

TAIRAWHITI DISTRICT HEALTH HEALTHY EATING HEALTHY ACTION PLAN 2009-2010



Document Control

DOCUMENT INFORMATION

Project	DHB Healthy Eating-Healthy Action project
Title	DHB Healthy Eating-Healthy Action Annual Plan
Author	DHB Healthy Eating-Healthy Action Project Manager
Version	TDH HEHA Plan 2009-2010 v3
Status	Final
Filename	TDH HEHA Plan

HISTORY

Version	Date	Description of changes
V1	09/09	First draft
V2	10/09	Second draft including MOH feedback
V3	10/09	Final including internal feedback

DISTRIBUTION LIST

Name	Role	Signed
Helene Carbonatto	Project Sponsor	
Jim Green	TDH CEO	
Maaka Tibble	HEHA Reference Group And General Manager Maori Health	
	Iwi and Māori community Partners	
	Ministry Of Health	

Confidentiality

The information contained in this document is proprietary to Tairāwhiti District Health Board. This document must not be used, reproduced, or disclosed to unauthorised others.

Document Inquires

These must be addressed to:

Sharon Pihema
HEHA Project Manager
Te Puna Waiora
Tairāwhiti District Health
Private Bag 7001
Gisborne

Sharon.Pihema@tdh.org.nz

Healthy Eating-Healthy Action Project Ministry Approved Plan Sign-Off

The Sponsor of the project will be DHB General Manager, Planning and Funding.

This document has been reviewed and accepted as the formal TDH DHB Healthy Eating-Healthy Action Project Ministry Approved Plan and meets the Healthy Eating-Healthy Action Project contractual requirements in terms of content and sign off by:

Name _____ Jim Green _____ DHB Chief Executive Officer		
Signature _____...		
Project Sponsor TDH DHB Healthy Eating-Healthy Action Project Name Helene Carbonatto Signature	Chair HEHA Reference Group Name Maaka Tibble	Name _____ (Ministry of Health) Signature _____/...../...../.....

Table of Contents

Healthy Eating Healthy Action Annual Plan Sign-off	Pg 2
District Health Board Executive Summary	Pg 5
Section 1: Governance	Pg 7
Section2: Planning	Pg 9
Section 3: Healthy Workplaces	Pg 11
Section 4: Community Action	Pg 14
Section 5: Breastfeeding	Pg 19
Section 6: National/Regional/Local alignment	Pg 24
Section 7: Provision of Information	Pg 26

District Health Board Executive Summary

During 2008/09, the encompassing work of HEHA in Tairāwhiti began to gather momentum as the profile of HEHA increased throughout communities in the district.

November 2008 saw a change of Government for New Zealand and as a result the HEHA Strategy has been required to change focus as new priorities and targets for health are determined. While some of these changes will occur during the 09/10 year, the most drastic and significant changes to the HEHA Strategy have occurred within the education sector. In February the Minister of Education Anne Tolley announced the removal of the National Administration Guideline (NAG) requiring schools to sell only healthy food and drink. This NAG was first introduced in June 2008 and many schools had performed a complete overhaul of their current school food programmes to meet this requirement and were witnessing the positive effects a healthy food environment was having on students within the school. This action was quickly followed by the cessation of the Nutrition Fund for Schools and ECE from 1 July 2009 and consequently the disestablishment of 21 HEHA District Coordinator positions across the 21 District Health Boards. This fund had been extremely popular with over \$120,000 granted to schools, Kura Kaupapa Māori, Te Kohanga Reo and early childhood centres across Tairāwhiti to support their healthy eating projects.

The priority groups for HEHA in Tairāwhiti for 2009/10 continue to be Māori, low socioeconomic, families, children and young people. The percentage of people that identify as Pacific is increasing in Tairāwhiti. Unfortunately however, Tairāwhiti District Health does not receive DHB HEHA funding for Pacific Health. Efforts continue to foster existing relationships and provide support where requested between HEHA and the Pacific Islands Community Trust.

Breastfeeding continues to be a national and local priority for the HEHA Strategy with targets set to increase the rate of exclusive and fully breastfed infants at 6 weeks, 3 months and 6 months of age.

The 08/09 year saw the beginning of some exciting breastfeeding initiatives and activities for the district with continuity and consolidation the key areas of focus for 2009/10. With these new developments it is imperative that data on breastfeeding rates for this district is collected in a consistent, standardized and timely manner so that we may identify any positive association our activities will have on breastfeeding rates.

The Maori Community Action plan has seen a significant portion of HEHA funding invested into a wide range of programmes, initiatives and workforce development activities throughout 08/09 which will continue to be supported and monitored during this financial year. Several of these projects are to be evaluated which will provide us with a critique as to the extent and effectiveness of HEHA funding used to support emerging projects at community level. Workforce development opportunities will continue through 2009/10 in the areas of nutrition, physical activity and health promotion.

While the future of the HEHA Strategy may seem uncertain, the consolidation and continuity of HEHA activities from the previous two years will continue to be a focus for HEHA at a district level.

Section 1: Governance

The HEHA Strategy in Tairāwhiti continues to be governed by Te Ha, a reference group consisting of individuals with areas of expertise specific to HEHA that meet on a quarterly basis. Since the commencement of a new HEHA Manager in June 2008, Te Ha have provided strategic leadership and guidance and raised their concerns with the HEHA Manager regarding certain processes and areas of the HEHA Strategy in this district.

A key activity for Te Ha is to determine the future role and direction of Te Ha, given the devolution within the Ministry of Health of the internal HEHA work programme.

<i>Service requirements: governance</i>	
5.1.1 Maintain, and review as necessary, the governance structure for the District HEHA project, which must continue to include: <ul style="list-style-type: none"> (a) An intersectoral steering group made up of representatives from key agencies at the level of manager or an appropriate delegate who have oversight of the District HEHA project and are responsible for sign off of district strategic and operational plans; and (b) Maori and Pacific representation. 	
<i>Outcomes</i>	<i>Performance Measures</i>
<ul style="list-style-type: none"> • Intersectoral agencies agree and collaborate to achieve common objectives. • Partnership with Maori and Pacific is evident at governance level. 	<ul style="list-style-type: none"> • Governance structure is in place.

Components of Service	What this would look like	Success would be	Budget and Timeframe	FTE/Responsibility
Te Ha Advisory Group	<p>Te Ha continues to meet quarterly</p> <p>Role and function of Te Ha determined by group</p>	<p>Te Ha still a valuable and integral part of HEHA Strategy in Tairāwhiti</p> <p>Recommendations from Te Ha used to review current and future HEHA activities</p>	Ongoing	<ul style="list-style-type: none"> • HEHA Manager

Section 2: Planning

HEHA continues to incorporate an intersectoral approach to planning and participation. Discussions on key issues identified by stakeholders throughout the year have informed the development and activities for this plan. Circulation of the annual plan and a process for feedback will ensure that providers, organisations and communities have the opportunity to feed into the district plan and provide expert guidance where required. Opportunities for future engagement and consultation will be undertaken throughout the year. The future use of a health promotion approach for HEHA activities will be reviewed as a stronger emphasis on primary care and obesity prevention has been signalled from the Ministry.

<i>Service requirements: planning</i>	
5.1.2 Maintain appropriate planning that: <ul style="list-style-type: none"> (a) Is intersectoral in nature and identifies the resource contributions, timeframes and responsibilities of key sectors; (b) Reflects engagement with Maori and Pacific communities and alignment with other relevant DHB plans, for example, the DHB Maori Health Plan, DHB Pacific Health Plan, Public Health Unit plans; (c) Has a focus on obesity prevention; (d) Demonstrates linkages across the continuum of care, especially primary care, including personal health services delivered in primary care settings; and (e) Includes breastfeeding, education settings and community action. 	
<i>Outcomes</i>	<i>Performance Measures</i>
<ul style="list-style-type: none"> • Specific actions and responsibilities are agreed and signed off by intersectoral steering group and implemented within timeframes. • DHB provides support for the successful implementation of the Ministry’s “Guidelines for the Management of Overweight and Obesity”. 	<ul style="list-style-type: none"> • Project plans are signed off and accessible through the DHB website and the HEHA network. • Progress on actions and timeframes reported in quarterly report. •

Components of Service	What this would look like	Success would be	Budget and Timeframe	FTE/Responsibility
DHB DAP	Involvement in discussions and planning to ensure that HEHA is integrated into key areas such as primary and chronic care (diabetes, cancer control etc) and population health	DAP Plan has HEHA actions in key areas <ul style="list-style-type: none"> • Chronic Care • Population Health 	Q3	<ul style="list-style-type: none"> • TDH Population Health Portfolio Manager • HEHA Manager • TDH Evidence and Information Team
Maori Health	<p>Circulate HEHA Plan to Maori Health providers (Turanga Health, Te Aitanga a Hauiti Hauora and Ngati Porou Hauora) for feedback and direction</p> <p>Circulate plan to other stakeholders outside of health such as District Council; Sports Trust; Kohanga Reo Trust; Maori Women's Welfare League, Well Child providers etc.</p>	<ul style="list-style-type: none"> • Maori Health Providers have knowledge of HEHA plan for 09/10 • Key areas for collaboration have been identified, developed and maintained • New relationships have developed and fostered between DHB and other key stakeholders outside of health • Opportunities for feedback and review are evidenced and final document represents one of collaboration and communication 	Q3	<ul style="list-style-type: none"> • HEHA Manager • Population Health Portfolio Manager

Section 3: Healthy Workplaces

The emphasis on workplace wellness continues to be a priority for the District Health Board as it remains a focus for the HEHA Strategy at a national level. The 08/09 year saw the implementation of two workplace wellness projects – a 6 week pilot delivered by the Auahi Kore team in partnership with HEHA and an 8 month programme in partnership with TDH, HEHA and Sport Gisborne Tairāwhiti. Both programmes prioritised workplaces with a high proportion of Maori employees and focussed on the key areas of nutrition, physical activity, smoking cessation and workplace wellness. Results from the evaluations of both projects will be used to inform the development of workplace wellness initiatives for 2009/10.

<i>Service requirements: healthy workplaces</i>	
5.1.3 Promote healthy workplace initiatives, including use of NZWell@work tools and resources, within the DHB, public sector agencies and the private sector by developing a healthy workplace policy for the DHB.	
<i>Outcomes</i>	<i>Performance Measures</i>
<ul style="list-style-type: none"> • Increased knowledge of employers about improving nutrition, increasing physical activity and reducing obesity; • Healthy public policy in the areas of nutrition and physical activity is developed and supportive environments created; and • Ensuring linkages are created with primary care to enable referral to workplace programmes. 	<ul style="list-style-type: none"> • Healthy workplace policy developed for DHB. • Number of agencies using NZWell@Work tools.

Component of Service	What would this look like	Success would be	Budget and Timeframe	FTE / Responsibility
<p>Waiora@ Work</p> <p>This workplace challenge programme runs from May-Dec 2009</p>	<ul style="list-style-type: none"> Continuation of Waiora@Work wellness programme – a collaborative workplace programme between TDH and Sport Gisborne Tairawhiti This programme focuses on workplace wellness, policy development, nutrition, physical activity and smoking cessation. Other areas of health are also addressed where requested 	<ul style="list-style-type: none"> Implementation of wellness policies in 50% of participating organisations Improved awareness of healthy eating topics covered throughout programme Increased participation in physical activity Number of participants in smoking cessation services 75% of participating organisations have a wellness committee in place 	<p>\$5 000</p>	<ul style="list-style-type: none"> TDH Healthy Workplaces Facilitator HEHA Manager TDH Healthy Populations Team Sport Gisborne Tairawhiti Active Living Coordinator
	<p>Evaluation of Waiora@Work</p>	<ul style="list-style-type: none"> Process and impact evaluation completed Recommendations used to inform delivery of further workplace wellness initiatives in 2010 	<p>Q3</p>	<ul style="list-style-type: none"> TDH Healthy Workplaces Facilitator HEHA Manager
<p>Workplace Wellness activities with individual organisations</p>	<ul style="list-style-type: none"> Individual organisations are supported to instil wellness policies and initiatives in the workplace covering 	<ul style="list-style-type: none"> Five organisations receiving ongoing support and resource from Healthy workplaces facilitator and other relevant health providers Kaupapa Maori based 	<p>\$5 000</p> <p>Ongoing from Q3</p>	<ul style="list-style-type: none"> TDH Healthy Workplaces Facilitator HEHA Manager

	<p>identified health issues and areas.</p>	<p>workplace wellness model implemented into identified organisations to help promote importance of health and wellbeing in the workplace</p> <ul style="list-style-type: none"> • Nutrition and physical activity components included in programme • Management champion workplace wellness and provide sustainable support and resource to their employees to encourage health and wellbeing • Workplace environment audited and health promoting changes and recommendations undertaken by Employers. 		
--	--	---	--	--

Section 4: Community Action

Consultation with Maori communities, Hauora Maori, Runanga and other organisations is always at the forefront of any planning, activities and actions for the implementation of the HEHA Strategy in Tairāwhiti. The provision of community (and breastfeeding) grants in 2008/09 saw a number of Marae, Kohanga Reo and Maori communities receive funding for their healthy eating projects and initiatives increasing the coverage of HEHA support and communication throughout the district.

The 2009/10 year will involve building on the learnings from these projects and supporting these communities to further develop models of health relevant to their whānau and hapu. While the District Health Board is unable to commit HEHA funding to any future community projects, HEHA will continue to provide support and direction for these groups where requested.

Workforce development opportunities continue to be a priority for HEHA with training opportunities in nutrition, physical activity and health promotion scheduled for early 2010. Linkages with other local Maori providers offering training in these areas will also be supported and communicated throughout the HEHA network.

Planning and collaboration over opportunities for involvement in events such as Te Matatini 2011 will also be conducted during 2010.

Service requirements: community action

5.1.4 Develop and implement community action plans in consultation with Maori and Pacific communities, which support and strengthen those communities' actions around healthy environments that promote increased physical activity, improved nutrition (i.e. improved rates of fruit and vegetable consumption) and reduced obesity, by ensuring that:

- (a) Māori and Pacific communities are actively involved and successful in influencing the availability, accessibility, and supporting the promotion of healthy food and physical activity in their communities;
- (b) Māori and Pacific communities are supported to undertake training in the areas of the nutrition, physical activity and community action;
- (c) Effective systems of communication between all key players and stakeholders are in place to support Māori and Pacific community action; and
- (d) Projects/activities/initiatives/services and programmes within the district support behaviour change and are aligned to maximise project coverage and access.

Outcomes

- Communities are actively involved and successful in influencing the availability and supporting the promotion of healthy food and physical activity in their communities.
- Healthy food and physical activity opportunities are available and accessible in culturally appropriate ways.
- Increased knowledge and skills in whanau/families and communities about improving nutrition, increasing physical activity and reducing obesity.
- Linkages are developed with primary care to enable referral to community programmes.
- Decision making processes are led and driven by Maori and Pacific, as appropriate, incorporating Maori and Pacific approaches, identified outcomes and measures

Performance Measures

- Number of grants rounds held, number of applications received, number of grants awarded, and the total value of grants awarded from each of the Māori Community Action Fund and the Pacific Community Action Fund.
- Number of workforce development opportunities provided appropriate to the needs of the community.
- Appropriate Maori and Pacific led and driven processes are established and implemented

<p>Active Communities (Sport Gisborne Tairawhiti)</p>	<ul style="list-style-type: none"> • Support, monitoring and guidance of the Active Communities Programme in the identified communities • Deliver nutrition component of programme • Deliver physical activity/sport component of programme • Conduct evaluation process to measure outcomes and quality 	<ul style="list-style-type: none"> • Healthy eating workshops conducted • Healthy eating policies in %75 of marae and sports clubs involved in programme • Mara kai initiatives identified and planned • Locally relevant health promotion resources and messages utilized in programme • Healthy eating resource data base for the community developed and available for use. • Calendar of physical activity events developed and distributed to whanau and hapu • Netfit training courses and other relevant training courses delivered to communities • Linkages to other programmes identified and established • Whanau oriented activities promoted and developed within communities • Community specific strategic framework to ensure programme sustainability is developed and reviewed • Community champions lead and promote obesity prevention • Succession planning is in place • Ongoing training opportunities are identified and available and communicated to communities • Quality evaluation processes are utilized to measure success of 	<p>\$60 000</p> <p>Ongoing from Q1</p>	<ul style="list-style-type: none"> • TDH Population Health Portfolio Manager • Sport Gisborne Tairawhiti Operations Manager • HEHA Manager
--	--	--	--	---

		<p>outcomes and quality of delivery</p> <p>Regular evaluation processes are utilized to ensure programme is responsive to changes and needs of communities.</p>		
Workforce Development	<p>Implementation of 09/10 Workforce Development schedule</p> <p>Nutrition:</p> <ul style="list-style-type: none"> • Te Hotu Manawa NPA Training Feb/Mar 10 • ANA Forum <p>Physical Activity:</p> <ul style="list-style-type: none"> • Netfit Community Coach course <p>Maori:</p> <ul style="list-style-type: none"> • National Maori NPA Hui Oct 09 • Tairawhiti Cultural Development Trust WFD Grant – Kapa Haka and HEHA 	<ul style="list-style-type: none"> • 25 participants complete Te Hotu NPA Training with at least 10 continuing on with AUT certificate • ANA forum delivered here on topic identified by HEHA workforce in Tairawhiti • Netfit Community Coach course training delivered in Tairawhiti with further opportunities for training identified and support available for graduates • 3 local projects presented at National Maori NPA Hui to provide presenters the opportunity to learn and present at a national forum • Workforce development within the Kapa Haka Cultural trust to enable the trust to have the skills and resources to provide HEHA environments within event settings. 	\$15 000	<ul style="list-style-type: none"> • HEHA Manager
Community support	<p>Smaller investments into community led initiatives and HEHA priority areas such as:</p> <ul style="list-style-type: none"> • Street by Street Project (in partnership with ACC, NZ Policy and other agencies) • Workplace wellness <p>Other community events/projects (egg. Kohanga Reo, E Tu Elgin etc.)</p>	<ul style="list-style-type: none"> • Continuation of workplace wellness support (see 5.1.3) • HEHA Investment into Street by Street used for provision of HEHA related resources or equipment for each whanau • Linkages with key community groups and organisations developed including Kohanga Reo. 	<p>\$10,000</p> <p>Ongoing from Q2</p>	<ul style="list-style-type: none"> • HEHA Manager

Section 5: Breastfeeding

The previous twelve months saw a tremendous amount of work dedicated to improving rates of breastfeeding in Tairāwhiti, especially for Māori pēpi. Ngāti Porou Hauora became BFHI accredited and TDH completed the re-accreditation process. A significant portion of funding was dedicated to providing grants towards those organisations wanting to create a breastfeeding friendly space within their settings. This opportunity was taken up by many Kohanga Reo and other organisations throughout the district. Planning for a Peer Support Programme was also completed and two Māori midwives received funding to sit their Lactation Consultant exams. Communication on breastfeeding issues was done through HEHA newsletters and the Gisborne Herald.

The focus for this year will be on strengthening these activities, aligning actions with those priorities identified in the National Plan of Action and raising public and retailer's awareness of the breastfeeding rights of mother and baby. One activity that has been delayed from previous years is the development of a tracking pathway to determine the breastfeeding status of infants at critical points throughout the first six months and key times when we are to intervene with breastfeeding support and advice. Whangai U Breastfeeding Collective will continue to play a key role in the planning, delivery and appropriateness of breastfeeding activities relevant to Māori.

<i>Service requirements: breastfeeding</i>	
5.1.5 Maintain appropriate planning and implementation activity to improve the rates of breastfeeding in the district by: <ul style="list-style-type: none"> (a) Aligning activity with the Ministry’s “National Breastfeeding Plan of Action”; (b) Including actions that support the National Breastfeeding Promotion campaign; (c) Including actions to develop the breastfeeding promotion and support workforce; and (d) Supporting DHB facilities to become accredited under the Baby Friendly Hospital Initiative (“BFHI”). 	
<i>Outcomes</i>	<i>Performance Measures</i>
<ul style="list-style-type: none"> • Increased environmental support for women, particularly Maori and Pacific women, to initiate and maintain breastfeeding. • Supportive breastfeeding environments created in health settings, families/whanau settings and community/workplace settings. 	<ul style="list-style-type: none"> • Breastfeeding rates at 6 weeks, 3 months and 6 months against target. • Reduced inequalities in breastfeeding rates. • BFHI accreditation status of DHB maternity facilities.

Components of Service	What this would look like	Success would be	Budget and Timeframe	PCP Administrators
Kia Mama Peer Support Programme	Deliver peer support programme to communities throughout district	<ul style="list-style-type: none"> • Peer Support Programme delivered in 10 communities • Two intakes of peer counsellors trained • Succession plan developed for lactation consultant numbers 	\$30 000 Ongoing (Training to commence Q2)	<ul style="list-style-type: none"> • HEHA Manager • PCP Administrators • Whangai U

<p>Whangai U</p>	<ul style="list-style-type: none"> • Establish as legal entity • Copyright • DVD production • Resource development 	<ul style="list-style-type: none"> • Whangai U registered as a legal entity • Whangai U registered resources for copyright • Local breastfeeding DVD produced • Continue to develop and produce resources that are locally and culturally relevant 	<p>\$5000</p> <p>Q2</p>	<ul style="list-style-type: none"> • Whangai U • HEHA Manager
<p>Tracking pathways</p>	<ul style="list-style-type: none"> • Tracking breastfeeding status of infants from birth to 12 months of age • Understanding current reporting processes for breastfeeding status • Provide training to those collecting and reporting breastfeeding data 	<ul style="list-style-type: none"> • Breastfeeding status of 75% of babies born is tracked from birth and to 12 months of age • Current reporting processes and systems have been studied with improvements for a streamline process • Training provided to those collecting breastfeeding data on importance and need for quality and timely data 	<p>\$10 000</p> <p>Q3</p>	<ul style="list-style-type: none"> • HEHA Manager • TDH Evidence and Information Team • TDH Primary and Community Health Portfolio Manager • Contractor if suitable

<p>Communications</p>	<ul style="list-style-type: none"> World Breastfeeding Week: <ol style="list-style-type: none"> 1)Public March highlighting rights of breastfeeding mothers and babies 2) “Operation Booby” – challenging retailers, public and private sector support for the provision of breastfeeding friendly places 3)TV Superstores – displaying Whangai U breastfeeding messages on televisions at Smiths City, Bond and Bond and Furniture Court 4)Latch on – Worldwide event to set record for number of women breastfeeding at one time Local breastfeeding communication plan – resource development, newsletters, and public events. 	<ul style="list-style-type: none"> World Breastfeeding Week activities completed Large turnout for breastfeeding march with positive response from community and businesses Information and data from Operation Booby provides opportunity for further activity and education with retail sector and/or public sector Positive response from stores involved in TV superstores activity At least 20 mums attend latch on event Communication plan developed and implemented 	<p>\$2500</p> <p>Q1 – World Breastfeeding Week</p> <p>Q2 – Communication plan</p>	<ul style="list-style-type: none"> HEHA Manager Whangai U
------------------------------	--	---	---	---

<p>Community</p>	<ul style="list-style-type: none"> • BFCI – begin information sharing and education about Baby Friendly Community Initiative • Grants for provision of breastfeeding friendly places • Training for grant recipients on breastfeeding issues • Antenatal breastfeeding classes 	<ul style="list-style-type: none"> • Information sessions held with both PHO's • Four organisations receive breastfeeding grants to provide breastfeeding friendly place • Training and information sessions held with recipients of grants • Antenatal breastfeeding classes delivered through Maori health provider and/or Peer Counsellors from breastfeeding support programme 	<p>\$25 500</p> <p>Q3-Q4</p>	<ul style="list-style-type: none"> • HEHA Manager • Liaise with New Zealand Breastfeeding Authority for BFCI • PCP Administrators and Counsellors Whangai U
-------------------------	--	--	------------------------------	--

Section 6: National/Regional/Local Alignment

The HEHA Network continues to be a forum for alignment of activities and projects at a local level and an opportunity to collaborate on areas of mutual significance (e.g. Te Matatini 2011). This network continues to be a forum for members to share ideas, gain feedback and obtain resources to support their work. The network was reviewed towards the end of 2008, with the appointment of a fixed chairperson to provide stability and progression, a key recommendation to come from that review.

National and regional alignment of plans and activities will become easier once the local HEHA workforce are familiar with the purpose and intent of the HEHA network website and its use as a tool to showcase local projects but also to gather ideas and learnings from other regions on areas of interest.

<i>Service requirements: national/regional/local alignment</i>	
5.1.6 Contribute to the alignment of HEHA implementation activity and the spread of innovation at national, regional and local levels by: <ul style="list-style-type: none"> (a) Maintaining regional and national linkages; (b) Monitoring and evaluating physical activity and nutrition initiatives; (c) Contributing to the HEHA network learning environment; and (d) Providing updates to the national database of nutrition and physical activity initiatives. 	
<i>Outcomes</i>	<i>Performance Measures</i>
<ul style="list-style-type: none"> • Improved availability of information about, and evaluation of, activities to improve nutrition, increase physical activity and reduce obesity. • Alignment of activity at national and regional levels. 	<ul style="list-style-type: none"> • Number of contributions to the HEHA network. • Number of evaluations completed.

Components of Service	What this would look like	Success would be	Budget and timeframe	FTE/Responsibility
<p align="center">Regional HEHA Network</p>	<ul style="list-style-type: none"> • Consolidating on collaborative nature of HEHA Network • Continuation of bimonthly meetings • Collaboration on planning for Te Matatini 2011 • Collaboration on planning and delivery of ANA forum in May 2010 	<ul style="list-style-type: none"> • HEHA Network able to successfully work together on key HEHA events in Tairawhiti • Bimonthly meetings further developed into forum for workforce development issues and training 	<p>Ongoing</p>	<ul style="list-style-type: none"> • HEHA Manager
<p align="center">Uploading of HEHA projects onto national database</p>	<ul style="list-style-type: none"> • Uploading of HEHA projects and other related activities onto national database at regular intervals throughout the year • Encouraging use of HEHA website by members of HEHA network 	<ul style="list-style-type: none"> • HEHA projects in Tairawhiti uploaded to database • HEHA website regularly used by HEHA network and other relevant agencies 		<ul style="list-style-type: none"> • HEHA Manager

Section 7: Provision of Information

During 2008/09, the District Health Board enlisted the services of an outside provider to develop and implement a HEHA communications strategy for Tairāwhiti. While their expertise in marketing and design was beneficial, the relationship highlighted the need to have HEHA communications in this region, driven by Māori, using appropriate and relevant messages, and utilising communication vehicles that were accessed by Māori whānau. Unfortunately funding limitations see this unlikely to happen during this financial year.

Communication activities planned for 2009/10 will be led by the HEHA Manager in coordination with the DHB Communications Manager. Activities planned include continuation of the quarterly HEHA newsletter, which has become a popular method for promoting local projects, events and training opportunities; utilisation of the HEHA page on the TDH website for more detailed information on local issues, projects and activities; and creating opportunities for promotion of HEHA key messages at popular community events such as Kapa Haka, Kohanga Hakinakina days etc.

Service requirements: provision of information

5.1.7 Provision of information about nutrition, physical activity and healthy weight to the DHB population through development and utilisation of a range of communication channels. The communication channels may include:

- (a) DHB website;
- (b) HEHA network;
- (c) Media releases;
- (d) Radio advertising;
- (e) Print advertising and editorials;
- (f) Resources;
- (g) Presentations, events and exhibitions; and
- (h) Newsletters.

Outcomes

- The DHB population is aware of the key messages of the HEHA Strategy.

Performance Measures

- The DHB monitors effectiveness of public education activity.

Components of Service	What this would look like	Success would be	Budget and Timeframe	FTE/Responsibility
HEHA Newsletter	<ul style="list-style-type: none"> Quarterly newsletter developed and distributed to HEHA Network and relevant networks such as Kohanga, Schools, workplaces 	<ul style="list-style-type: none"> Timely distribution of quarterly newsletter Regular contributions, photos and updates from HEHA projects 	\$2500 Ongoing	<ul style="list-style-type: none"> HEHA Manager
HEHA on TDH Website	<ul style="list-style-type: none"> HEHA page on TDH website regularly updated with events, projects and information for HEHA network and DHB population HEHA Manager to receive training from DHB Communications Manager on how to update and edit web page 	<ul style="list-style-type: none"> HEHA page regularly edited and updated with latest information and projects HEHA page begins to be used more frequently by DHB population and HEHA network 	Ongoing	<ul style="list-style-type: none"> HEHA Manager TDH Comms Manager
HEHA Network	<ul style="list-style-type: none"> HEHA Manager regularly updates HEHA Network with projects and initiatives happening in Tairawhiti 	<ul style="list-style-type: none"> HEHA Network page has good coverage of projects and activities in Tairawhiti 	Ongoing	<ul style="list-style-type: none"> HEHA Manager