety of roles spanning nine years, including leading the YST's strategy for PE to support the company's mission of 'building a brighter future for all young people through PE and sport'. Jo took up the role of Young People Lead for Sport

New Zealand in Oct 2014 and has the role of leading the strategic work of ensuring quality opportunities and experiences are provided for all our young people in NZ. Jo is a mother of a 7 year old son and loves running, dancing, walking her wired haired pointer dogs and spending as much time with her family as possible.

Understanding the Sport New Zealand Physical Literacy Approach

This presentation will cover:

1. What is physical literacy?
2. Why is Sport New Zealand taking this approach?
3. How this approach can support the work of both the health and sport sectors
4. How the physical literacy approach can be used and developed at a local and regional level

This will be of interest to any organisation or individual who provides and supports physical activity and sport opportunities for people aged 0-100.

Sport New Zealand are also keen to receive feedback during and after the presentation – they wish to hear and understand the opportunities and challenges this approach will have for local providers and organisations.

Click on this link for some background reading: <http://www.sportnz.org.nz/about-us/who-we-are/what-were-working-towards/physical-literacy-approach/>

Dr Ekant Veer

Associate Professor, Department of Management, Marketing and Entrepreneurship, University of Canterbury



Ekant's work focuses primarily on understanding motivations and drivers of behaviour and how marketing theories and practices can be utilised to encourage behaviour that benefits individuals and society as a whole. To this end he has written extensively on health promotion, health stigmata, and engagement with communities. His work draws heavily on social media as a means to engage in community wellbeing and help seeking practices. He has consulted for a number of organisations around the world, including the WHO, NZ Government, All Right? Campaign, Christchurch City Council, New Zealand Mental Health Foundation and many other not-for-profits and NGOs.

Using Social Media for Health Promotion: Myths and tips

In this session Ekant will go over some of the myths associated with social media use; how to best engage your community through social media, and how to avoid some of the many social media pitfalls. Ekant will endeavour to cover as much ground as possible in the space allowed, but will leave time for open questions and discussion regarding social media practices and population health responses to social media use.

Recommended reading:

Korda & Itani, 2013, "*Harnessing Social Media for Health Promotion and Behavior Change*", *Health Promot Pract* January 2013 vol. 14 no. 1 15-23

This is not an open source article, so to read the full abstract, and for information on how to access the full text, go to: <http://hpp.sagepub.com/content/14/1/15.short?rss=1&ssource=mfr> or contact your DHB library, or organisational or local library for assistance.

Sam Taylor

Senior Advisor, Health Promotion Agency



Samantha has a background in health promotion and community action. Her current role is at the Health Promotion Agency where she is working on the Health Star Ratings initiative, in particular the stakeholder engagement, education and consumer campaign

Samantha has worked for more than 20 years for the public service both at a local and national level on a diverse range of programmes including alcohol, injury prevention, mental health and vitamin D. Samantha has a Bachelor of Arts with a major in Psychology and a Diploma in Sport and Recreation.

Healthier is easy when you look for the stars

Health Star ratings are New Zealand's voluntary front of pack labelling system designed to help consumers make healthier food choices when purchasing packaged foods. They take the guesswork out of reading food labels by using a star rating scale of ½ to 5 stars to measure the overall nutritional content of food.

Following Sam's presentation you will be knowledgeable about the consumer campaign and be able to encourage families and clients to start using the ratings to make better food choices at the supermarket.

For further information visit <http://nutritionandactivity.govt.nz/> or www.mpi.govt.nz/healthstars

For queries regarding the rating system, the calculator or ratings for specific food items please e-mail info@mpi.govt.nz

Ruth Galvin

Manager, Maternity Quality and Safety Programme, Waikato DHB

A graduate in health studies Ruth has worked in the National Health Service in England for over 15 years with a focus on public health and quality improvement.

Ruth started her working life in primary care quality improvement at Wirral Health Authority then moved to Berkshire to work on a pilot which was to become the national model for future primary care organisations

This event is hosted by ANA (Agencies for Nutrition Action) with support from the Ministry of Health.

in the UK. A change of pace moving to the Cheshire public health team as a senior health promoter with a focus on older people's health and reducing coronary heart disease led to setting up, implementing and managing the local smoking cessation service.

After a short break to have a family and complete a Masters in Management led to a public health manager role responsible for the flu immunisation programme and strategic needs assessment programme Ruth then became head of business at the Primary Care Trust reporting performance, and annual planning.

A big move to New Zealand working in planning and funding as a strategic planner five years ago provided a great basis to understand the New Zealand Health System. A short stint seconded to Midland Health Network and another change moving to maternity to implement the Maternity Quality and Safety Programme.

Healthy Weight Gain in Pregnancy

Ruth is going to share with us how Waikato DHB is implementing the national guidance on healthy weight gain in pregnancy.

Madeleine Kirk

Manager, Under 5 Energize

Madeleine Kirk manages the Under 5 Energize project at Sport Waikato. She has a background in primary teaching and early childhood education, culminating in her managing the delivery of the under 5 programme at Sport Waikato since 1995. She was thrilled when Under 5 Energize received funding through the Ministry of Health maternal and child nutrition and physical activity projects in 2013. She is extremely encouraged with the positive changes made throughout the 121 centres, involved with the project.

Madeleine has a passion for the under 5 age group, in a professional capacity and as Nanny to four wonderful mokopuna.

Leanne Young

PhD Candidate, AUT University



Leanne Young is a public health dietitian, with a wide range of experience in the public health nutrition sector including programmes with the food industry, education sector and Māori and Pacific providers. She is a NZ registered dietitian with a Master of Public Health. Leanne is currently completing a PhD at Auckland University of Technology in the area of preschool nutrition and physical activity with the assistance of a Gravida PhD scholarship.

Vancouver International Obesity Conference: Key highlights

This presentation will provide a brief overview of the hot topics from this conference held 30 April - 3 May 2016 in Vancouver. Topic areas include maternal health and healthy offspring, home environment and influences of the wider environment and the role for government taxation and regulation strategies. Public health planners and practitioners wanting a summary of recent obesity prevention research and trends will find this useful.

Kay Kristensen

Senior Policy Analyst, Population Health, Waikato DHB



My name is Kay Kristensen. I am a first generation New Zealander. My parents emigrated from Denmark in 1949 after the war. I have five siblings. I also have two big strong strapping sons and currently live in Cambridge with more than a handful of cattle, sheep, chooks and a cat.

I was a late academic bloomer not enrolling at university full-time until I was 35 years old. I only intended to complete a bachelor's degree but ended up spending six years at Waikato University gaining a bachelor and master degree in psychology and a post-graduate diploma in community psychology. I completed my internship as a Health Promoter in the Public Health Unit, Taranaki Base Hospital under the watchful eye of Brenda Archer. I have worked in health for around 13 years. I have been in my current role as a Policy Analyst with Population Health, Waikato DHB for six-years. Today, I am providing a brief overview of our which I hope you find useful.

Public Health Unit Nutrition & Physical Activity Strategy

Kay will be providing a brief overview of the Waikato DHB's Nutrition and Physical Activity Strategy.

You can view the strategy at this link:

- <http://waikatodhb-ebooks.co.nz/npas/index.html>

Leonie Matoe

Kaiwhakahaere Matua - Chief Executive Officer, Toi Tangata



Leonie Matoe (Ngā Rauru, Ngā Ruahine) is the CEO of Toi Tangata, a national Māori health agency that operates under its parent trust Te Hotu Manawa Māori and is based in Auckland. Leonie has experience in supporting Māori public health initiatives and community leadership throughout the country as well as providing strategic advice across government and non-government organisations.

Callie Corrigan

Kaiārahi Matua - Service Delivery Programmes Manager, Toi Tangata



Callie Corrigan (Ngati Kahu) is the Programme Manager for Toi Tangata and is currently residing in the Far North at the newly established Te Hiku satellite office. Callie has worked within the physical activity and nutrition sector for the past 16 years in various roles from grassroots through to national leadership.

Darrio Penito-Hemara

Kaiārahi - Training and Development Specialist, Māori Education Settings, Toi Tangata



Darrio Penito-Hemara (Ngati Haua, Ngapuhi) is the Kaiarahi, Training and Development Specialist in Māori Education Settings for Toi Tangata. Based in Auckland, Darrio's key projects are supporting the WAIARIKI strategy and the He Pi Ka Rere programme.

Waiariki – Our Water Your Future

Leonie, Callie and Darrio will be sharing the WAIARIKI strategy, a kaupapa that relates to the water (Wai Māori) aspirations and obligations of Toi Tangata, complementing the current narrative on sugar sweetened beverages. Through this presentation the Toi Tangata team will share Waiariki messages.

Waiariki- Our water, you future is a contribution towards building content and understanding around wai Māori. Waiariki has been developed to provide communities throughout Aotearoa with sound data, information and knowledge to make sure we sustain the health of our land, waterways and people. Our vision is to connect people to the whakapapa of wai and support approaches that encourage the use and consumption of wai as well as acknowledge kaitiakitanga from a Māori world view.

- <http://www.waiariki.org.nz/>

Matthew Cooper

CEO, Sport Waikato



Matthew Cooper is the chief executive of Sport Waikato. He is a former New Zealand international rugby player; playing 26 matches for the All Blacks including 8 test matches (1987, 1992-94, 1996).

Matthew is probably best known for his 124 games for the Waikato Rugby Team from 1990 to 1999 where he is still the highest points scorer for Waikato with 1,604 points.

Matthew has been chief executive of Sport Waikato since 2001. Sport Waikato is noted as the leading organisation of the 14 Regional Sports Trusts. His work both as chief executive and as a Sky Sport commentator sees him spending a lot of time in his local communities. He is a proud “Mooloo” man and has a passion for both sport and people.

Moving Waikato 2025 – A strategy to grow participation in sport, recreation and physical activity in the Waikato region.

In 2016, following on from the development of Moving Waikato 2020 Insights and the provision of a demographic and participation profile series, Sport Waikato in partnership with the Waikato community is launching Moving Waikato 2025 a regional strategy with one vision to build “A healthy, vibrant, physically active and successful sporting region”.

<http://www.sportwaikato.org.nz/>

Soroya McGall

Active Families, Bodywise, WDHB/Sport Waikato



Soroya is employed by Sport Waikato where she is the Green Prescription, Active Families Co-ordinator. She is also a member of the multidisciplinary Bodywise team; both of these programmes are funded by the Waikato DHB. Soroya has been in her current role for the past seven years and has a background in Early Childhood Education along with a degree in Sport and Exercise Science from Wintec.

Soroya’s role involves working in the community with young people aged 5- 18 years and their families. Referrals are received for children with weight management issues. Soroya is very passionate about working with families and supporting them to made change towards living healthier lifestyles.

BeSmarter - Measure Up: a practical toolkit

The Be Smarter resource was developed by the Bodywise team as a stand-alone, quick assessment tool to use with families. It supports health professionals working with children and parents by enabling positive engagement around child health. While it was designed for use around child obesity, it helps start a conversation about basic health messages so can be used for all children and their families. The resource is parent and child friendly, and easy to use.

The aim of Be Smarter is to initiate a healthy change for the child and family. The resource helps parents think about their child’s health so is suitable to be used by anyone working with children and families.

Attendees will gain an understanding on how to use the Be Smarter resource and learn more about the Active Families and Bodywise programmes. Following the success of Be Smarter, the Measure Up resource was developed for use with adults – attendees will learn more about Measure Up and see a brief introduction.

Click here for more information:

<http://www.waikatodhb.health.nz/directory-of-our-services/waikids/bodywise/>