



LET'S BEAT DIABETES UPDATE

www.letsbeatdiabetes.org.nz

October Issue, 2008

Let's Beat Diabetes is a groundbreaking community partnership programme in New Zealand. Let's Beat Diabetes aims to counter the epidemic of obesity and diabetes within the Counties Manukau population by increasing knowledge and behaviour of healthy eating and healthy action throughout the community.

The programme's philosophy is centred on a 'whole society - whole life' approach.

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This means that all parts of society including health organisations, schools, churches, marae, workplaces, local and government

organisations are involved in interventions and initiatives that contribute to the goals of the programme.

It means that education and interventions will permeate the whole life span from the health of babies during pregnancy to the integrated management of the diabetic complications in the older person.

In order to foster engagement across the breadth of our community the Let's Beat Diabetes programme comprises 10 action areas which are involved in more than 65 different initiatives across our district.



Heat Beat Challenge Award Renewed

Counties Manukau District Health Board became the first DHB in New Zealand to achieve the Heart Beat Challenge Award in 2006 for making Middlemore Hospital and other parts of the DHB a healthier work environment for staff in 2006.

According to CMDHB CEO, Geraint Martin getting the initial award was the easy part. "The greater challenge has been to keep up the momentum and commitment two years on, and continuing to raise the bar."

A team of CMDHB staff have been working over the past two years to seek opportunities to improve health, nutrition and to promote physical activity opportunities to staff and volunteers.

Auckland Regional Public Health Service (ARPHS) who are responsible for promoting and delivering

Tau Faalogo & Judy Montgomery (ARPHS), Don Mackie, Pat Flanagan, Geraint Martin and Tracey Barron, CMDHB

the Heart Beat Challenge says the renewal of the award shows that CMDHB is a positive role model and are leading by example for other workplaces in their community.

Some of the significant improvements made by CMDHB include a revised healthy food policy to include retail outlets and catering; ensuring all drinks in vending machines have water and sugar-free drinks; ensuring all vending machine foods meet the standard energy content criteria; the implementation of a stairwell campaign and the development of a walkway around Middlemore Hospital.

Tracey Barron, Programme Manager for Let's Beat Diabetes says that it is very important that the District Health Board takes the lead in creating healthy workplaces for staff. "We need to emphasise the role of employers in the 'whole society' approach to combat obesogenic environments to ensure the wellness of our communities now and in the future."

Currently, 24 companies have signed up to the Heart Beat Challenge Programme in the Counties Manukau area, with nine of them having won the HBC award.

Introducing Colin Dale



Colin Dale has been involved with Let's Beat Diabetes for over 2 years and is the Chairman of the Let's Beat Diabetes Partnership Steering Group.

Colin arrived in New Zealand from the UK in 1962 and he's proud to call himself a strong family-man and a great-grandfather.

Colin has spent 50 years of his professional life as a public servant for local government, with 21 of those years as City Manager of Manukau.

Colin's role is integral to LBD, where his strong leadership skills, networking and strategic advice help to drive the Programme.

Q: What keeps you involved in LBD? Firstly, I'm very passionate about Manukau City and its people. There's a huge need for awareness of healthy lifestyle and the people of Counties Manukau are more susceptible to type 2 diabetes.

Q: What are some of your highlights? One of my highlights so far is that Counties Manukau District Health Board and other agencies recognise the need for specific partnership programme like Let's Beat Diabetes to address diabetes-specific issues. The multi-agency partnership approach is relatively new in tackling major social and health issues.

Q: And the future? A continuing challenge. The drive for healthy lifestyles is very demanding in a society that is inundated with entertainment and food choices that encourage habits contrary to well-being.

Q: Outside LBD, what else do you do? I am also the Director of Housing New Zealand; a Member of the Lottery Grants Board, Community Facilities Committee; the Chairman of Auckland Regional Migrant Services Trust; Chairman, Auckland Physical Activity and Sports Trust and the list goes on...



Best Practice Guidelines for Establishing Breakfast Clubs

The Best Practice Guidelines for Establishing Breakfast Clubs in Schools is one of the many initiatives which have been championed through the Schools' Accord group.

It arose through an opportunity for the Schools' Accord to support local Counties Manukau Schools following a needs-analysis conducted by the group.

Support was requested from a number of schools which had already chosen to run Breakfast Clubs within their school community or expressed a desire to set up a Breakfast Club in the near future.

Support was sought in the form of guidelines for establishing and managing Breakfast Clubs and which would steer the school in best practice methods.

The outcome of those requests has resulted in the *Best Practice Guidelines for Establishing Breakfast Clubs in Schools*.

This is an example of the Schools' Accord group assisting schools in the Counties Manukau region to develop models of excellence and supporting schools in effective interventions.

The Resource

This resource has been written for teachers, school volunteers including parents and those from the wider school community, and students.

It outlines ten steps to establishing a school breakfast club using best practice principles and includes 12 templates to assist schools in managing breakfast clubs. These include templates on running surveys and evaluations, entering service level agreements and providing job descriptions.

The resource includes a CD with the templates available as Word documents. Interested schools can customise the templates to their own requirements.

The resource can be accessed on www.letsbeatdiabetes.org.nz.

Schools' Accord

Schools' Accord represent the Let's Beat Diabetes Leadership Hub for the Schools' Action Area and includes strong representation from primary and secondary schools, health, nutrition and activity provider groups, recreation providers, and NGO groups.

The mandate of the Schools' Accord is to ensure our children and young people are active, healthy and ready to learn.



East Tamaki Primary learning and growing

East Tamaki Primary School year 1 to 6 students celebrated World Environment day by establishing a vegetable garden at the school. "Each class will look after one vegetable" says teacher Fiona Davies. "It's a taster garden, which means that the children will grow the vegetables and be able to harvest and taste what they have grown." "It also introduces children to new foods which they haven't seen before" says Fiona.



The gardens have been developed thanks to the enthusiasm of teachers and talented volunteers and with funding for plants and gardening equipment from the Schools/Early Childhood Nutrition Fund managed by the Let's Beat Diabetes Programme.

A year 5/6 class looks after the robust herb rosemary. They are planting a hedge beside the orchard of newly planted feijoa, guava, citrus and nut trees planted along the school boundary. The children are all keenly interested and ask lots of questions, especially about the worm which has just become two worms thanks to the trough that's just been dug for the hedge.

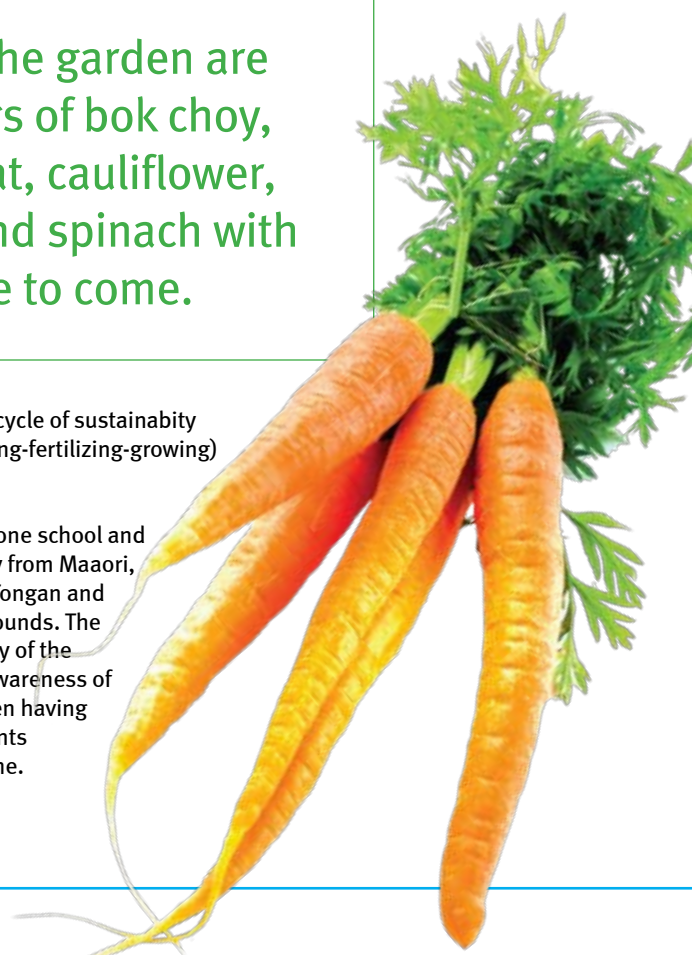
Also in the garden are seedlings of bok choy, silverbeat, cauliflower, parsley and spinach with more to come. Seeds have also been planted for carrots and radishes.

East Tamaki Primary participates in the Fruit in Schools programme and has been working toward sustainability. Three weeks ago it acquired a worm farm containing 65,000 tiger worms which readily consume the fruit scraps and create "worm tea" run-off which provides liquid fertilizer for the gardens. Sarah Mirams, Principal,

Also in the garden are seedlings of bok choy, silverbeat, cauliflower, parsley and spinach with more to come.

is delighted to see the cycle of sustainability (growing-eating-recycling-fertilizing-growing) in action.

East Tamaki is a decile one school and the students are mainly from Maaori, Samoan, Cook Island, Tongan and Niuean cultural backgrounds. The Principal says that many of the children have a good awareness of vegetable gardens, often having parents and grandparents tending gardens at home.



Different cultures flavour healthy eating plans

Carol Wildermoth of the Counties Manukau based Let's Beat Diabetes Programme has been administering the Nutrition funding round which closed on the 30th May.

According to Carol the response to the round has been unprecedented and a phenomenal success. "We are proud to say we have received 48 applications from the Early Childhood sector and have been able to approve 45 of these."

Counties Manukau is known for its diversity and the fund was taken up by a variety of organisations which are using the grants to establish unique projects for designed by them for their own centres, family and whanau.

Homai Kindergarten, a large centre catering for 90 children from a multicultural community of Maaori, Pacific Island, Indian, Chinese and European, is underway with their "Plant and Grow" project to educate and empower their children and families about the value, ease and convenience of growing their own produce to support both healthy and affordable eating.

The fund will help to establish a purpose-built vegetable garden, a gathering place for repose and enjoyment for all, including families who have special needs.

The garden will include a growing frame, irrigation system, compost, top soil, seeds, trees and plants and provision for a worm farm, compost bin, and garden tools. Homai Kindergarten will plant a wide variety of fruits and vegetables to encourage children and families to grow, taste and prepare produce that some may not be familiar with.

St Peter Chanel Preschool is a Samoan Bilingual Preschool of 35 children, teaching in both English and Samoan. Most children are Samoan but the centre also cares for Cook Island, Maori, Iraqi, Samoan and Fijian Indian preschoolers.

Like Homai Kindergarten, it will also use the grant for a raised garden. It will also install water fountains. The fund will also be used to promote the importance of

A collaborative project around schools and local food outlets

The Improving School Lunches and Nearby Dairies (ISLAND) project being run at Southern Cross Campus is gathering momentum after its inception in August this year.

The Let's Beat Diabetes facilitated project aims to make the students' food environment in-and-around Southern Cross Campus healthier. It builds on the success of the healthy tuckshop model and supports the Ministry of Health's Food and Beverage Classification System.

This collaborative project, led by representatives from the school's student health council, is supported by the school nurse and members from The University of Auckland – Living 4 Life project, The National Heart Foundation, Mangere Healthy Kai, Diabetes Projects Trust, Schools' Accord, CMDHB School Health Team and Let's Beat Diabetes.

Its members have the challenging task of developing activities that encourages healthy eating and supported by students.

Student Health Council representative Zoe Ili says "this project is very important to us because it gives us a voice. We want healthier food but it also needs to be tasty and not cost a lot of money."

The project has been divided into four work areas: tuckshop remodelling; revision of the school's Food and Nutrition Policy; food and nutrition guidelines for fundraising and school camps, and working with local food outlets.

Some of the significant work underway includes working alongside local takeaway

breast feeding through families including dedicating a comfortable relaxing space with a couch for mothers to sit quietly while feeding and a fridge for storage of breast milk during the day.

Centre Supervisor, Sayonara Faamausili, says the preschool has been proactive with educating families about healthy eating ever since attending a Kai Lelei workshop in 2006. Kai Lelei is a Pacific programme run through the Counties Manukau District Health Board. Sayonara says it has encouraged her to give feedback to parents and grandparents about healthy eating, food safety and budgeting and it has given parents confidence to ask for advice.

Te Wiri Kohanga Reo is registered for 21 preschool children. Its roll is 100% Maaori and has a kaupapa to deliver services in Te Reo.

Clarissa Paul, Head Teacher at the Kohanga is looking forward to using the fund to sponsor a Whaanau Day. Whanau will be invited to share healthy kai in the form of a healthy hangi and learn about eating well from a nutritionist who will be available on the day. "A lot of the information will be aimed at Grandparents," says Clarissa. "Often parents work and grandparents have more time. Also our elders are very special for Maaori. They hold mana, and messages and direction from them have more influence over all the whanau."



Some members of the ISLAND Project at Southern Cross Campus

stores to implement practical cooking methods to help reduce fat absorption.

Project members have agreed that all ideas presented will need to be accepted and supported by students, the school's Board of Trustees and teachers. Also, members are aware of the need to ensure that activities do not financially disadvantage local food outlets and tuckshop operators.

Southern Cross Senior School Pastoral Care and Wellbeing Director Warren Waetford says, "We support healthy eating because students who choose healthy foods are more alert in class and it's better for them. It's great to see a group of organisations come together to help support students to eat healthier. I can't wait to see the end result."

Every week:

83 people identifying as Pacific have a free diabetes check

71 Pacific people are admitted to hospital with diabetes

and 23 are admitted with cardiovascular disease.



Lotu Moui Games Patron - HRH Princess Mele Siu'likutapu of Tonga and CMDHB Pacific Health Advisory Community Member Arthur Anae



“Pacific Communities Being Active Together” The Lotu Moui Games 2008

The Lotu Moui Games, held on Monday 27th October was the final and formal day of competition after an exhausting and exhilarating eight week lead up.

According to Manu Sione, CMDHB GM for Pacific “the games were a tremendous success from the time that Princess Mele Siu’likutapu Kalaniuvalu opened the day to the over 3000 people who participated and supported the Games. The Churches were magnificent in different uniforms with specially prepared banners to identify who they were. By the laughter fun and exercise had by all there is no doubt that this is an event we will look forward to each year.”

The first of its kind in New Zealand, the games were based on a concept similar to the Olympics, and brought together people to participate in interchurch activities consisting of capacity building and training activities, an opening ceremony, 8 week inter church preliminary rounds of sport and fun family games, a family games day celebration, and prize giving.

The games were designed to involve all the church community with a strong family focus with a range of sports and fun games that churches can participate in regardless of fitness level or age. They included such games as jandal throwing, touch rugby, relay race, kilikiti, volleyball, netball and

water bucket race.

“It’s a lot bigger than expected,” says Silao Vaisola-Sefo, one of the CMDHB Pacific Team who organised the event. “The turn out to the preliminary rounds has also been awesome! We’ve had 400 to 500 youth turning up every Friday night and whole families coming in to play netball and volleyball. We didn’t know we had such a strong connection to so many youth through the Churches.”

Many Churches in the area run their own annual competitions but according to Silao the Lotu Moui programme is embarking on something that is unheard of. The Lotu Moui programme is working to improve the health of all Pacific people in Counties Manukau. “The games are something different than what’s been done before, bringing different Churches of different denominations and different Pacific groups together all in one place and interacting.”

“It’s been a great success,” “We are working to improve health outcomes for all Pacific people and the success of the Games has clearly outlined that the Pacific community can work across denominations and across

ethnic groups to have very positive health outcomes.

CMDHB currently partners with 79 Pacific churches as part of the Lotu Moui Programme to disseminate information and resources aimed at supporting healthier lifestyle choices for congregations. It is estimated that Lotu Moui covers a combined population of approximately 20,000 Pacific Peoples. This is almost a quarter of the estimated Pacific Population in Counties Manukau.

For more information contact the LotuMoui team on (09) 262 9558 or visit the website on www.lotumouigames.co.nz.



“Lotu” means church or prayer in most Pacific languages, while “Moui” is a Tongan and Nuiean term that encompasses mind, body and soul. The mind-body-spirit approach to health is holistic and inclusive and is consistent with Pacific peoples concept of health and wellbeing. The Lotu Moui Programme builds a stronger partnership between the health sector and the churches for a healthier Pacific community.

An introduction to Swap 2 Win

The Let's Beat Diabetes Programme is now in its 4th year of its operation. Swap2win is its Social Marketing Arm – the first Social Marketing Campaign was launched in mid 2007 in a campaign that was still fairly small by advertising standards. The programme is now launching its second round of Social Marketing campaigns to the public.

The Social Marketing arm is one of ten action areas which run under the Let's Beat Diabetes Programme.

What was the driving force behind this initiative being implemented?

The Swap2win initiative is a “public face” of a much more complex programme called “Let's Beat Diabetes”. The driving force behind the initiative was originally to bring to light that obesity is a major community issue and that communities can make simple steps to help counter obesity. (Obesity and being overweight are major drivers toward developing Type 2 Diabetes.)

Obesity was originally chosen as a focus as two years ago it was felt that the target population would not recognise or resonate with the concept of “Type 2 Diabetes”. Public understanding of Type 2 Diabetes has increased in the last few years and research indicated that the public was ready and wanted to know more about the condition, what it means and how to avoid it.

What is the target population for this initiative and why them in particular?

The target is limited to Counties Manukau region as that is the programme's contractual mandate. Counties Manukau also has the greatest prevalence of adult and childhood obesity in NZ and the greatest per capita number of people with Type 2 Diabetes. At risk groups include: people from areas of high deprivation (relative poverty or census data decile groups 9 and 10), South Asian, Pacific and Maori. It has been noted that South Asian (Indian Subcontinent area) and Pacific people are developing Type 2 Diabetes at a significantly higher rate than any other population group.

What are the key aims/goals of Swap 2 Win?

The campaign aims to bring Type 2 Diabetes into everyday conversation. It is a condition which is becoming very widespread in the community and we want people to know about the disease and how serious it can be. We want people to learn how to prevent it or delay it for themselves, their families and their communities.

In order to combat the growing epidemic of Type 2 diabetes it is crucial to engage individuals and community to make good choices for the health of themselves, families and communities as this is much larger than just a health sector problem.

We are trying to start conversations in the community, getting people to ask questions and make changes.

Who are the people involved in Swap 2 Win?

The advertising campaign is going out on four radio stations, through the local community papers in the region and through five different ethnic print media publications.

Staff from the Let's Beat Diabetes Campaign are involved and will be sending out material through their own network hubs. Advertising ‘models’ used in the advertising are local people from the community, some with advanced complications from Type 2 Diabetes.

LBD staff and volunteers from the greater community networks are also supporting the campaign during community events.

Personal stories of the models, and local ‘success’ will be written and published in the local media. Radio interviews with clinicians and local people are to be scheduled on the radio stations.

What is campaign going to look like?

The campaign material such as billboards, bus shelters and print ads all introduce “Diabetes” as the major topic and all finish with “It doesn't have to be this way.” We want to give “Diabetes” as the context for changing behaviours and be clear that Diabetes can be delayed or prevented.

All the campaign material features photographs of local people. And all the people

with complications such as amputations, blindness and kidney failure are local people with real problems caused by Type 2 Diabetes.

Some of the pictures and the messages bring to the fore some gruesome and uncomfortable complications of Type 2 Diabetes, such as amputations, high risk of heart disease, blindness and kidney failure. These are an everyday reality for many people in Counties Manukau.

We often hear comment that people would have made changes if they understood how serious diabetes could be. We want people to know so they can make changes earlier for themselves and their families.

What are you hoping will happen when people hear about the campaign?

We are hoping that the people of Counties Manukau will know more about Type 2 Diabetes and start talking about it in their families/whanau and communities.

We hope people will know that Type 2 Diabetes is preventable and know that they have the ability to make changes which can help prevent or delay this disease, or help people manage better.

We are also hoping that if people are concerned about themselves or a family member that they will discuss it with their family doctor and that people with Diabetes will make use of their free annual Get Checked check up.

Our goal is to get people talking and to foster shared community responsibility.

What limits have you encountered?

A challenge has been finding a way to make the messages and graphics meaningful for the diverse target groups, developing a message strong enough for cutting through advertising clutter but one which is not too negative and gives some positive motivation and control to the community.

Of course advertising spending is significantly lower than advertising of commercial entities selling high density food and sedentary entertainment etc. We will never achieve the frequency of message in the community unless we can create ‘word of mouth’ happening in our communities.

How are you measuring the success of this initiative?

The campaign will be formally evaluated with market research evaluation telephone interviews to the general public in the target areas following the campaign.

Other ad hoc measures of success which would be great to see would be a reduce in sales of high sugar drinks, increased consumption of fruit and vegetables, increased physical activity and a greater number of people making doctors appointments to discuss Type 2 Diabetes prevention and management.





Bernard Te Paa (CMDHB), Te Atawhai Paki, Linda Grennell (National President MWWL), King Tuheitia Paki, Right Rev Te Kitohi Wiremu Pikaahu, Gary Troup (Acting Mayor MCC) and Chad Paraone (Let's Beat Diabetes)

Maaori Cookbook Launched

The Maaori King Tuheitia launches healthy cookbook as prelude to the MWWL national conference

At the Civic Centre reception held at Manukau City Council a recipe book was launched by King Tuheitia Paki and his wife Te Atawhai in a lead up to the annual national conference for the Maori Women's Welfare League.

(Te Atawhai has now taken up the role of Patron of the League after the passing of the late Maori Queen, Dame Te Atairangikaahu.)

Running from Thursday to Saturday, the conference was attended by the King and his wife, the National President, Linda Grenell, Deputy Mayor, Gary Troup, Councillor and CMDHB Board Member Ann Candy and many Maori Women's Welfare League dignitaries from throughout Aotearoa.

Thursday's powhiri for the Telstra Clear Centre four-day event was an opportunity to discuss issues of importance such as health, domestic violence and the wellbeing of Maoridom generally.

The Tamaki Makarau region hosted the conference and a local Manurewa branch, Nga Wahine Atawhai o Matukutureia, developed their branch recipe book for the occasion in conjunction with the Let's Beat Diabetes Programme. The book focuses on healthy recipes for Maaori families.

"Women from our league submitted recipes from their homes, from their mothers, whaea and kuia, to create a collection of real food cooked and enjoyed in Maaori homes," says league member Georgina Kupa.

All the recipes have been rigorously checked by a qualified dietitian and in some cases amended to make them healthier.

"We are also delighted to have a number of recipes reproduced with permission from the master chef Charles Royal" says Mrs Kupa.

According to Bernard Te Paa, General Manager Maaori for the Counties Manukau District Health Board, the cookbook is a proud addition into local kitchens.

"Our whanau will have more confidence knowing that they are cooking food we love which is good for us."



Justine McFarlane, Ministry of Social Development; Janenne Nicolson, Salvation Army; Sarah Buzink, Let's Beat Diabetes Programme

Getting Back to Basics

Counties Manukau District Health Board and Family and Community Services through the Ministry of Social Development collaborate in the LBD partnership in order to enable Vulnerable Families to make healthy choices.

Healthy living is often a low priority for people who are already struggling with life issues such as money, family and employment and any steps need to be simple and cost effective for families.

One of the key deliverables for this Action Area is to improve the nutrition of vulnerable families by targeting training and programmes through agencies that access at risk families. Initiatives included workshops for the NGO sector, and revising the food bank cookbook.

The NGO workshops ran in Papakura, Mangere, Otara and Manurewa, covering healthy eating for adults and another set of workshops run for people who work with children under 5 in Manurewa and Mangere.

As well as increasing the nutrition knowledge and awareness of staff from various organisations who work with vulnerable families in the Counties Manukau area the workshops imparted practical ideas for staff to pass on to their clients.

Covering basic nutrition, energy balance and food groups the sessions ensured a consistent

KARAKIA KAI
Whakapaingia e Ihoa a matou kai
Hei oranga mo o matou tinana
Whangaia hoki o matou wairua
ki te taro o te oranga tonutanga
Ko Ihu Karaiti to matou kaiwhakaora
Amine

Bless our food oh Lord as it provides sustenance to our bodies.
Nourish our spirits also with the bread of everlasting life
Jesus Christ is our saviour
Amen

understanding of a healthy balanced diet and attempted to dispel food myths.

The sessions also focused on financial practicalities such as shopping on a budget, budgeting, menu planning and label reading. Label reading enlightened staff that cheaper home-brand foods can be as healthy or healthier than some more expensive options.

There are a number of cookbooks in circulation. *Everyday Meals and Snack Ideas* is about getting right back to basics. It focuses on healthy and easy-to make meals and snacks made from basic ingredients and aims to reduce families' reliance on foodbanks, and supports healthy choices that will not impact on the overall family budget. The cookbook espouses that healthy food does not have to be expensive. Using seasonal, frozen or canned fruit and vegetables, trimming from meat, reducing portion sizes and using low fat milk or milk powder are all simple steps which can add up to a real health difference.

Everyday Meals and Snack Ideas was launched on the 26th September at the Salvation Army Manukau offices and distributed to key agencies after the launch including Salvation Army, food banks and budgeting organisations and other agencies that work with vulnerable families.



CMDHB Strategic Decision Modelling

CMDHB Planning and Funding team led by Gary Jackson and Keming Wang have been developing complex population and point of contact computer decision models.

The process of building this type of computer modelling allows the DHB to better understand the whole health system and the linkages between individual sectors, e.g. primary care, secondary care, and tertiary care. The simulation of baseline activity in the CMDHB health system can be compared with changes in activity and costs across the system when policy variations are made. The computerised model will allow various scenarios to be tested in a risk free environment. It is like a flight simulator: it enables people to “fly, crash and recover” in a safe environment, before implementing strategies for real. Health effects and costs therefore are able to be simulated for short term to long range forecasts of health outcomes and budgets.

Strategic modelling such as this can be hugely beneficial, even in the development stage, by providing an opportunity to check what we think happens to patients as they move through the hospital system and what actually happens. The modelling allows for a reality check between our assumptions of the pathway of care and the actual pathways.

Once the model has been developed one is able to test assumptions at a policy level by quantifying the health effect of the policy. The model undertakes complex computations to forecast outcomes across the health system when multiple policy decisions are made.

By early 2009 Planning and Funding staff will be developing a more complex decision model for the Let's Beat Diabetes Programme.

HEHA Network Establishment Board

HEHA (Healthy Eating Healthy Action) is the Ministry of Health's strategic approach to improving nutrition, increasing physical activity and achieving healthy weight for all New Zealanders and is delivered in Counties Manukau through the Lets Beat Diabetes Programme.

Chris Mules, who is General Manager Planning and Funding for CMDHB and is presently working on a Ministry of Health special project long term sector strategy, is one of the key people behind the development and progress of the Let's Beat Diabetes Programme. He also sits on the HEHA Network Establishment Board.

The proposal to establish a national HEHA network was one of the recommendations of the cross-government response to the Select Committee Inquiry into Obesity and Type 2 Diabetes in New Zealand (2007).

The recommendation was made in response to the need to link and support the multiple sectors, organisations and individuals working in the nutrition and physical activity areas.

This year there has been a preliminary process of stakeholder engagement, involving surveys and workshops to inform the first steps in setting up the network.

As a result, the Network Establishment Board has formed and met for the first time in July 2008. The Establishment Board is an independent group from various sectors tasked with developing a representative and sustainable network infrastructure, with the aim of improving 'whole system' performance around HEHA outcomes. Funding for the establishment of the HEHA network is through the Ministry of Health.

Sector stakeholder feedback has suggested a national HEHA network would be valuable in the following areas:

- Linking people across the HEHA-related sectors and building a diverse membership
- Fostering Maori and Pacific participation in the HEHA sector
- Building awareness of HEHA activities
- Developing a resource base for knowledge and information transfer, including updates on research, innovation and best practice
- Establishing a directory of services, organisations and HEHA people
- Fostering HEHA dialogue
- Supporting and resourcing local networks
- Building the capacity and capability of the HEHA sector.

Over the coming months the Network Establishment Board will be communicating further with the diverse HEHA sector with the aim of collaborative development of network infrastructure and services.

The “LBD Living with Diabetes Benchmark Study 08/09” is a new piece of research to be conducted in order to inform Counties Manukau District Health Board's service design, communication and information requirement, treatment and communication strategy.

The survey will target Counties Manukau residents that are currently diagnosed with diabetes. There are approximately 27,000 people diagnosed with diabetes in the Counties Manukau area.

Intent

During 2008/09, Let's Beat Diabetes endeavours to conduct a qualitative study of people living with diabetes in Counties Manukau.

Background

To date, while the LBD Benchmark Survey and other diabetes related studies have produced significant results from a broad population sample (a percentage of whom were found to have diabetes). There has yet to be a large-scale, qualitative study of people living with diabetes in Counties Manukau.

Outcomes

- Inform decisions around service provision – People with diabetes have higher rates of comorbidities (both physical and mental) and thus much greater utilisation of primary and secondary care services. Recent data suggests that diabetes patients in CMDHB cost an additional \$73 million during 2007 in hospital admissions, lab tests, and pharmaceutical claims alone.
- Increase understanding of quality of life – Factors such as lifestyle, self efficacy, depression, and personal support are all closely related to a person's quality of life and are pivotal in the prevention and successful management of diabetes.
- Significant links with other research – The results of this survey will have significant downstream effects and will allow for statistically valid comparisons and conclusions (e.g. LBD Benchmark Survey). The data collected will enable us to link correlates found in previous studies to our actual population.
- Implications for social marketing – By learning more about the population currently living with diabetes, including their knowledge about the disease and factors that led to its progression, LBD will be better placed to implement the most effective direction for the ongoing social marketing campaign.



Sir Barry Curtis 10 KM Classic Run & Walk

181 people participated in the CMDHB Lets Beat Diabetes team - to walk, run, and have fun!

Staff, friends and family from CMDHB ran or walked the Sir Barry Curtis fun run hosted by Pakuranga Athletic Club on Sunday the 19 October 2008.

Out of 1040 entries the CMDHB Let's Beat Diabetes team made an impressive contribution and also managed to take home some of the prizes.

The Sir Barry Curtis Run is a premier road race and fun run which has run for the past 13 years and is a unique Counties Manukau event starting at Musick Point and finishing at Lloyd Elsmore Park.

"This was a Counties Manukau event that we wanted to support and promote healthy activity in our community," says Christine McKay, Social Marketing Manager of Let's Beat Diabetes. The 181 CMDHB participants also included 10 people from the Manurewa Green Prescription programme and 12 from East Health Trust, "who all proudly wore the CMDHB and Lets Beat Diabetes t-shirt promoting "Let's Beat Diabetes, Eat Healthy Get Active" says Ms McKay.

Targeting parents in successful healthy lifestyle initiative

Targeting parents through the Parenting Network led to a group of 21 mums from four Otago schools participating at the Real Women's Duathlon. The Parenting Network has created a platform for many initiatives including regular walking excursions through the Let's Beat Diabetes programme.

Many of the women who began the walking groups never expected that they would be participating in a duathlon. REAL ambassador Linda Vagana, ex-Silver Fern and Samoa netball coach, walked with the walking groups on one occasion and inspired them to try the duathlon.

Otago Boards' Forum CEO, Linda Biggs said the women buzzing from the experience and planning to do it again next year.

"For all of us, me included, it was the first time we had ever participated in anything like this. We all felt a huge sense of achievement," Linda Biggs says.

Since beginning the Let's Beat Diabetes funded programme in March the Otago Boards' Forum achieved many group and individual successes:

- Set up walking groups, based at the four participating schools, with each group walking twice each week involving 47 parents.
- Some parents are also walking with family members on other days of the week.
- Regular participants in the walking group have been provided with suitable walking shoes. Each parent contributed \$7.00 to the cost of the shoes.
- Each participant has received a walking calendar on which they record their activity.
- After 10 sessions, each participant was provided with a pedometer to record their daily steps. Linda Vagana who was the ambassador for the REAL Women's Duathlon joined the parents on their 10th walk to present the pedometers. She also spoke about the importance of exercise in creating a healthy lifestyle.
- One extended whaanau of 26 people have joined Kids in Action with adults and children participating in activities twice per week. The children have stopped drinking fizzy drinks and have their own water bottles which are refilled each day. This whaanau have a family history of

Green Prescription

Green Prescription is a SPARC initiative to support inactive adults to become active to benefit their health. The programme is delivered across Auckland City and Counties Manukau by Sport Auckland with support from a number of PHOs and other health providers

- Traditionally Green Prescription support is a 3 month Phone Support service to support inactive adults referred by their primary healthcare professional to get started in physical activity
- In 2003 Sport Auckland worked with Ngati Whatua to develop a community-based face-to-face mode of delivery (Green Prescription Community Programmes) which now exist in 11 communities across the two districts to better suit the needs of the diverse population
- The support provided by Green Prescription staff includes information about appropriate and accessible activities as well as assistance with goal setting and action planning regardless of the mode of delivery
- Community Programmes also offer the client health education workshops (diabetes, arthritis, mental health, nutrition) and the chance to try out a variety of fun, entry level activities with other Green Prescription participants for \$2

At the end of every term Graduation takes place. It is a chance to celebrate the success of those who are being regularly active (i.e. following the NZ physical activity guidelines) and have made progress towards their long-term goals. All participants that have identified themselves as being 'ready to graduate' have an opportunity to share their personal success stories and encourage other participants to continue towards their goals.

Graduates receive a certificate, t-shirt, name badge, and information about their potential graduate pathway. The graduate pathway for those who want to stay involved with the programme includes membership in their community Graduate Group, training (including Community Coach and First Aid courses), paid and voluntary positions (as Programme Coordinators, physical activity leaders and buddies). Follow up of graduates is carried out by Sport Auckland at 6, 12 and 18 months post-graduation to find out about the graduates' long-term behaviour change.

Let's Beat Diabetes has supported Green Prescription as it plays a key role in encouraging people to become more physically active.

Let's Beat Diabetes and the Green Prescription Programme have worked together on the development of a physical activity pathway for CMDHB Mental Health Service Users, the physical activity portion of the Diabetes Self Management Education training, pilot testing the Swap 2 Win messages, and a resource compendium for the Health Promotion action stream. Lets Beat Diabetes has supported potential training opportunities for Green Prescription graduates as part of the development of the CM Active project and has also provided funding via the HEHA Evaluation Fund 2007/08 for a Cost-Benefit Analysis of the Modes of Delivery. This evaluation was undertaken by the School of Population Health at Auckland University.

- diabetes and the entire whaanau including the 77 year old grandmother participate in the exercise.
- Four sessions on making healthy school lunches have been held. These have resulted in practical changes for many families. Reported changes include – not buying lunches at the dairy each day, using less mayonnaise on sandwiches, buying lunch items from the supermarket in advance to ensure sufficient ingredients are available for lunches.

Future plans for Otago Boards' Forum include a Parents' Network Programme sessions on healthy breakfasts and also a session on creating healthy dinners. These sessions will include demonstrations, tastings and recipes will be provided.

Each parent has been provided with a chart to monitor their daily and weekly steps, aiming for 10,000 steps per day. This will be the focus of our walking groups for the coming months.

The Parenting Network, resourced through Family and Community Services, Ministry of Social Development, was developed with the Otago Boards' Forum and brings together parents, members of the community and schools.

Otago Board's Forum represents 13 schools. Established in 1996, its purpose is to improve governance practices and raise student achievement in the area through the Ministry of Education's schooling improvement work. It has extended its work to involving family and community in supporting student achievement.



For more information on the Let's Beat Diabetes Programme please contact Megan Fowlie, Communications Manager on (09) 262 9563 or fowliem@middlemore.co.nz

Members from the Parenting Network, Otago Boards Forum