



Newsletter #10 August 2008



Here's Helen

The exciting news is that we will have the first results from our baseline survey later this month. Based on a telephone survey of 1700 people across Nelson

and Marlborough, this will provide us with a comprehensive picture of the current health status of the population and help us to identify where the needs really lie, so we can make the NPA programme truly local.

In July I attended the Population Health Congress in Brisbane. With the theme of 'global practical action for health' it provided a forum for the exchange of ideas and new research. The impact of the economy on health was a hot topic, addressed by Professor Sir Michael Marmot, well known for his work with WHO, speaking on 'Values, social policy and health'. Papers presented at the conference can be downloaded at www.populationhealthcongress.org

Congratulations to Way2Go on the additional SPARC funding for the development of the community programme model. This will help to build capacity in the community for safe, accessible, physical activities and programmes to help people make healthy food choices. As the warmer weather arrives with the lighter mornings and evenings I encourage you to make some of those changes we can put off over winter - it is a great time to start a habit of early walks or of biking to work...and if you're already doing that, how about taking the time to encourage a friend to join you?

Helen Steenbergen
NPA Programme Director

Grants: We have two further funding rounds closing shortly. The Physical Activity funding grant closes on Friday 29 August, followed a month later by the Nutrition funding grant on Friday 26 September. Please submit your applications to leanne.punt@nmdhb.govt.nz or go to our website to download the application form. For further information contact your Project Manager.

Stepping out at the library

Nelson and Tasman libraries are 'in step' with health promotion. Users can borrow a pedometer from the Nelson, Richmond, Stoke, Tahuna and Motueka public libraries, just as they would a book! This is an initiative from Way2Go, the Active Communities project for the Nelson/Tasman region. For just two dollars, library members can take out a pedometer for 6 weeks. They come with instructions, a step log and an invitation to attend 'learn how to do it' pedometer sessions held weekly.



Glennis Coote, Customer Services Manager, shows off the new pedometers with Tasman District Library Assistants, Jeremy Gibbs and Bonny Campbell.



Welcome to Luke Katu

Improving the health of our Maori community might seem like a big ask but Luke Katu is up for it. As Tū Healthy Community Coordinator, Luke's the newest member

of the NPA team and he'll be supporting Maori led initiatives that increase levels of physical activity and improve nutrition within Maori communities. "Any way we can bring balance to the health statistics between Maori and Non-Maori - I'm all in," he says. Luke will be taking a collaborative approach with the Maori community to work on programmes to improve their health. He is based three days a week in Nelson and two days in Wairau. P: 021 37 1956 E: luke.katu@nmdhb.govt.nz

Walking the talk

Cars are about to give way to pedestrians on hospital campuses as the Nelson Marlborough DHB signs up to WALK 21: The International Charter for Walking. The decision follows a visit to the region last year from Rodney Tolley, the London based director of Walk 21, with his message that a shift to planning for pedestrians rather than cars results in economic, social and health benefits. The DHB signed the charter in July, joining the Christchurch City and Marlborough District Councils, the Canterbury and Otago District Health Boards, Land Transport New Zealand and other authorities from Sydney to London. Nelson City and Tasman District Council are also considering signing the charter. Chair, Suzanne Win, says it's a way for the DHB to demonstrate commitment to improving the health of the Nelson Marlborough community, making a start on site by looking at ways we can make it easier for staff to walk to or from work and walk between buildings.



Nutrition and Physical Activity Project Managers
Jenni/Maria - Marlborough
P: (03) 520 9851
E: npa.marlborough@nmdhb.govt.nz
Richard Butler - Nelson
P: (03) 546 1317
E: richard.butler@nmdhb.govt.nz
W: www.nutritionandphysicalactivity.org.nz



Digging for Victory

NPA funding enabled the Victory Community Health Centre to engage a designer and gardener, Robina McCurdy, to establish the Victory Sustainable and Organic Edible Gardens project. A range of community groups and organisations is involved, including the local Anglican Church, the ESOL group of Burmese families, and the YMCA.



Hannah and Tahu 'selling' their wares at their Mayfield School produce stall.

Edible Giveaways

Mayfield School in Blenheim has so many vegies it's giving them away. Hannah Rubie and Tahu Andrell are on the Health Promoting Schools (HPS) team and came up with the idea of giving away fruit and vegetables at a stall held every three weeks. The children hit on the stall as a way of thinning out the excess crops from the school garden. Mike Carmody, lead teacher for the HPS team, helped create the stall, which is open for additional contributions of surplus produce from gardens and fruit trees.

Cutting Edge Initiative

If you cut it - they'll eat it! This is old news to anyone who has tried to get children to eat fruit, but it's the secret to success at Tahunanui School. Principal, Paul Drummond says staff were alarmed to see fruit being binned at lunchtime, some with only one or two bites taken. At a meeting organised by the Health Promoting School teams the children said they'd eat more fruit if it was cut up - and it's working.



Children bring their fruit to be cut up by the Cool School Mediators (in yellow vests) every lunchtime at Tahunanui School

Media Matters

This is our tenth newsletter! We are pretty pleased with how our communications are going and the positive feedback we've had on what we do. Here in Nelson Marlborough we are also doing well compared with our equivalents around the country. We are always keen to have your input to newsletters or to articles in the community newspapers across the top of the south. We've just had a photo shoot done and we're happy to share the great shots by photographer Tim Cuff. It is hard to find pictures of children eating healthy food or playing in the outdoors in recognisably New Zealand settings so ask us if there's an image you need. Meantime we are developing a comprehensive social marketing strategy that will be relevant to all NPA members, and will provide material with consistent messages as well as localising the national campaign messages for your use.

Thumbs up for cycle lanes

We're giving the Marlborough District Council a big 'Thumbs Up' for their plans to put cycle lanes along two arterial routes into the centre of Blenheim. This is in line with the NPA strategy to work with councils to ensure the design of public amenities supports active lifestyles. There will be some people who might say Blenheim does not need cycle lanes, but experience in other centres shows that once facilities such as this are in place, people will use them. With our climate and lack of traffic it's a very pleasant way to get to work or to build into your day as a way of exercising while getting from A to B.

World Breastfeeding Week

Breastfeeding gives children a great start in life, yet many New Zealand babies are not breastfed or are only breastfed for a short time. It is great to see breastfeeding getting a high profile on TV and in other media through the current HEHA backed promotion. The Marlborough Breastfeeding Support Group and the Nelson La Leche League were active in encouraging local mums to 'latch on' during World Breastfeeding Week. There is now heaps of info available at a new web resource www.breastfeeding.org.nz. NPA is in the final stages of developing a regional Breastfeeding Action Plan, based on consultation done over the last couple of months.



Annie Thompson, coordinator of the breastfeeding support network in Marlborough shares a quiet moment with her toddler Charlotte.