

Healthy Auckland Together

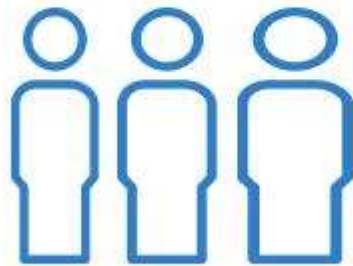
Regional Obesogenic Environments Project

October 2015

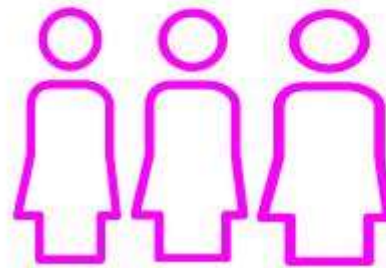




We are in an obesity crisis

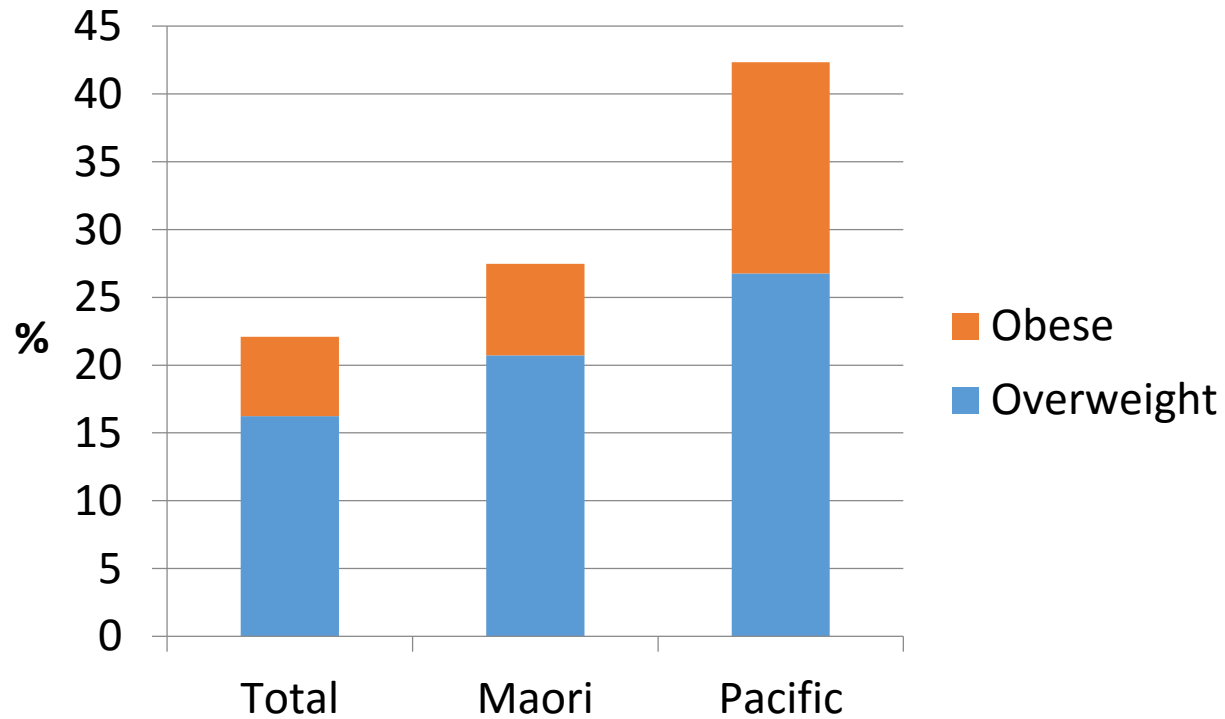


Gaining weight at the rate of 430g per year



Gaining weight at the rate of 355g per year

B4 School Checks Auckland 2014



“The increasing weight of people worldwide is the result of a normal response, by normal people, to an abnormal environment”

Lancet 2011;378:741



Health promoting schools support health and education

Food skills taught through community programs

Community gardens where everyone can grow their own food

Bike lanes encourage active transportation

Physical activities offered after school

Active and safe routes to school

Swimming is taught for safety and enjoyment



Recreational facilities encourage free, unstructured play

Affordable healthy food is available at farm stands and markets

Everyone can walk on safe, connected routes between where they live, learn, play and work

Outdoor physical activity is encouraged year round

Breastfeeding is supported everywhere



Aktive – Auckland Sport and Recreation

Auckland Council

Auckland DHB

Auckland Regional Public Health Service

Auckland Transport

Auckland University School of Population Health

Counties Manukau Health Alliance

Disability interest groups

Hapai te Hauora Tapui

Health Promotion Agency

Healthy Families New Zealand

Mana Whenua i Tamaki Makaurau

Ministry of Health

National Institute for Health Innovation

Heart Foundation

Pacific Heartbeat

PHOs

Te Runanga o Ngati Whatua

The Asian Network

Waitemata DHB

WDHB/ADHB Alliance Leadership Team



Healthy Auckland Together: Framework

Vision: A social and physical environment that supports people living in Auckland to eat well, live physically active lives, and maintain a healthy body weight within their communities



Goal 1

Improve nutrition



Goal 2

Increase physical activity



Goal 3

Reduce obesity

APPROACHES

Collaboration
(what we do together)

Advocacy & Profile raising
(what we say together)

Monitoring Progress
(what we measure together)

IMPROVING NUTRITION

INCREASING PHYSICAL ACTIVITY

REDUCING OBESITY

Annual (10%) reduction in the mean number of teeth with evidence of caries (total of decayed, missing and filled teeth, both primary and adult) of children aged 5 years

Annual progress towards a 10% increase in the number of Aucklanders reporting they are meeting physical activity guidelines by 2025 from NZ Health Survey data

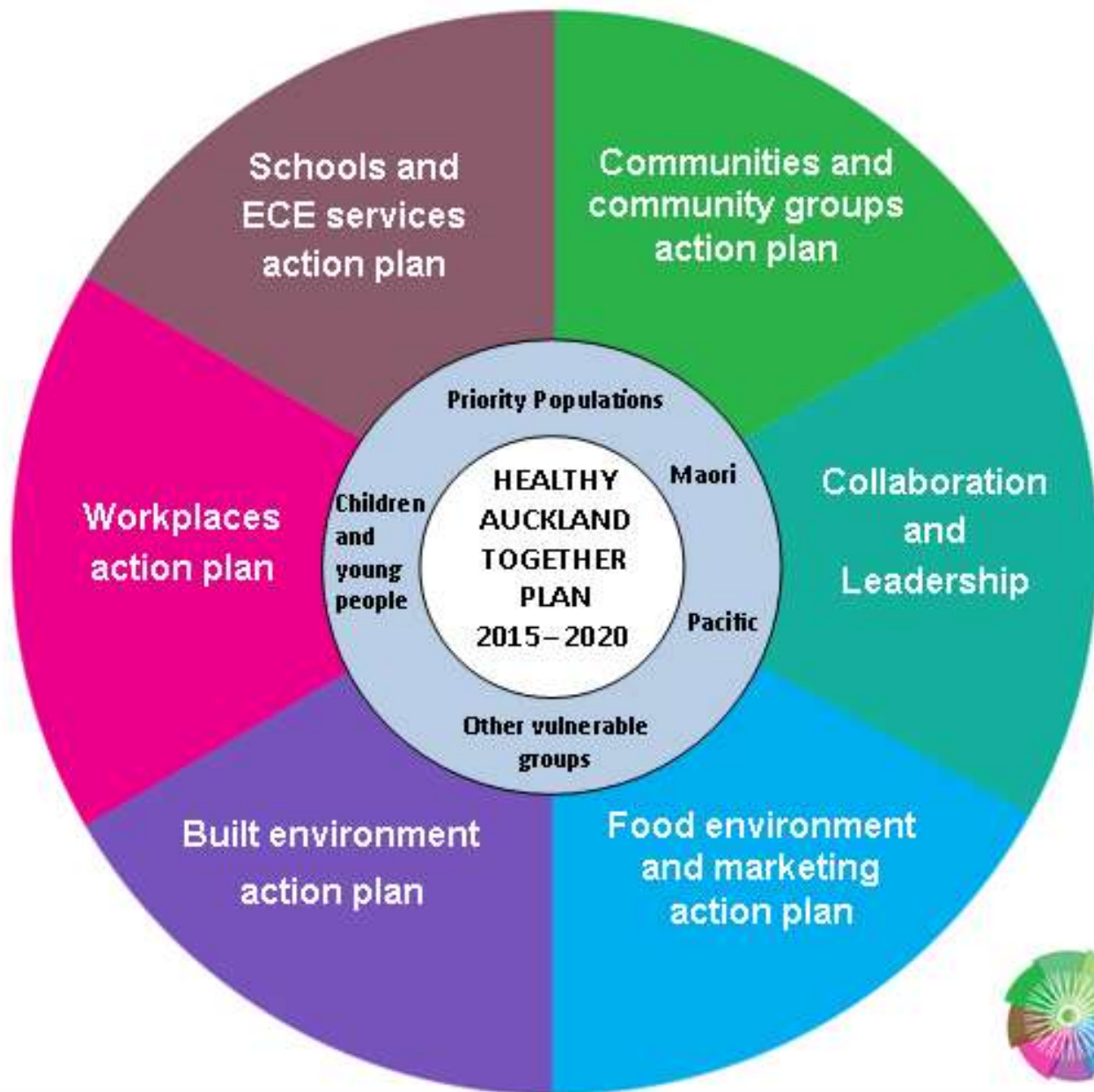
Reduce rates of obesity for 4-5 year olds by 2020 in B4 School Checks

Annual progress towards a 10% increase in adults meeting recommended fruit and vegetable intake by 2025 in regional Health Survey data

Annual progress towards a 10% decrease in the number of Aucklanders reporting they are not physically active by 2025 from NZ Health Survey data

Rate of progress on the above indicators for Māori, Pacific and higher deprivation groups relative to other groups







The Healthy Auckland Together Plan
2015-2020

- 65 actions led by HAT partners across the work areas
- Today highlighting just two actions:
 - DHB food environments policy
 - Drinking tap water campaign





'BETTER VENDING' FOR HEALTH

GUIDELINES

WHAT ABOUT BEVERAGES?

We recommend that you adhere to the Waitemata Beverage Guidelines:

Waitemata DHB BEVERAGE GUIDELINES

DRINK MOST

GREEN BEVERAGES

Encourage and promote these beverages.

- > Water
- > Plain, reduced-fat milk and calcium enriched soy beverages.

DRINK IN MODERATION

AMBER BEVERAGES

Limit the size of these beverages. These beverages offer some nutritional value or provide lower levels of energy (kilojoules (kJ)*) than beverages in the RED category.

- > Fruit juices - 250ml package size or smaller
- > Reduced-fat, flavoured milk, calcium enriched soy beverages and drinking yoghurts - 350ml package size or smaller
- > Artificially sweetened carbonated beverages - 400ml package size or smaller
- > Sports beverages, sports waters and flavoured waters with less than 50kJ per 100mls - 450ml package size or smaller
- > Fruit drinks with less than 90kJ per 100mls - 350ml package size or smaller.

DRINK LESS

RED BEVERAGES

Do not sell these beverages. These beverages offer limited nutritional value or contribute excess energy (kilojoules (kJ)).

- > Carbonated sweetened beverages
- > Full-fat, plain and flavoured milks
- > Fruit drinks and cordials with more than 90kJ per 100mls
- > Sports beverages, sports waters and flavoured waters with more than 50kJ per 100mls.
- > Any beverage listed in the AMBER category that is larger than the recommended package size.

* The energy content of a food or beverage is measured using kilojoules (kJ). Excess energy intake leads to weight gain.



Drink Guidelines a First in Child Obesity Battle

Wednesday, 25 May 2005, 9:10 am

Press Release: [Waitemata District Health Board](#)

MEDIA RELEASE

25 May 2005

Beverage Guidelines a First in Child Obesity Battle

In a first in New Zealand, a set of guidelines has been designed to help reduce the almost six kilograms of sugar the average kiwi child consumes annually from the beverages they drink.

Formulated for schools, the Beverage Guidelines use a 'traffic light' system that indicates the healthiest drinks schools can stock for their students.

Developed by Waitemata District Health Board - and reviewed by The National Heart Foundation of New Zealand - the guidelines are being highlighted today at the National Nutrition and Physical Activity Public Health Conference in Christchurch.

Under the guidelines, beverages classified as 'green' represent a healthier choice, offering some nutritional value and containing less kilojoules than 'amber' or 'red' beverages.

Beverages that fall in to the red category - such as full-fat milk drinks and sweetened fizzy drinks - have limited nutritional value and contribute excess energy.

The guidelines encourage schools to replace 'red' beverages with those from the amber or green category.

Waitemata DHB's Health Gain Manager, Dr Dale Bramley, says that while children obviously consume sugar-laden beverages outside of school, the school environment is a good place to start encouraging a change in habits.



Implementation

Barriers

- Contract periods
- Some outlets not under DHB contracts
- Lack of products
- Lack of compliance
- Staff opposition

Enablers

- Letter from the Director General asking DHBs to remove sugar sweetened drinks



Source: HPA

- Possibilities:
 - Campaign (YouTube, FB, Twitter)
 - Advocates
 - Collateral (water foundation app, event water tankers, press, stories)
 - Partnerships (schools, Watercare, PHOs, Council, events etc)

Where to next?

- Deliver on 65 actions over five years
 - Monitoring and evaluation of DHB healthy food and beverage policy
 - Implement tap water campaign
- Bring in additional relevant stakeholders to individual projects

Contact details

E delvinag@adhb.govt.nz

W www.healthyaucklandtogether.com (under development)

T 09 623 4600

