



Healthy Eating - Healthy Action Implementation

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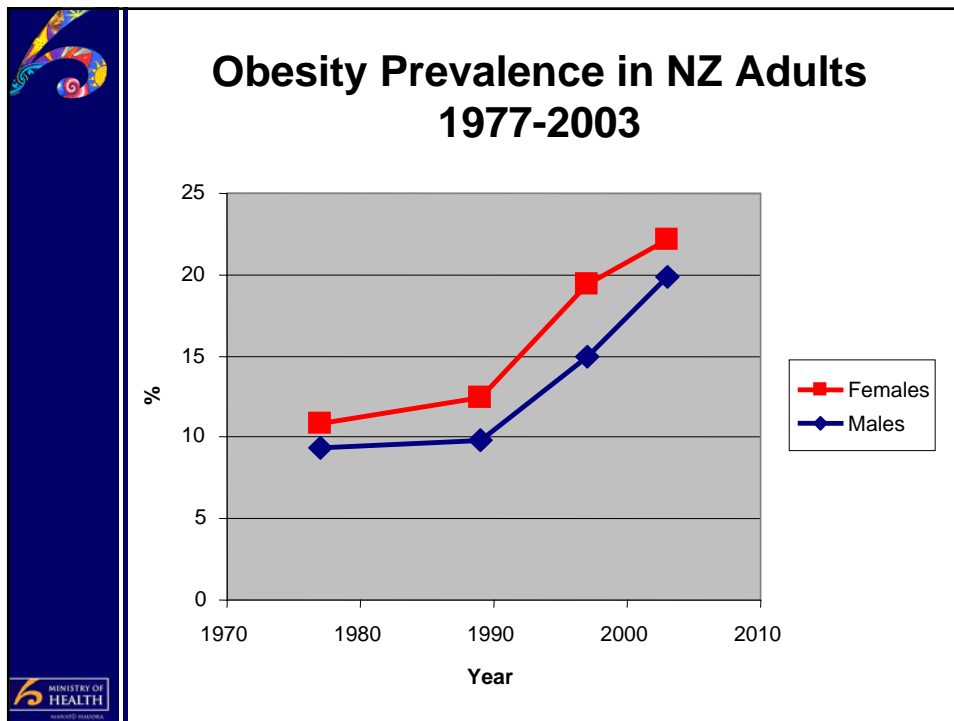


Healthy Eating – Healthy Action

- Background
- Implementation to date
- Intersectoral and district level focus



Cette présentation a été effectuée le 24 octobre 2006, au cours du Symposium "Prévenir l'obésité : les ingrédients d'un plan gouvernemental fructueux" dans le cadre des Journées annuelles de santé publique (JASP) 2006. L'ensemble des présentations est disponible sur le site Web des JASP, à l'adresse <http://www.inspq.qc.ca/jasp>.





Healthy Eating - Healthy Action HEHA


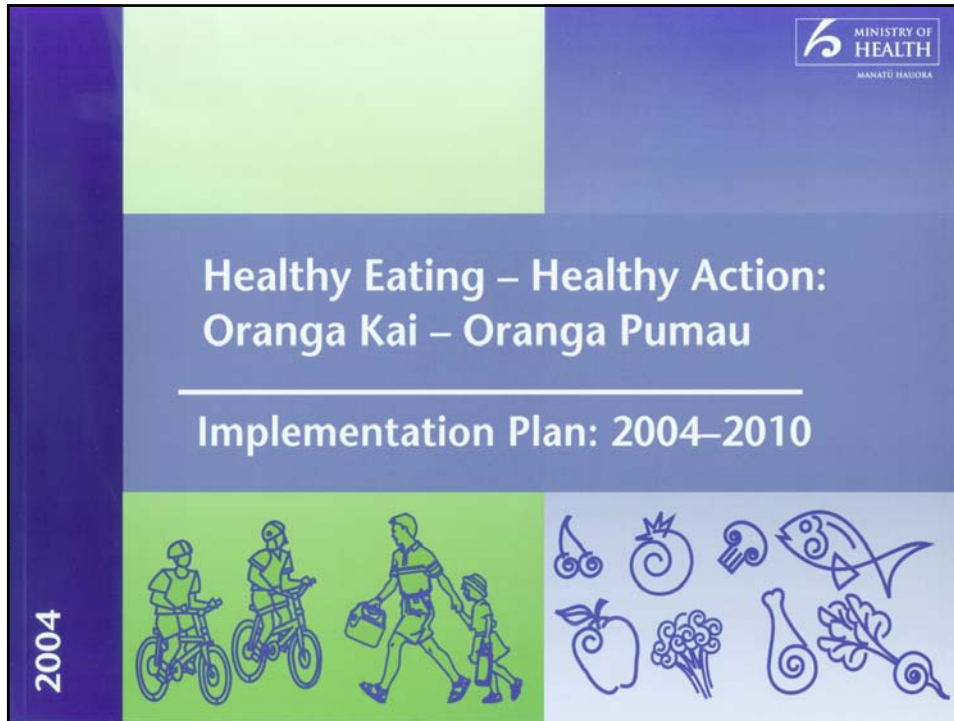
- Healthy Eating - Healthy Action: Oranga Kai-Oranga Pumau Strategy and Background Paper 2003
- Healthy Eating - Healthy Action: Oranga Kai-Oranga Pumau Implementation Plan 2004



Healthy Eating – Healthy Action Background



- Strategy integrates improving nutrition, increasing physical activity and reducing obesity
- Strategy launched in 2003 after wide sector consultation
- Implementation plan developed in partnership with Sport and Recreation New Zealand and with input from health sector, other government agencies and industry groups and launched in 2004





Healthy Eating – Healthy Action Implementation Plan

- Recognises the wider determinants of health – need whole of society response
- Focus on reducing inequalities
- Integrates principles of He Korowai Oranga (Maori Health Strategy)





Healthy Eating – Healthy Action Implementation Plan

- Cross sectoral networks and links between health sector and other sectors
- Identifies outcomes, agencies and timeframes/resourcing
- Identifies district level leadership and co-ordination



Healthy Eating – Healthy Action

- Implementation plan objectives:
- Build healthy public policy, create supportive environments, strengthen community action, develop personal skills, reorient health services, monitor, research and evaluate, communication, workforce
- 26 outcomes and 87 actions



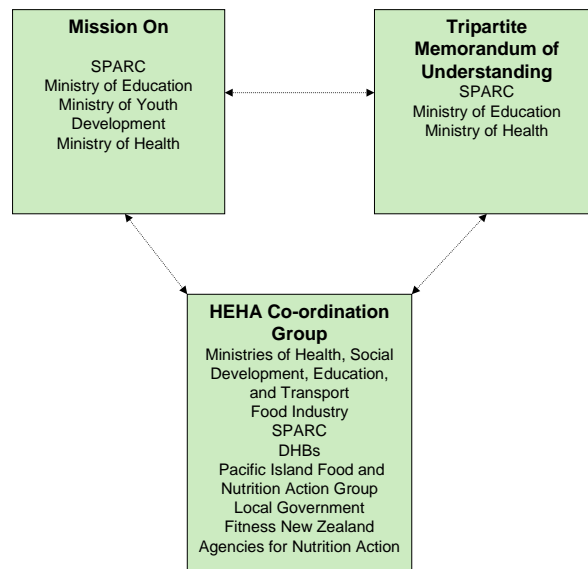


HEHA funding

- Existing baseline funding \$13 million
- 2005 \$7 million from Cancer Control primary prevention funding
- 2006 budget \$19.03 million ongoing from 2006/7
 - Leadership and co-ordination
 - Education setting
 - Breastfeeding
 - Communication
 - Primary care
 - Industry
 - Monitoring research and evaluation



National Intersectoral Activity





HEHA co-ordination group

- External co-ordinating group for implementation with 20 agencies and networks
- Representatives from government agencies, industry, Non Government Organisations, District Health Boards
- Purpose to facilitate co-ordination and collaboration between groups
- Meets 3-4 times annually



Tripartite MOU

- Towards improving the wellbeing of New Zealand's children
- Between Ministry of Health, Ministry of Education and Sport and Recreation New Zealand
- Outcome – alignment of each agencies initiatives, resources, strategies, policies and priorities
- Focus in 2006 at district level





Tripartite reality at district level

- Strong willingness to work collaboratively
- However, regions at different stages of collaboration
- Clear need for better leadership at this level
- Three agencies contracts need aligning at regional level
- Ways of working and boundary issues need to be addressed



District leadership and co-ordination

- 21 District Health Boards
- Crown funding agreements
- Report quarterly to Ministry
- Variations underway for leadership and co-ordination function, control of a newly established nutrition fund and potentially other funding





Leadership and Coordination

Inter sectoral approach

- establish intersectoral group (by December 2006)
- take the lead
- DHB HEHA Project Manager
- District HEHA Coordination Groups
- District HEHA sub-groups with school focus





Fruit in Schools

- Targetted programme of fruit provision
- Whole school approach to healthy eating, being physically active, sunsmart and smokefree
- Programme developed nationally and implemented at a district level using an intersectoral approach
- 260 schools participating

