



Newsletter # 7 February 2008

New Year - New Initiatives

Organic food gardens, ethnic soccer festivals and nutrition support groups are some of the great projects we can expect this year from our last funding round, which included our new 'mini-contracts' for more significant community group projects as well as one-off grants.

- The Picton Youth Centre is running a programme of pro-social activities including basketball, touch competitions and subsidised hip-hop classes.
- An ethnic soccer festival is planned in Marlborough to get locals and migrants active and mingling in a relaxed and fun atmosphere. This project will also look at ways other regions in the Top of the South can be involved.
- The South East Stoke community will appoint a resident to work with the Manager of House 44 in Karaka Street to assess the nutrition and physical activity needs of their community. The funding will also support activities for the youth group.
- Supporting twelve families to establish organic food gardens in Golden Bay is the aim of a four-month Home Garden Mentoring joint pilot project. Families will receive resources and attend classes on the principles of organic gardening and managing plant crops.
- Migrant children often experience bullying at school when they take ethnic food in their lunches that looks 'strange' to other kids, so the Marlborough Migrant Centre is launching a project promoting the benefits of healthy ethnic food and the nutritional knowledge that migrants bring to our community.



Naturally best

The Nelson Region Breastfeeding Network marked its 10th birthday late last year. Dietitian Jenny Coleman, Health Promoter with Public Health, said the group was set up to spread the word about the significance of breastfeeding, but with recent research the focus has shifted to the disadvantages of not breastfeeding.

Jenny said it is important to overcome some of the challenges faced by breastfeeding mothers in the community, so this year the group is reintroducing a sticker to go in the windows of Nelson businesses that support breastfeeding on their premises. "Mothers must have places in town where they feel comfortable breastfeeding," she said, "this is not limited to cafes - the stickers will also be offered to shops that are supportive."

For more information contact: jennifer.coleman@nmdhb.govt.nz or 5461548



Dairy for health

Tackling nutrition-related risk factors such as high cholesterol, high blood pressure, obesity, inadequate fruit and vegetable consumption, and sub-optimal physical activity levels is not easy for individuals. So the Nutrition and Physical Activity programme and the Public Health Service have created a health diary for 2008 - a daily reminder that provides motivation for improving and maintaining good health. We want to make it easier to eat well and be more active. The diary is part of a social marketing approach to building awareness around physical activity and nutrition issues. It has weekly tips on physical activity and nutrition, suggestions for walking and jogging programmes, along with healthy eating and shopping guidelines. The diary has been produced in full colour, it is A5 and has a week to every double page spread. It will be trialed on 150 NMDHB staff this year and an evaluation will be done on its impact, allowing for modifications to be made for 2009 and a launch into the wider community.

Contact us:

We are keen to share your news and photos in this newsletter.

Nutrition and Physical Activity
 Project Managers
 Jenni/Maria - Marlborough
 Phone: (03) 520 9851
 Email: npa.marlborough@nmdhb.govt.nz

Richard Butler - Nelson
 Phone: (03) 546 1317
 Email: richard.butler@nmdhb.govt.nz
www.nutritionandphysicalactivity.org.nz

Walk21 - the simple solution

“Walking is convenient, it needs no special equipment, is self-regulating and inherently safe.”

Late last year Rodney Tolley from Walk21 came to Nelson and Blenheim to spread the vision of a world where people choose to walk as a way to travel, and where authorities and organisations work together to make walking easy. He is an Honorary Research fellow at Staffordshire University in the UK, and has edited three editions of *The Greening of Urban Transport: Planning for Walking and Cycling in Western Cities*.

NPA made the most of Rodney being in New Zealand to bring him to the Top of the South where he gave presentations and ‘walk-shops’ to councilors, staff and the public. Some of the key points were:

- Walking is a fundamental form of transport that needs to be at the heart of urban planning
- There is currently a massive imbalance in the way we put cities out together
- The most effective way to slow traffic is by design, not regulation
- Cities can be pro-walking or pro-cars, but not both.

Rodney found the CBDs of Nelson and Blenheim to be quite ‘people friendly’, and approved of the ambiguity of the raised paved areas. This is along the lines of ‘naked streets’ where there are no road signs, drivers are unsure of their rights and consequently drive more slowly. Bendigo in Australia is about to make 12 blocks of its inner city ‘naked’, not so much for safety as to revitalize the CBD, which is under competition from shopping malls. Rodney and Tim Hughes, a transport engineer with LTNZ, also ran a training day for engineers and planning staff from the three councils. Rodney left us with the challenge of signing up to the Walk21 Charter - or we could go a step further and become one of the eight Exemplar Communities that will take a lead in Australasia on one of the eight points in the charter. Find out more at www.walk21.com

Here's Helen

NPA Programme
Director Helen
Steenbergen takes a
look back and a look
ahead...



Welcome to 2008,
a year that will no doubt be as busy as the last. 2007 saw the NPA programme mature, grow and become firmly established in the region. The programme's grants scheme was launched to encourage and support schools, early childhood centres and community groups to undertake sustainable nutrition and physical activity initiatives. To date, more than \$115,000 worth of projects and initiatives have been funded across the district.

An evaluation and learning programme is being developed with the School of Population Health (University of Auckland) to determine the NPA impact, learn from actions and to spread innovations and best practice. The evaluation also involves a baseline wellbeing survey of the district's population, a five year follow-up survey and a comprehensive set of intermediate indicators to gauge progress in each action area.

There are two major areas of focus for the NPA this year. The first is the development of an evaluation framework and its incorporation into our everyday NPA practice. Secondly, the development of the social marketing strategy. There are also several new HEHA opportunities including strengthening support for breastfeeding and enhancing support for Maori communities and we will also be continuing with the NPA grants scheme.

Thank you to those who have been involved with the programme over the last year - we look forward to working with you in 2008.

Helen Steenbergen



Nelson Provincial Museum, Tyree Studio collection, 176217/3.

Active Heritage

The Nelson City Council is adopting a theme of ‘Active Heritage’, where promotion of heritage mixes memories, images and stories of the past with positive actions of today. For example a current project called ‘Then & Now’ uses archival images of physical activities

from the Nelson Provincial Museum in articles for the media, community exhibitions, and work in schools linking with resthomes. The project celebrates heritage while highlighting opportunities for active recreation in Nelson. Heritage and Arts Advisor Debbie Daniell Smith says this lines up with the economic strategy for the region, and the development of wellness product as a tourism driver. Active Heritage promotions will add value to existing council programmes, such as developing heritage overlays for Walk and Bike Nelson projects. Heritage tours and walks are ideal products for visitors who fit into the friends and family category or the growing older persons’ market. Debbie says Active Heritage aims to reach all sectors of the community and build a sense of pride in Nelson from shared experiences.