



Empowering the New Zealand public for sugary drink free food places

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FIZZ Symposium
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The *Foodback* Initiative



- ▶ Country-wide, community-based, grass-roots, systems approach to creating healthier local food environments and places across NZ



Involves:

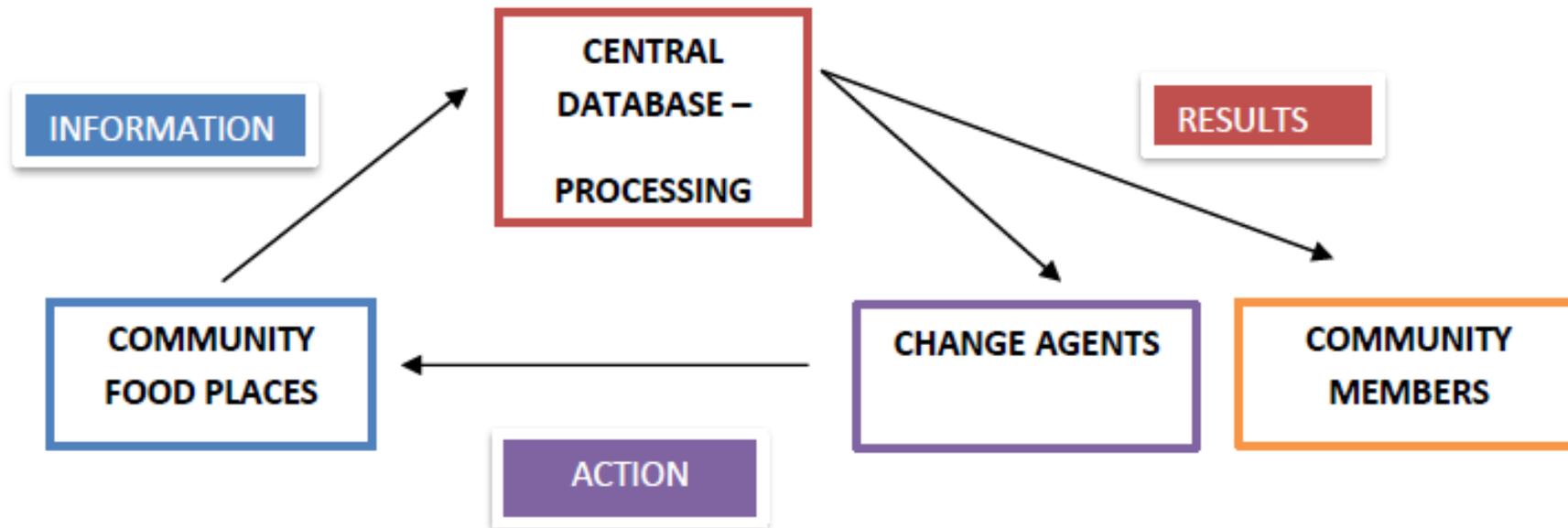
- ▶ Use of smartphone application ('app') for crowd sourcing data, comments and stories on healthiness of community food environments and places
- ▶ Feedback loops to key local 'change agents' (i.e. individuals able to effect positive change) and the public

The Purpose of *Foodback*



- ▶ To vocalize, strengthen and increase **public demand** for healthy food policies and healthier food places in New Zealand
- ▶ To **encourage local 'change agents'** to increase the healthiness of local food places through **short, automatic, positive feedback loops**
- ▶ To **benchmark a wide** range of **food places** (schools, hospitals, sport clubs, supermarkets and takeaways) and communities

The *Feedback System*



Information = Pictures, location data, filled forms, stories, comments

Results = Medals, awards, stories, comments

Community Consultations



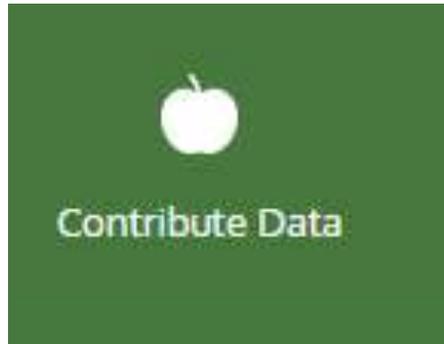
- ▶ Interest in all six communities but some concerns about the size of public demand for such changes and public engagement with Feedback
- ▶ **Price of and access to food was primary concern**
- ▶ Issues raised about the public crowdsourcing data from ‘sensitive’ settings with vulnerable populations (i.e. schools and hospitals)
- ▶ **Strong interest in using app and platform for sharing information, posting comments and pictures, and positive stories related to community food places**
- ▶ Ranking and rating settings according to healthiness too sensitive

Community Consultations contd



- ▶ **Economic issues** - Requires access to a smartphone and money to pay for data plan
- ▶ **Cultural issues** - Requires inclusion of culturally sensitive and appropriate language, images and concepts
- ▶ **Accessibility issues** - Requires familiarity with mobile technology

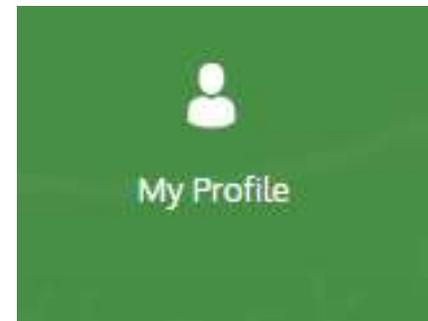
The *Foodback* app



- My community food zone
- My school
- My school food zone
- My hospital
- My supermarket
- My takeaway
- My sport centre
- My events



- Success Stories
- Barriers/facilitators to healthy eating in the form of comments/pictures



Feedback

- Change agents: **Councils, DHBs, schools, retailers, hospitals, sport clubs**
- Feedback should be **simple, fair, constructive, flexible, empowering and change-inducing**
- Format of feedback:
 - **Medal system:** bronze, silver, gold
 - Success **stories** from other similar places across the country
 - Positive and negative **comments** made by people in (or out of) the community about the particular food place
- Opportunity for **change agents** to respond to feedback received and for the reply to appear on the online platform

Feedback: draft example schools

BRONZE: Two mandatory criteria and at least one optional criterion have to be fulfilled

Water fountains are available and easily accessible for students on school grounds	MANDATORY
School does not provide or sell sugar-sweetened beverages on school grounds	MANDATORY
School has no vending machines selling unhealthy (occasional) foods on school grounds	OPTIONAL
The proportion of healthy (everyday) versus unhealthy (occasional) food options available on school grounds (including through vending machines, canteen/tuck shop/lunch order system) is at least 60%	OPTIONAL
A school garden is available and 'actively' used	OPTIONAL
School does not engage in fundraising by selling unhealthy (occasional) foods	OPTIONAL
School grounds are free from commercial advertising and school activities and events are free from sponsorship for unhealthy (occasional) foods	OPTIONAL

Feedback: draft example schools

GOLD: All mandatory criteria have to be fulfilled

Water fountains are available and easily accessible for students on school grounds	MANDATORY
School does not provide or sell sugar-sweetened beverages on school grounds	MANDATORY
School has no vending machines selling unhealthy (occasional) foods on school grounds	MANDATORY
The school does not provide or sell unhealthy (occasional) foods options on school grounds (including through vending machines, canteen/tuck shop/lunch order system)	MANDATORY
A school garden is available and 'actively' used	OPTIONAL
School does not engage in fundraising by selling unhealthy (occasional) foods	MANDATORY
School grounds are free from commercial advertising and school activities and events are free from sponsorship for unhealthy (occasional) foods	MANDATORY

Future Directions for *Feedback*

- ▶ **Finish Phase I (MVP) of *Feedback* app**
- ▶ Test MVP for major bugs or issues
- ▶ **Continue consultations with stakeholders and organizations**
- ▶ Commence Phase II of app building (including feedback system with clear criteria for medals)
- ▶ **Pre-populate databases (research team, interested organizations, DHBs, healthy families groups, volunteers)**
- ▶ Pilot test next version of the app (when complete)
- ▶ **Interactive Feedback website for public and change agents**
- ▶ Launch *Feedback* app and evaluate uptake and impact
- ▶ **Wide use of databases for monitoring (INFORMAS), evaluation (Healthy Families), policy and action**

What can you do?

- ▶ Register for testing
- ▶ Share your story on our website

Sugary drink ban from Nelson/Wairau hospitals
Sugary drinks have been banned at Nelson and Wairau

Sugary drink ban from all MDHB premises
Ban on sale of sugary drinks from all MidCentral D

That Sugar Film exclusive screening
I organised an exclusive screening of That Sugar F

Waitangi Day Community Picnic
Here at Council I am on a committee that organises

Garden To Table schools
The Garden to Table programme is changing the way

Healthy Choices at School
Although I've always been very passionate abo



Tokoroa Healthy Lunch Orders
Amisfield School approached the Tokoroa Hospital D

Establishing Healthy Food Environments
The Healthy Future Families (HFF) Trust are workin

Healthy Workplace Programmes
The Healthy Future Families (HFF) Trust provide ev

Improving the Healthy Food Message in Sport

Healthy Food Policies in Hospitals, Greater Wellington Region

Volunteers
Sponsors
welcome!



THANK YOU

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Find *Foodback* online at: www.foodback.org.nz

Thanks to our funders:

