

# IMAGINE LOCAL GOVERNMENT AND COMMUNITY WORKING BETTER TOGETHER TO CO-DESIGN HEALTHIER FUTURES FOR ALL



  
**healthy  
families**  
New Zealand  
He oranga whānau



“AS COUNCIL LEADERS WE NEED TO TAKE ACTION TO CREATE HEALTHIER ENVIRONMENTS FOR OUR COMMUNITIES’ WELLBEING. HEALTHY COMMUNITIES ARE STRONG COMMUNITIES THAT ENABLE OUR WHĀNAU TO THRIVE. WHEN OUR WHĀNAU THRIVE OUR CITIES BECOME MORE VIBRANT AND PROSPEROUS.”

– MAYOR OF LOWER HUTT RAY WALLACE

# HEALTHY FAMILIES NZ: CREATING HEALTHIER PHYSICAL AND SOCIAL ENVIRONMENTS

**Healthy Families NZ is a large-scale prevention initiative that brings community leadership together in a united effort for better health. It aims to improve people's health where they live, learn, work and play by taking a systems approach to the reduction of risk factors for major health loss, and increasing equity.**

Local government has an important role to play in making healthier choices easier for its citizens and those that learn, work and play in their regions. Local government is in the unique position to influence the health and wellbeing of whole populations through the services, infrastructure and facilities they provide. The vision and leadership local government shows, has an impact on the lives of the communities they serve every single day.

The World Health Organisation defines a healthy city as one that is continually creating and improving those physical and social environments and expanding those community resources which enable people to mutually support each other in performing all the functions of life and developing to their maximum potential.

## THE ROLE OF HEALTHY FAMILIES NZ

Healthy Families NZ's approach provides a prevention platform that builds on existing action underway in communities, to create an integrated, community-wide 'prevention system' for good health. Healthy Families NZ is supporting communities to think differently about the underlying causes of poor health and to make changes in key settings within their community i.e. schools, early childhood education, workplaces, food outlets, sports clubs, marae, businesses, places of worship and more, to create healthier environments

for all. Healthy Families NZ is providing and supporting local solutions, and activating local leadership to drive sustainable change that is owned by the community.

Healthy Families NZ is designed to reflect the unique context of New Zealand communities, and the special relationship between Māori and the Crown, including obligations under Te Tiriti o Waitangi. The Healthy Families NZ Principles include an explicit focus on equity, improving Māori health and improving health equity for groups at increased risk of chronic diseases.

## HOW WE WORK

We work **collaboratively** with communities and stakeholders across different sectors and environments to:

- **Enable and activate leadership** at all levels to initiate and embed health promoting policies and sustainable healthy change.
- **Implement and leverage initiatives** that strengthen a systems approach to address the underlying causes of poor health.
- **Increase coordination and alignment** for a comprehensive approach to chronic disease prevention.

# HEALTHY FAMILIES NZ PRINCIPLES



## IMPLEMENTATION AT SCALE

Strategies are delivered at a scale that impacts the health and wellbeing of a large number of the population, in the places where they spend their time – in schools, workplaces and communities.



## ADAPTATION

Strengthening the prevention system requires constant reflection, learning and adaptation to ensure strategies are timely, relevant and sustainable.



## COLLABORATION FOR COLLECTIVE IMPACT

Long term commitment is required by multiple partners, from different sectors, at multiple levels, to generate greater collective impact on the health of all New Zealanders.

Knowledge is co-created and interventions co-produced, supported by a shared measurement system, mutually reinforcing activities, ongoing communication and a 'backbone' support organisation.



## EXPERIMENTATION

Small scale experiments provide insight into the most effective interventions to address chronic disease. These experiments are underpinned by evidence and experience, and are monitored and designed to then be amplified across the system, if they prove effective.



## EQUITY OF OUTCOME

Health equity is the attainment of the highest level of health for all people.

Healthy Families NZ will have an explicit focus on improving Māori health and reducing inequalities for groups at increased risk of chronic diseases. Māori participation at all levels of the planning and implementation of Healthy Families NZ is critical.



## LEADERSHIP

Leadership is supported at all levels of the prevention effort including senior managers, elected officials, and health champions in our schools, businesses, workplaces, marae, sporting clubs and other settings in the community.



## LINE-OF-SIGHT

The line of sight provides a transparent view on how investment in policy is translated into measured impacts in communities, ensuring best value from every dollar spent on prevention.





“IT MATTERS TO US THAT EVERYONE WHO LIVES, LEARNS, WORKS AND PLAYS IN OUR CITY HAS ACCESS TO THE SAME OPPORTUNITIES.”

– MATT REID, CHAIR OF HEALTHY FAMILIES LOWER HUTT STRATEGIC LEADERSHIP GROUP AND GENERAL MANAGER CITY AND COMMUNITY SERVICES HUTT CITY COUNCIL



## OUR LOCATIONS

Healthy Families NZ is in ten locations, in areas with higher-than-average rates of preventable chronic diseases, higher-than-average rates of risk factors for these diseases, and/or high levels of deprivation. The locations are geographically spread and are a mixture of urban and rural areas that cover a population of over one million New Zealanders. The locations are: Far North, Waitakere, Manukau, Manurewa-Papakura, East Cape, Rotorua, Whanganui Rangitikei Ruapehu, Lower Hutt, Christchurch and Invercargill.

## LEAD PROVIDERS

The lead providers for Healthy Families NZ comprise of local Councils (Auckland Council and Hutt City Council), Māori and Pacific organisations, and Regional Sports Trusts. Healthy Families NZ lead providers were chosen on the basis that they are best placed to lead transformational change in their communities.

Leadership at all levels is a strong building block of the Healthy Families NZ approach. There is a local Strategic Leadership Group in each Healthy Families NZ location made up of leaders from different settings and sectors in the region. These include local government, Iwi, Pacific, sport and recreation, business and health who are supporting, driving and influencing healthy change in their communities.

# HEALTHY FAMILIES NZ: OUR PRIORITY AREAS

Best practice evidence tells us that if we make dynamic systems changes now we can address the rise of preventable chronic disease. Through changing our environments to support improved nutrition, increased physical activity, more people being smokefree and reducing alcohol-related harm, we'll give our communities the opportunity to thrive.





# RISK FACTORS FOR PREVENTABLE CHRONIC DISEASE

**16%**

of New Zealanders smoke.

**38.6%**

of Māori and

**25.5%**

of Pacific people smoke.

Adults living in the most deprived areas are **3.5 times more likely to smoke** than those living in least deprived areas.

**ONLY 40%**

of New Zealanders meet the fruit and veg intake guidelines.

There are

**722**

**census area units** that are considered food swamps with overabundance of high-energy nutrient-poor foods.

In 2015/16

**29,000**

**children under the age of 12** had to have one or more teeth removed as a result of severe cavities and infection, 6,600 ended up in hospital.

The prevalence of diabetes has been growing **7% per year** for the last 8 years.

**20.8%**

of New Zealanders are hazardous drinkers.

**31.1%**

of Māori are hazardous drinkers.

**23.6%**

of Pacific people are hazardous drinkers.

Hazardous drinkers living within the most deprived urban areas are more likely to **live within two minutes drive of multiple off-licence alcohol outlets** than hazardous drinkers living in the least deprived urban areas.

**15.4%**

of New Zealanders do little or no physical activity.

Adults living in the most deprived areas are **2.3 times more likely to do little or no physical activity** than those living in the least deprived areas.

Some communities are at a greater risk of preventable chronic disease. The approach of Healthy Families NZ utilises a Te Ao Māori lens, with an explicit focus on equity that reflects the intent of improving Māori health, and improving equity for groups at increased risk of chronic disease.

## THE IMPACT OF LACK OF HEALTH EQUITY IS PARTICULARLY STARK FOR OUR CHILDREN

Māori and Pasifika children:

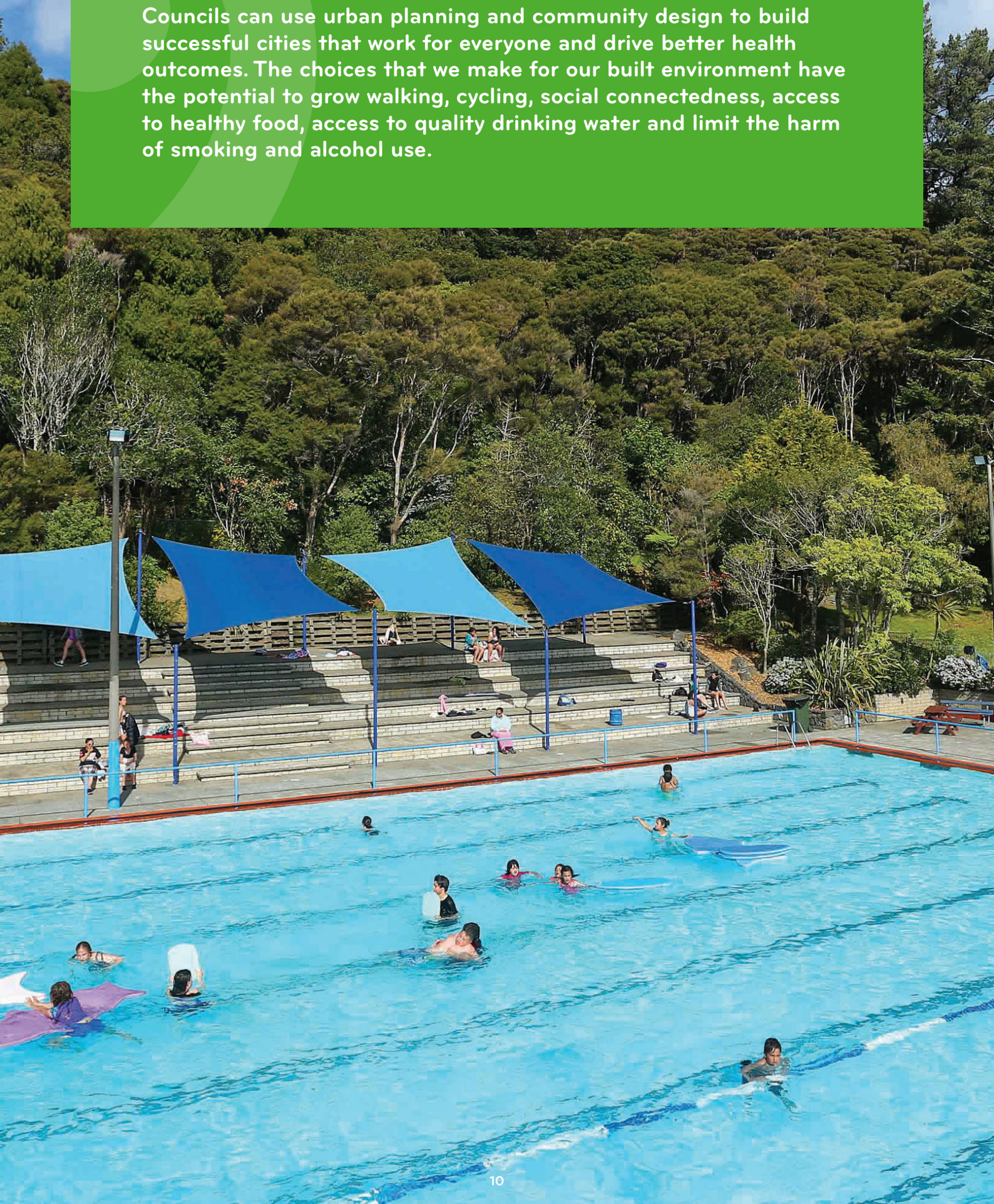
- Are twice as likely to have an **untreated decayed primary tooth**.
- Are **more likely to be obese**, **18%** of Māori children and **29%** of Pacific children are obese.
- **Type 2 Diabetes is increasingly occurring** in Māori and Pasifika children under 15yrs.

Children living in the most deprived areas:

- Are twice as likely to have **one or more untreated primary teeth**.
- Are **2.5 times** as likely to be obese as children living in least deprived areas.

# THE OPPORTUNITIES

Councils can use urban planning and community design to build successful cities that work for everyone and drive better health outcomes. The choices that we make for our built environment have the potential to grow walking, cycling, social connectedness, access to healthy food, access to quality drinking water and limit the harm of smoking and alcohol use.





## EXAMPLES OF HEALTHY FAMILIES NZ LOCALLY-LED ACTION IN PARTNERSHIP WITH COUNCILS

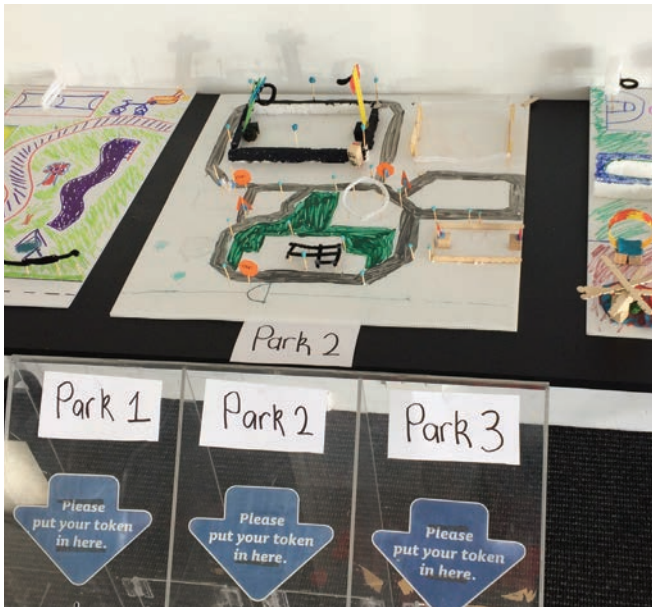
Healthy Families Lower Hutt worked alongside Hutt City Council and community partners to influence changes to the Council's Alcohol in Public Places bylaw (2016). With the increase in public submissions to the review (from 5 submissions to 160) and Healthy Families Lower Hutt's influence, the updated bylaw includes extensive areas of Lower Hutt as 24-hour alcohol free zones,

including all Lower Hutt parks and gardens, the central business district, and all suburban shopping centres. There is also a 9pm - 5am ban on consuming alcohol in all public areas across the city.

Healthy Families Lower Hutt led the review of Hutt City Council's Smokefree Outdoor Public Places Policy (2016). The policy is now one of the most comprehensive smokefree outdoor public places policies in New Zealand. Through Healthy Families Lower Hutt's leadership, Hutt City Council strengthened their Smokefree Outdoor Public Places Policy to include all:

- Playgrounds
- Outdoor swimming pools
- Parks and sports grounds including skate parks
- Beaches
- Bus shelters and train stations
- Outdoor pavement dining areas
- Outdoor public areas around Council buildings and facilities
- Council run and funded events.





Healthy Families Whanganui Rangitikei Ruapehu is leading the redesign of Raetihi Park with key partners at Ruapehu District Council. Through this partnership, over 400 community members were enabled to have their say on major public infrastructure and urban design that impacts on population health and wellbeing. Ruapehu District Council has invested in the park upgrade, seeing the value in the community's involvement in the co-design process and potential solutions.

Healthy Families Whanganui Rangitikei Ruapehu has facilitated a collective approach with Ruapehu District Council, Rangitikei District Council, Whanganui District Council, Sport Whanganui, Whanganui District Health Board and the Heart Foundation to activate systems level change right across the community and position water as the first choice of drink. The collaborative has achieved 83 water only events reaching almost 30,000 people; 10 new water fountains installed or soon to be installed in Council parks and playgrounds and additional funding allocations in the annual plans of all three Councils to increase the number of water fountains in 2018.



Healthy Families Manukau, Manurewa-Papakura have worked alongside Auckland Council, Auckland Transport, NZTA and community partners to influence investment in walking and cycling infrastructure in South Auckland. The Auckland Transport Board has approved the Cycling Programme Business Case for investment in cycling over the period 2018-2028. Only one South Auckland area was identified in the 'early construction' phase, with the remainder of the investment scheduled for at least 2021. Healthy Families Manukau, Manurewa-Papakura developed Walk'n'Ride Southside in response to this prioritisation to mobilise community voice on investment for places and spaces that inspire movement, physical activity and play for whānau in South Auckland, reaching 213,501 people. As a result of the work of Healthy Families Manukau, Manurewa-Papakura, Auckland Transport is now reinvestigating options for greater investment in walking and cycling in South Auckland.

Healthy Families Rotorua, Toi Te Ora Public Health Unit and other local organisations partnered with Rotorua Lakes Council to launch phase one of the Council's Smokefree Outdoor Spaces Policy. Phase one included the i-Site now being smokefree as well as outside libraries, Rotorua International Stadium, all youth spaces and all Council-controlled reserves and parks. Phase two, which started in January 2018 includes outdoor paved eating places, Eat Street, inner city markets and entrances and exits of public buildings and facilities.



Healthy Families Lower Hutt is working with partners from across the Lower Hutt community to build the 'Go the H2O' movement - encouraging water as the best and easiest choice of drink across a variety of local environments. The 'Go the H2O' movement has resulted in 12,000 junior sports participants across eight different sporting clubs and codes experiencing pro water sports fixtures and events each year. Healthy Families Lower Hutt has extended 'Go the H2O' movement to Te Ao Māori and Pasifika signature events, reaching 45,000 community members. As a result of their involvement in 'Go the H2O', Hutt City Council is increasing access to water through seven new permanent water fountains being installed in community spaces.

The Healthy Families Manukau, Manurewa-Papakura team worked in partnership with Māngere-Ōtāhuhu, Ōtara-Papatoetoe, Manurewa and Papakura Local Boards and Auckland Council to remove sugar sweetened drinks from vending machines in all South Auckland leisure centres and Local Board sites. This work has eliminated an estimated 340kg (or 85,000 sugar cubes) per month from the South Auckland food system.

Extending the 'Go the H2O' movement further, Healthy Families Lower Hutt partnered with Hutt City Council to switch fast food vouchers out of junior 'Player of the Day' sports. To date 11,200 fast food vouchers across eight clubs and regional codes, have been replaced by 16,100 free passes to local swimming pools. As a result of this initiative, five councils in the Wellington region (Hutt City, Upper Hutt, Porirua, Wellington and Kāpiti Coast District Council) have committed to supporting the 'Go the H2O' player of the day rewards with free pool passes.



For the past three years the Invercargill City Council has partnered with Sport Southland as the naming rights sponsor for the ICC Surf to City fun run. This is a major event on the calendar, with thousands of people walking, running or cycling all or part of the 12km distance from Oreti Beach to Queens Park. Having the ICC on board meant Sport Southland's Healthy Families Invercargill team was able to influence both the event organiser and major sponsor to think differently about the type of foods for sale at the finish line party. Over the past three years this has meant phasing out all deep-fried foods and fizzy drinks, providing free water and free fruit and ensuring food vendors only sold healthier options, including appropriate portion sizes. The ICC has also changed its funding criteria for events to encourage organisers to provide healthy options. The leadership shown by the ICC helped provide Healthy Families Invercargill with the momentum to create an Events Network which brings together providers and encourages them to make the healthy choice the easy choice at more events throughout Southland. Venture Southland and Sport Southland now facilitate this network, ensuring it has a sustainable future.

# AUCKLAND COUNCIL FOOD AND BEVERAGE GUIDELINES

Promoting healthier food  
and beverage environments

Healthy Families Waitakere and Healthy Families Manukau Manurewa-Papakura worked with Auckland Council and Auckland Regional Public Health to develop Auckland Council Food and Beverage Guidelines. Designed to be easy to implement in a variety of settings, these guidelines are an effective way of increasing health promoting environments in large and complex organisations. The guidelines are now being integrated into all new Cafe Leisure contracts and used as minimum standards at Council events. They have also led to healthier alternatives being added to vending machines across Auckland Council facilities. Auckland Council has demonstrated how the Food and Beverage Guidelines can be successfully implemented and now other councils and large organisations are using them as a best practice example of how to make healthy choices easy across their settings.



Healthy Families Christchurch and Christchurch City Council are leading the way in food resilience and security with a vision for Christchurch to be the best edible garden city in the world. This vision is reflected in Christchurch City Council's Food Resilience Policy and shared with a coalition of over 30 organisations committed to creating a healthy local food system. Healthy Families Christchurch worked in partnership with Christchurch City Council in this coalition to help connect 100 local champions, including Pasifika churches and Ngāi Tahu, to reflect on their experiences, challenges and opportunities to address hunger in Canterbury. Through connecting and sharing insights, new opportunities to advance Ngāi Tahu's māhina kai initiatives, and a coordinated scheme to enable sustainable edible gardens and food literacy in all schools in Christchurch is now being explored. This further supports Christchurch City Council's vision.



## WHAT CAN YOU DO?

Healthy Families NZ is committed to working alongside local government to bring about transformational change for the health and wellbeing of our communities.

We invite you to consider your role and what action you can take to create healthier physical and social environments where we live, learn, work and play.

Together we can:

- Leverage the learnings, insights and approaches of innovative Healthy Families NZ and local government initiatives in other regions.
- Use local government levers, remits and processes to accelerate progress and reorient priorities to ensure sustainable improvements across sectors and regions.
- Broaden the capability and mandate of regional leaders to take action to improve health equity in Aotearoa New Zealand.



GET INSPIRED BY WHAT IS HAPPENING ACROSS  
THE HEALTHY FAMILIES NZ SITES AT  
[healthyfamilies.govt.nz](https://healthyfamilies.govt.nz)



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