

25 August 2022

s 9(2)(a)

By email: s 9(2)(a)
Ref: H2022007619

Tēnā koe s 9(2)(a)

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to Manatū Hauora (Ministry of Health) on 14 July 2022. Each part of your request is responded to below.

- 1. Was there consultation with iwi Māori when drafting the current Eating and Activity Guidelines (published in October 2015)? Can I please have all documents, (ie: emails, notes, minutes) regarding the Ministry of Health and iwi engagement in relation to the guidelines?*

Manatū Hauora did not engage with iwi Māori for the drafting of the Eating and Activity Guidelines for Adults. This part of your request is therefore refused under section 18(e) of the Act, as the information you have requested does not exist.

Manatū Hauora, however, consulted with both cultural and subject matter experts when drafting the Eating and Activity Guidelines. This included consulting with Māori and Pacific nutrition experts based in universities and non-government organisations including Toi Tangata, a national Māori nutrition and physical activity provider. While this falls outside the scope of this part of your request, I have included three documents that relate to this consultation process. The documents are itemised in Appendix 1 and copies of the documents are enclosed. Where information is withheld under section 9 of the Act, I have considered the countervailing public interest in release in making this decision and consider that it does not outweigh the need to withhold at this time.

- 2. Can I also please have all/any documents (ie: emails, notes, meeting minutes) in regards to the Ministry of Health's guidelines and lactose intolerance? Was lactose intolerance considered at all?*

Manatū Hauora has not identified any documents within scope of this part of your request. Therefore, this part of your request is refused under section (18)(e) of the Act, as the information you have requested does not exist.

The Eating and Activity Guidelines describe the evidence-based dietary and physical activity recommendations for New Zealand adults aged 19–64 years. These recommendations provide the fundamentals of healthy eating and physical activity that generally apply for the whole population and do not replace advice that health practitioners and physical activity specialists give to individuals, considering the health and/or other issues relevant to that person such as being lactose intolerant. The recommendations made in the guidelines are based on the international evidence reviews, reports and guidelines. You can find these on page 5 of the Eating and Activity Guideline statements.

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on Manatū Hauorā website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā



Dr Andrew Old
**Deputy Director-General
Public Health Agency**

Appendix 1: List of documents for release

#	Date	Document details	Decision on release
1	May 2014	Eating and Activity Guidelines Series Key Statements – Analysis of Submissions from Key Stakeholders	Released in full.
2	17 September 2013 – 17 February 2015	Email correspondence – Request to review statements from Māori and Pacific perspectives.	Some information withheld under section 9(2)(a) of the Act, to protect the privacy of natural persons. Some information deemed out of scope of the request.
2a	17 September 2013	Attachment to email dated 17 September 2013 - Evaluation of Food and Nutrition Guidelines – Dietitians NZ Conference	Released in full.

EATING AND ACTIVITY GUIDELINES SERIES KEY STATEMENTS

Analysis of submissions from key stakeholders with expertise as health practitioners, dietitians, clinical exercise physiologists, community health providers, the food industry, and individuals that provide advice on nutrition and physical activity to the general public

MAY 2014

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

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Executive summary

The Ministry of Health (the Ministry) conducted a limited stakeholder consultation between 9 and 22 April 2014 on the draft guideline statements for the *Eating and Activity Guidelines Series (EAGS)* (the statements). The statements were sent to 23 external organisations and nine groups within the Ministry, all of whom were chosen because of their expertise as health practitioners, dietitians, clinical exercise physiologists, community health providers, the food industry, or because they provide advice on nutrition and physical activity to the general public.

This report analyses the mixture of brief and detailed feedback gathered from submissions received by the Ministry.

Generally, the statements were well received and there were a few comments that could be themed together. Four common themes emerged: the use of plain English throughout the document, appropriate promotion of the short and snappy statements, the relationship between food and activity; and the need to increase the cultural relevance of the statements for all New Zealanders.

Concerning the nutrition statements, several submitters made comments about emerging evidence on the harm/benefit of diets high in saturated fat (nutrition #3a), the consumption of grains (nutrition #2b), and restricting the use of salt. One submitter provided a complex submission calling for further investigation into the evidence supporting statement 3. The Ministry has forwarded a full, unedited copy of the submission to the Technical Advisory Group (TAG) for its consideration.

For the physical activity statements, stakeholders wanted the Ministry to give daily examples of time rather than the weekly one, as people understand the implications of this better (pa #2). Stakeholders also wanted a move from time to intensity based exercise for weight loss (pa #3); and a recommendation for high intensity intermittent training (HIIT) which has evidence to reduce weight and cardiovascular disease risk, rather than additional aerobic activity (pa #3). One submitter provided a complex submission with suggestions on how the Ministry should word the statements, with particular reference to physical activity statement 3. The Ministry has forwarded a full, unedited copy of the submission to the TAG for its consideration.

Introduction

The Ministry's current *Food and Nutrition Guidelines Series*, and *Physical Activity Guidelines*, which provide evidence based food, nutrition and physical activity recommendations and relevant background information to health practitioners, will transition over time to become the *EAGS*.

In 2011, the Ministry of Health contracted Pam Oliver & Associates to undertake an independent evaluation of the *Food and Nutrition Guidelines Series* to determine if the Guidelines were meeting the needs of users and how they could be improved.

The evaluation findings showed the *Food and Nutrition Guidelines Series* are valued by many health practitioners, but some changes to their development process and format would strengthen them and make them more accessible to a wider audience. Based on specific recommendations from the evaluation the Ministry is planning to change over time from the *Food and Nutrition Guidelines Series* and separate *Physical Activity Guidelines*, to the new *EAGS*.

The *EAGS* will comprise of a core document with information including evidenced based statements, and numerous issue based documents, which can be added to and updated without needing to review the entire *EAGS*. This means that the Ministry can be more responsive to the needs of the health sector.

The core document will highlight key statements (health messages) for all New Zealanders based on available graded systematic evidence. The issue-based documents will support the core document and be produced over time depending on resourcing. Examples of issue based documents may include an educators guide for health practitioners; a food model based on revised portion sizes; health education resources for the public; and a series of issue based papers as prioritised by the Ministry that include food, nutrition and physical activity topics.

Method

The Ministry conducted a limited stakeholder consultation on the statements between 9 and 22 April 2014, with 23 external organisations and nine teams within the Ministry (which we have considered as one organisation for the purpose of this document). Of the 24 organisations, two forwarded the document to other organisations they work in close conjunction with, and who have an interest in nutrition and/or physical activity.

Key stakeholders were invited to make overall comments about the statements, and specific comments about individual statements. The submissions were analysed to identify common themes.

Results

The Ministry received 20 submissions, of which three came from individuals or groups identifying as Māori, and one from a group concerned with the health of Pacific peoples. One organisation concerned with the health of Asian Peoples was invited to submit comments, and although they showed interest in commenting, no submission was received.

Generally, the statements were well received and there were few comments that could be themed together. However, concerns were raised by more than one stakeholder group about the use of technical terminology throughout the document, the need to actively promote the statements to the general public in a concise way, the need for an overarching statement summing up the relationship between food (and alcohol), activity and health/well-being, and the need to consider all cultures and ethnicities in the statements.

Submitters made comments on individual statements, and detailed discussion can be found in the submissions analysis section of this document. The Ministry has summarised the information provided accordingly and has, as a consequence, removed some of the specific detail contained in the submissions.

The Ministry, in conjunction with the TAG, will address the suggested changes which are within the project scope and integrate them into the statements where appropriate. Some of the suggestions, whilst valid, are outside the scope of this document and accordingly will not be included in the revised statements.

Submissions

Submissions were received from the following organisations and individuals. The numbers here correspond to the submission numbers given in superscript after each comment in the document.

Submission	Organisation/individual	Submission	Organisation/individual
1	Auckland University of Technology (AUT)	11	Te Kete Hauora – Ministry of Health
2	Nutrition Foundation	12	Sport and Exercise Science New Zealand
3	Dietitians New Zealand	13	Cancer Society of New Zealand
4	Te Awakairangi Health Network	14	New Zealand Nurses Organisation
5	Sport New Zealand	15	Toi Tangata
6	Accident Compensation Corporation (ACC)	16	National Services Purchasing – Ministry of Health
7	Royal New Zealand College of General Practitioners	17	Disability Support Services – Ministry of Health
8	Fonterra Co-operative Group Limited	18	Community Health Service Improvement – Ministry of Health
9	Unilever Food Solutions New Zealand	19	New Zealand Food and Grocery Council
10	Heart Foundation Pacific Heartbeat	20	Exercise Association of New Zealand/AUT

Auckland University of Technology, Unilever Food Solutions New Zealand, The Royal College of General Practitioners, and the Exercise Association of New Zealand/AUT also included references supporting their views. Where evidence was provided a * has been put next to the submission number.

Submissions analysis

Overall nutrition statements

Submitters generally found the nutrition statements logical. Five submitters commented that the terminology was too technical and needs to be made easier to understand by using plain English.^{2, 3, 10, 13 & 14}

Further comments regarding the overall nutrition statements included:

1. that the target audience may not understand some words, sentences and ideas. The statements should be catchy, easy to remember, and focus group tested on end-users^{2, 3 & 14}
2. that the statements are fairly European focussed and do not take into consideration the variety of healthy and nutritious multicultural diets¹
3. that more emphasis is needed on the benefits of eating unprocessed wholefoods, particularly plants, and the avoidance of refined, highly processed foods¹
4. aligning the recommendations with National Heart Foundation guidelines on alcohol, fats and grains³
5. that more emphasis needs to be placed on planning regular home cooked meals, and eating in a relaxed environment with others³

6. that overall the guidelines are useful for Māori as they are used in decision making and messages for Kōhanga reo and marae, but that more behavioural suggestions such as eating together as a family could be included.¹⁵

Nutrition statement 1

“To be a healthy weight, balance your intake of food and drinks with your activity levels.”

Further comments regarding this statement included:

1. that the statement implies that weight can be managed as simply as ‘energy in equals energy out’. There are other metabolic factors that influence weight¹
2. that statements which allow people to freely choose the balance of fat and carbohydrate that suits, mainly from whole foods eaten in traditional meals, will have the best impact on energy balance¹
3. that contemporary evidence on the benefits of a high fat, low carbohydrate diet requires review¹
4. that healthy eating has many benefits rather than just healthy weight, so it would be preferable to start the statement with ‘enjoy a variety of foods’ as it is more positive and encompassing³
5. that this statement should go at the end of the eating statements: most people overestimate the effect of exercise and underestimate calorie intake, which has more effect on weight⁷
6. that people get confused, thinking if they exercise a lot, then they then can eat and drink a lot¹⁵
7. that healthy weight is influenced by factors other than food intake and activity levels¹⁵
8. that people may not understand the phrase ‘balance your intake...’¹⁵

Nutrition statement 2

“Enjoy a variety of nutritious foods every day [...]”

Further comments regarding this statement included:

1. that the statement should use the term ‘whole foods’ or ‘minimally processed food and drinks’ rather than ‘nutritious foods’^{2, 3 & 7}
2. inserting Māori concepts to make it meaningful i.e. kumara, kaimoana and including the other reasons why we need to eat this kai¹⁵
3. agreement on the statement for dairy and iron rich protein foods (statements 2c and 2d).³

Nutrition statement 2a

“Enjoy a variety of nutritious foods every day including [...] plenty of different coloured vegetables and fruit.”

Further comments regarding this statement included:

1. adding serving sizes to the guideline statement –
 - at least 7 servings per day of different coloured vegetables and fruit.
 - at least 3 of these servings should be leafy green vegetables and 3 of fruit, unless you are diabetic
 - each serving should be about the palm of a hand in size.⁷

Nutrition statement 2b

“Enjoy a variety of nutritious foods every day including [...] a range of grains and cereals that are naturally high in fibre.”

Further comments regarding this statement included:

1. that there is no evidence that grains protect against disease, and some risk that bran decreases the absorption of minerals, such as iron¹
2. that a range of grains and cereals naturally high in fibre need to be added³
3. a need to quantify how much grainy food is needed,³ and examples given^{2 & 10}
4. that the terms ‘fibre’, ‘bran’, ‘grains’ and ‘whole grains’ are hard to understand. Potential for ‘whole grain’ to be misleading and misused by food manufacturers^{3 &}
 - cereals seen as breakfast cereals (rather than whole grain cereals), so the exact meaning of this statement needs clarifying¹⁰
5. advising people to cut out all white refined foods such as white bread, white rice, biscuits and cakes^{1 & 7}
6. that almost all cereals except porridge and the most prickly bran cause blood sugar swings. Porridge, muesli or eggs make a better breakfast⁷
7. that legumes should be added to this group as they are high in fibre and can be eaten in larger quantities.¹⁹

Nutrition statement 2c

“Enjoy a variety of nutritious foods every day including [...] some low fat milk products and/or calcium-fortified milk alternative.”

Further comments regarding this statement included:

1. that scientific evidence shows that full-fat dairy products, and not low-fat milk, are protective against diabetes, cancer and cardiovascular disease, and that dairy fat does not contribute to obesity^{1 & 7}

2. that dairy fat is a source of vitamins not easily found in other foods and, like all fats, increases the absorption of the vitamins and antioxidants found in green vegetables; in fruits like tomatoes and capsicums,^{1 & 7} and in grains^{7 only}
3. that the statement needs to use plain English such as 'high calcium', 'added calcium' or 'yellow top milk' rather than 'calcium- fortified'^{7 & 10}
4. that milk and milk products make a significant contribution of essential nutrients to intakes in New Zealand, and are the richest dietary source of calcium⁸
5. that the statements should recommend limiting butter, hard margarine and lard and increasing the consumption of polyunsaturated fats such as margarines that are low in saturated and trans fats⁹
6. adding examples of milk, e.g. light blue top, green top, yellow top, knowing that, for example, Pacific people drink less milk and are probably calcium deficient¹⁰
7. that more information about alternatives to low fat milk products is needed.¹⁹

Nutrition statement 2d

"Enjoy a variety of nutritious foods every day including [...] some legumes, nuts, seeds, fish, eggs, lean poultry or lean red meat."

Further comments regarding this statement included:

1. recommending that people avoid industrially processed meat products^{1 & 7}
2. recommending that people eat meat no more than twice per week⁷
3. amending the wording to say 'with the fat cut off' rather than 'lean'⁷
4. recommending people eat two servings of legumes per day⁷
5. recommending that people don't avoid fatty cuts of meat in favour of lean muscle as it is wasteful and may be nutritionally inferior to a diet that also includes organs and other edible animal parts¹
6. a need to quantify proportions of food groups on each plate for dinner e.g. 1/2 plate of vegetables, 1/4 plate of rice, potatoes, taro, and 1/4 plate of meat with fat off⁷
7. that legumes should be added to nutrition statement 2b instead of 3a.¹⁹

Nutrition statement 3a

"Choose and prepare foods and drinks...with minimal fat, especially saturated fat; if you choose to add fat use plant-based oils and spreads."

Opinion on this statement was divided about whether the Ministry should be recommending the reduction in saturated fat or not.

Further comments regarding this statement included:

1. that the evidence shows saturated fat has little impact on the risk of cardiovascular disease^{1* & 7}
2. that there may be a protective effect of the various polyunsaturated fats gained from natural sources such as fish, nuts, seeds, meat, avocado and olive oil^{1*}
3. avoiding the fats (including polyunsaturated fatty acids) and non-traditional oils used in processed and deep fried foods¹
4. a request to just say 'oil based spreads' – remove the word 'plant based'¹³
5. that total fat intake is less important than fat type in relation to cardiovascular risk. The emphasis on this statement needs to be on replacing saturated fat with healthier varieties especially omega 3, fish, flax and nuts as promoting low fat can result in consumers replacing saturated fat with simple carbohydrate^{2 & 3}
6. that the Ministry should place less emphasis on total fat intake, and more emphasis on reducing saturated fat and increasing polyunsaturated fat intake^{9 & 11}
7. that this guideline is inconsistent with the Dietary Guidelines for Australians, Americans and Canadians
 - the risk of Cardiovascular Heart Disease is reduced when Saturated Fatty Acids (SFAs) are replaced with polyunsaturated fatty acids (PUFAs)
 - that no clear benefit of substituting carbohydrates for SFAs has been shown, although there might be a benefit if the type of carbohydrate replacing SFA is unrefined and has a low glycaemic index⁹
8. that this statement needs to be supported with something about label reading, i.e. how to tell what minimal fat or saturated fat is^{9 & 15}
9. why the Ministry recommends increased consumption of unsaturated fat and reduced consumption of saturated fat¹⁵
10. recommending the words are changed to 'if adding oil or fat, choose those that are plant based and high in monounsaturated or polyunsaturated fats'¹⁹
11. that a statement acknowledging the place of high fat, high sugar treats is needed¹⁹
12. the inclusion of some guidance around treats as the current statement is spartan and unrealistic – use words like 'being selective', 'occasionally' and 'rarely' e.g. 'keep treats special, have only once a week'.¹⁹

Nutrition statement 3b

"Choose and prepare foods and drinks [...] low in salt (sodium); if using salt, choose iodised salt."

Further comments regarding this statement included:

* Embedded AUT document

1. that restricting salt without making other diet and lifestyle changes only lowers blood pressure slightly, and may increase the risk of health problems^{1 & 7}
2. that the average intake of sodium in New Zealand has been estimated at 3900mg per day, a level within the range indicated as having no effect on death or disease risk (between 2,645 and 4,945 mg)¹
3. that 10 percent of hypertensive patients have salt sensitive hypertension; a low salt diet in non-hypertensive people is more likely to increase their blood pressure than decrease it⁷
4. a need to quantify what “low in sodium” is¹²
5. that this statement is not backed by good evidence
 - that processed food includes a lot of salt and is not recommended
 - that an alternative source of iodine such as kelp could be eaten daily⁷
6. changing ‘if’ using salt, to ‘when’ using salt.¹⁶

Nutrition statement 3c

“Choose and prepare foods and drinks [...] with little or no added sugar.”

There were no objections to this statement. One submitter expressed their support for this guideline statement as a high consumption of added sugars is strongly associated with heart disease, type 2 diabetes, tooth decay and obesity.

Further comments regarding this statement included:

1. that it would be useful to separate out the drinks statement into its own statement i.e. choose and prepare drinks with little or no added sugar¹⁵
2. that the Ministry needs a recommendation to limit processed foods high in sugar, and that highly refined starches may be similar to sugar in their metabolic effect.¹

Nutrition statement 4

“Make water your first choice for drinks.”

Seven submitters explicitly agreed with this guideline statement and no submitter objected to the guideline statement.

Further comments regarding this statement included:

1. that 'low fat milk' should be added as an alternative drink to water¹²
2. that emphasis on water should be stronger/higher up the statements^{3 & 7}
3. emphasising that tap water is safe to drink and quantify the amount needed⁷
4. recommending avoidance of all concentrated fruit juice soft drinks, even those labelled ‘diet’ or ‘zero’⁷

5. that making water the first choice is sensible, but the person needs to ensure that drinking water from their tap is safe, or that they have a reliable water supply (which can be an issue in smaller communities)¹¹

Nutrition statement 5

“Buy, prepare, cook and store food to ensure food safety.”

Further comments regarding this statement included:

1. quantifying time,^{2, 7, & 11} temperature and the ‘four C’s’¹⁰ for clarity – reword the statement to “keep food safe by being aware of time and temperature when buying, preparing, cooking and storing food”
2. that more information is needed about ‘how’ food safety may be achieved⁷
3. that cultural context needs including – ‘buying’ makes an assumption about how people obtain kai. There are many food safety aspects from a Māori perspective, such as how a person gathers their kai (e.g. gathering watercress, fishing hunting) that should be included¹⁵
4. that links to further information on how to follow this statement should be provided.¹⁶

Nutrition statement 6

“If you drink alcohol, keep your intake low. Don’t drink if you are pregnant or planning to become pregnant.”

Further comments regarding this statement included:

1. quantifying what the term ‘low’ means^{2, 3 & 10}
2. that some cultural relevance should be included in this statement. The current tagline of the ad on Māori TV – Te Matarae i Orehu promoting this message is really good - i.e ‘kai mau ki tou mana- tai hoa ake i te waipiro’¹⁵
3. replace ‘don’t drink’ with ‘avoid all alcohol’ for pregnant women¹⁹
4. the Ministry should add that breastfeeding mothers should also avoid alcohol.¹⁶

Overall physical activity statements

Eleven submitters made a comment about the physical activity guideline statements overall. Submitters found the guidelines useful, and were pleased that the concept of exercise intensity has been incorporated into these guideline statements, but questioned the time based recommendations for weight loss. Two submitters liked the physical activity section^{7 & 10}. Five submitters commented that the terminology was too technical and needs to be replaced with plain English.^{2, 3, 10, 13 & 14}

Further comments regarding the overall physical activity guideline statements include:

1. combining statements 2 and 3³

2. more detail about the 'extra health benefits' and including household activities such as vacuuming, gardening etc. would be good¹⁰
3. that if the person has been physically inactive for some time, are just starting out, or have certain health conditions, they may wish to consult a health practitioner or physical activity specialist to ensure their safety before starting⁴
4. that it is important the physical activity section has included draft 'why and how' explanations¹⁰
5. that the statements need more detail¹¹
6. that daily amounts of physical activity are easier to understand than weekly ones.¹⁴

Physical activity statement 1

"Sit less, move more! Reduce sedentary behaviour and break up long periods of sitting."

Further comments regarding this statement included:

1. that a guideline specifically around reduction of total sitting time is important²⁰
2. that movement is essential to health and wellbeing^{4, 7 & 20}
3. that the term 'sedentary behaviour' should be replaced with something more easily understood^{18 & 19}
4. that more information is needed on why sedentary behaviour is a risk¹⁶

Further comments regarding examples given in physical activity statement 1 included:

5. that additional examples could be given for the how and why section including:
 - at home:
 - additional examples of sedentary pastimes such as being on the computer, reading, watching TV or playing electronic games³
 - limiting screen time to less than two hours per day
 - at work:
 - standing up and take a break from sitting at least every 30 to 60 minutes
 - doing household chores standing, such as folding clothes, washing dishes or ironing, while watching television
 - standing desks in the workplace²⁰
 - using stairs instead of lifts^{6 & 20}
 - standing to answer the phone or check texts/emails
 - walking to a colleague's desk rather than phoning or emailing them
 - out and about:
 - parking the car further away from the destination and walking the rest of the way (often cheaper or free parking as well)
 - standing to greet visitors

- walking or cycling at least part way to the destination
- standing on public transport
- getting on/off public transport one stop/station earlier.⁴

Physical activity statement 2

“Do at least 150 minutes (2½ hours) of moderate-intensity or 75 minutes (1¼ hours) of vigorous-intensity physical activity spread throughout the week.”

Further comments regarding this statement included:

1. that the definitions of moderate and vigorous intensity need simplifying, e.g. by using the ‘talk test’^{3, 5, 11 & 12}
2. that using the phrase ‘30 minutes a day’ is better than using minutes or hours as people are more familiar with this message^{3 & 7}
3. that people may not understand the definitions of moderate- and vigorous-intensity physical activity.¹⁹

Physical activity statement 3

“For weight management and extra health benefits, aim to do at least 300 minutes (5 hours) of moderate- or 150 minutes (2½ hours) of vigorous-intensity physical activity spread throughout the week.”

Further comments regarding this statement included:

1. objections about time-based recommendations for weight loss. The time-based activity recommendations assume that greater total exercise duration is a legitimate and independent strategy for reducing weight. Evidence does not support this, at least evidence that would be considered robust enough to make public health recommendations^{20†}
2. that high intensity intermittent training (HIIT) has evidence to suggest it is a time-efficient and well-tolerated method to reduce weight and cardiovascular disease risk^{12 & 20}
3. that vigorous intensity exercise is more time efficient than moderate intensity exercise if finding time to exercise is a barrier^{4 & 12}
4. the combined importance of diet as well as physical activity for weight loss²⁰
5. that ‘extra health benefits’ need defining
 - add Green Prescriptions as an example
 - put in a recommended amount of time.¹⁹

Physical activity statement 4

“Include some muscle- and bone-strengthening activities on at least two days per week.”

† Embedded EAoNZ/AUT document

Further comments regarding this statement included:

1. that you don't need a hyphen after 'muscle' or 'bone' strengthening¹⁸
2. changing 'per' to 'each'.¹⁸

Further comments regarding examples given in physical activity statement 4 included:

3. that resistance training can be performed in a variety of settings, but the activities probably do not meet minimum threshold loading for adequate training^{11 & 20}
4. There are many home-based, or local environment options to include²⁰
5. that some of the examples are obscure or not accessible to lower income groups – use examples like lifting heavy items, gardening etc.^{18 & 19}
6. that some examples are needed in the short version of the statements¹⁹
7. that additional examples could be given for the how and why section including:
 - activities that use weights, and/or body weight as resistance e.g. press ups, squats, lunges, crunches, machine weights at the gym, handheld free weights etc.
 - using household items if you don't have proper weights e.g. cans, old bottles filled with water, bags of potatoes etc.
 - combining strengthening/resistance activities into your moderate or vigorous intensity cardiovascular exercise
 - aiming for two to three sets of 10 to 20 circuit reps. Aim to do each exercise for 30 seconds to 1 minute at a time⁴

Physical activity statement 5

"If you currently do no physical activity, start by doing some activity, and then build up to the recommended amount."

Further comments regarding this statement included:

1. reordering of the statements so this one is second in the physical activity list³
2. that as neither statement 3 or 4 are referred to as 'the recommended amount' rephrase physical activity statement 5⁵
3. changing the wording to 'doing any physical activity is better than doing none'¹⁸
4. including a safety message.¹⁸

Further comments regarding examples given in physical activity statement 4 included:

5. amending the statement so it reads 'walk or cycle to places you might normally drive to – you might be able to walk to work, a friend's house, your church, your community centre or marae'^{11 & 16}
6. expanding and identifying active jobs³
7. removing the word 'consider' as it is not part of the activity¹⁸

8. increasing the emphasis on fun activities that a person wants to keep doing¹⁸
9. increasing the emphasis that these activities do not have to be done in one go¹⁸
10. removing 'hinengaro' as it is not a Māori term that is used in everyday language¹⁹

Summary of key findings

The submissions received from the consultation on the *Eating and Activity Guideline series* statements were varied, but many of the results could be summarised under the following:

1. Overall:

- use plain English
- the statements are fairly European focused and don't take into consideration the variety of healthy and nutritious multicultural diets
- incorporate everyday Māori terminology where appropriate
- include an overarching statement summing up the relationship between food, activity and health/well-being
- include some behavioural suggestions i.e. eat together as a family, exercise with friends, play with children/grandchildren
- quantify recommendations – what is a healthy weight (nutrition #1), how much is 'low' when referring to alcohol (nutrition #6), how many servings of vegetables and fruit per day (nutrition #2a) how much is 'low in salt' (nutrition #3c), move every hour and limit screen time (pa #1), how much time is needed for muscle and bone strengthening (pa #4).

2. Nutrition statements:

- conflicting evidence/opposing views about the harm/benefit of diets high in saturated fat (nutrition #3a), the consumption of grains (nutrition #2b), and restricting the use of salt (nutrition #3b)
- more emphasis is needed on recommending increased consumption of unprocessed wholefoods and decreased consumption of processed foods
- advice for people to cut white refined foods is needed (nutrition #2b)
- that cereals are interpreted as meaning 'breakfast cereals', most of which are unhealthy and cause blood sugar swings (nutrition #2b)
- emphasising tap water is safe to drink in most places and that you don't need to buy bottled water (nutrition #4)
- include 'gather' in the statement as how you gather kai is also a key aspect of food safety – is the stream you are gathering watercress from clean? harvesting, hunting, fishing etc (nutrition #5).

3. Activity statements:

- needs more information on why sedentary behaviour is a risk (pa #1)
- include information on the 'talk test' (pa #2)
- give daily examples of exercise time rather than the weekly one as people understand the implications better (pa #2)
- move from time to intensity based exercise for weight loss (pa #3)
- high intensity intermittent training (HIIT) has evidence to reduce weight and CVD risk. It's about exercising smarter rather than longer (pa #3)

- the combined importance of diet as well as physical activity for weight loss (pa #3)
- vigorous intensity activity is more time efficient than moderate intensity activity
- activities may not meet minimum threshold for adequate training (pa #4)
- put physical activity statement #5 further up so it is in sequence.

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4. Length and complexity of statements:

- nutrition statement #5 and pa statements #2 and #3 need to be simplified
- the nutrition statements should use 'whole foods' or 'minimally processed food and drinks' rather than 'nutritious foods' as the public will find this easier to understand
- replace the words 'sedentary behaviour' and 'moderate/vigorous intensity activity' with easier to understand terms.

Next steps

The analysis of submissions will be used to inform the Technical Advisory Group about what stakeholders would like changing and will be considered when the Ministry finalises the statements.

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Sent by: Louise
McIntyre/MOH

17/09/2013 11:19 am

To: rhiannon.j@teawakairangihealth.org.nz
cc: Christine Stewart/MOH@MOH
bcc:

Subject: Maori perspectives for new direction for Food and Nutrition Guidelines

Hi Rhiannon

It was great to speak yesterday. Here is the info I promised to send which summarises the proposed new direction for the Guidelines:

Food and Nutrition Guidelines Series

The Future Direction (Draft)

The Food and Nutrition Guidelines Series, which provides evidence based food, nutrition and physical activity recommendations and relevant background information to health practitioners, will transition over time to become the Eating and Activity Guidelines Series (*or similar name*).

Currently the Food and Nutrition Guidelines provide this information via five population specific background papers. The Eating and Activity Guidelines Series (EAG Series) will provide similar information via one core document and a range of additional documents. The core document will highlight key guidelines statements (health messages) for New Zealanders based on available graded systematic evidence. The additional documents will support the core document and be produced over time. Examples of additional documents could include an educators guide for health practitioners; a food model based on revised portion sizes and food modelling work; health education resources; and a series of issue based papers as prioritised by the Ministry that include food, nutrition and physical activity topics.

Such a change requires significant time and resource, so the transition will need to occur over a number of years. The plans described below will be based on current resourcing levels.

The first stage of the transition will include assimilating the current Ministry of Health key guidelines statements for population groups into one document. A Guidelines external technical group will be established and asked to review the guidelines statements in line with an overseas graded systematic evidence based on healthy eating, such as the evidence base (2002- April 2009) developed for the recent Australian Dietary Guidelines Review. The aim is to ensure the EAG core document is concise and completed within the next 12–18 months.



Please refer to document 2a for this attachment

Eval of GL presentation Sept 2013 pdf.pdf

One of the principles underlying our Teams' work and the F&N Guidelines is equity. We want to support health practitioners to provide nutrition and physical activity advice that considers this important principle. We are interested in your thoughts and suggestions on how this proposed future direction for the Guidelines could enhance equity from a Maori perspective. A key finding of the independent evaluation of the Guidelines (see attachment) was they should have wider cultural relevance.

Im happy to provide more information and/or have a tele or video conference with group members if that would be useful.

Thanks again for your help with this.

Your sincerely

Louise McIntyre
Advisor - (Nutrition)
Nutrition & Physical Activity Policy
Public Health
Clinical Leadership, Protection & Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.health.govt.nz>
mailto:Louise_McIntyre@moh.govt.nz

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Sent by: Louise McIntyre/MOH

16/04/2014 10:52 am

To: Gabrielle Baker/MOH@MOH
cc: Hingatu Thompson/MOH@MOH, Martin Dutton/MOH@MOH
bcc:

Subject: Re: MOH internal consultation re revised eating and activity guidelines statements DUE midday Tues 22 April

Hi Gabrielle

Thanks very much for sending through your comments and thanks for taking the time to consider the statements and their impact. . You make very good points which we will consider in more detail. I'm especially interested in your point on the need to equip people to be able to follow the guidance. The core document which these guidelines will form the backbone of is for practitioners and others working with the public on nutrition and activity. As a result there will be additional info to provide NZ context and ideas on practical applications that can be discussed with patients. We have also drafted up a longer version of the eating statements which like the activity longer version will include some info on the 'why' and 'how'. These are currently being focus group tested with the public which will provide some useful insights. Ongoingly we will need to keep considering how we can equip people to follow the guidelines.

Thanks again.

Regards

Louise McIntyre

Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>
mailto:Louise_McIntyre@moh.govt.nz

Gabrielle Baker [Kia ora Louise Thanks for sending this...](#) 15/04/2014 04:24:03 p.m.

From: Gabrielle Baker/MOH
To: Louise McIntyre/MOH@MOH,
Cc: Hingatu Thompson/MOH@MOH
Date: 15/04/2014 04:24 p.m.
Subject: Re: MOH internal consultation re revised eating and activity guidelines statements DUE midday Tues 22 April

Kia ora Louise

Thanks for sending this through. Hingatu - I've copied you in since you've been involved in it's development.

I have a couple of comments but my overarching view is that the guidelines by themselves risk looking like we're telling people to do something that they may not be equipped to do. I mentioned this to someone who suggested it was like telling smokers that smoking is bad and putting nothing else around them. What other supports are in place to assist the dissemination (and effectiveness) of the guidelines?

My specific comments on the shorter and longer messages are focused on how the messages are communicated or written - not on the accuracy of the message (I have assumed your messages are fairly

robust).

Basic Guidelines

- the wording of this: "with minimal fat, especially saturated fat; if you choose to add fat use plant based oils and spreads" could be confusing. Assume you mean that people should use minimal fat, but if you do choose to add fats, avoid saturated fats in favour of plant based oils and spreads.
- "Buy, prepare, cook and store food to ensure food safety" is fairly broad and arguably ambiguous. Do you have any more hints or tips about what this means? I for one don't know what I would do to buy food to ensure food safety, for example.
- making water your first choice is sensible, but it highlights what I was saying about needing to put supports in place to ensure that drinking water from your tap is safe, or that you have a reliable water supply (which can be an issue in smaller communities).

Basic guidelines AND the longer messages about physical activity

-overall these are too broad and in my view need more detail.

- I asked a colleague, who is a health professional, about what 300 of moderate intensity might involve. They couldn't really answer. I know I can't either. So some examples would be helpful. Would walking so you were slightly increasing your heart rate but still able to hold a conversation without puffing be moderate. Or light? High intensity seems more obvious but examples would be helpful. I also struggled with bone or muscle strengthening activity (mostly because the examples you give - swimming or aerobics (which to me sounds outdated but that's just a personal comment) sound quiet aerobic or cardio focused and may not fit what people generally think of as bone or muscle strengthening.

- It could just be me, but *"Walk or cycle to work, the marae or church, "* seems quite clunky - like you're trying very hard to reference some kind of Māori cultural activity. Because this sticks out, I would suggest thinking more critically about what message you're actually getting across which I assume is Walk or cycle to places you might normally drive to - you might be able to walk to work, a friend's house, your church, your community centre or marae. (i appreciate you may not see this as much different, but i see it as less clunky.

- considering joining a gym or sports club doesn't sound much like "doing something" to me. Should it be here?

- *Being Physically active with others is good for your overall wellbeing* - this is a good concept but the text underneath reads as patronising to me. I would be interested in what your consumer feedback has been. Why do you switch to using Māori words here and not in other places?

I hope that these comments are helpful Louise.

Gabrielle

Gabrielle Baker
Manager
Māori Health Policy
Te Kete Hauora
Ministry of Health
DDI: 04 495 4377
Mobile: S9(2)(a)
Fax: 04 495 4496

<http://www.maorihealth.govt.nz>

mailto:Gabrielle_Baker@moh.govt.nz

Louise McIntyre

Dear Colleagues Feedback on the E...

31/03/2014 03:11:15 p.m.

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Sent by:
S9(2)(a)
29/05/2014 09:11 am

To: <louise_mcintyre@moh.govt.nz>
cc:
bcc:
Subject: RE: MoH nutrition guidelines

Yes please, S9(2)(a)

To: S9(2)(a)
Subject: RE: MoH nutrition guidelines
From: Louise_McIntyre@moh.govt.nz
Date: Thu, 29 May 2014 09:06:25 +1200

Yes, great! Shall I ring you on your home number?

Louise McIntyre
Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>
mailto:Louise_McIntyre@moh.govt.nz

From: H Marshall S9(2)(a)
To: "Louise_McIntyre@moh.govt.nz" <louise_mcintyre@moh.govt.nz>,
Date: 28/05/2014 07:32 p.m.
Subject: RE: MoH nutrition guidelines

yep sweet as, tomorrow afternoon ok? Say 3pm?

To: S9(2)(a)
Subject: Re: MoH nutrition guidelines
From: Louise_McIntyre@moh.govt.nz
Date: Wed, 28 May 2014 15:49:21 +1200

Hi there

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Document 2

Just wondering if we could have a chat about a few parts of the feedback - mostly just what to check Im interpreting them correctly etc

Can email my questions but might be easier to talk?

Cheers

Louise McIntyre

Advisor - Nutrition and Physical ActivityTeam
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>

mailto:Louise_McIntyre@moh.govt.nz

----- Document: Re: MoH nutrition guidelines, forwarded by Louise McIntyre on 28/05/2014 03:46 pm -----

Sent By: Louise McIntyre/MOH on 16/05/2014 9:20:19 a.m.

To: Hereni Marshall <hereni@toitangata.co.nz>

Copy To:

Subject: Re: MoH nutrition guidelines

Hi Hereni

Thanks very much for getting this feedback together. If I have any queries regarding it can I give you a call? I know you dont work every day so when would be good?

Regards

Louise McIntyre

Advisor - Nutrition and Physical ActivityTeam
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>

mailto:Louise_McIntyre@moh.govt.nz

From: Hereni Marshall <hereni@toitangata.co.nz>

To: "Louise_McIntyre@moh.govt.nz" <Louise_McIntyre@moh.govt.nz>,

Date: 15/05/2014 02:14 p.m.

Document 2

Subject: MoH nutrition guidelines

Kia ora,

Here are our comments on the guidelines (combined with the small number who we surveyed and internal team members):

- Overall the guidelines are useful for Maori, they are used in policy guidelines for kohangareo and marae, as well as broad usage to inform decision making and message framing.
- Statement 1: 'To be a healthy weight, balance your intake of food and drinks with your activity levels'.
 - The word "Balance" could be confusing, could mean different things to different people, however we are aware that the statements are being focus group tested so may not come up as an issue. People get confused around the fact that if they exercise a lot, then they then can eat and drink a lot.
 - It would be good to find a way to communicate about the quality of the food and drink that is being consumed rather than a quantity/balance thing?
 - Another issue that could occur is that there are differing understandings of what is a healthy weight.
- Statement 2: 'Enjoy a variety of nutritious foods every day'.
 - Would be good to provide Maori concepts to make it meaningful i.e. vegetables = kumara, kaimoana
 - This statement still has quite a nutrient feel and focus. Would be good to include the other reasons why we need to eat this kai, the nutritious word isn't the ideal terminology.
- Statement 3: Choose and prepare foods and drinks: a) with minimal fat, especially saturated fat.
 - When we talk about foods and drinks are we referring to Produce? Products? Or Packaged kai?
 - Would be useful to separate out the drinks statement into its own statement i.e. choose and prepare drinks with little or no added sugar, should we be suggesting alternative sugar e.g. stevia?
 - Does this need to be supported with something around label reading i.e. how does one know what minimal fat is?
 - Should explain a plant based spread is margarine
- Statement 4: Make water your first choice for drinks.
 - Could put this in a cultural context i.e. 'Wai Maori, Ngai Maori', this statement has none of the significance of water to Maori would be good to include this.
 - Uncertain about wording doesn't seem quite right (however realise communications agency has looked at so all good)
- Statement 5: Buy, prepare, cook and store food to ensure food safety.
 - Cultural context included - i.e. Manaaki tangata, manaaki whanau - buy prepare and cook etc,
 - First part is BUY. makes an assumption about how people obtain kai. should include Gather in the statement as how you gather kai is also a key aspect of food safety. is the stream you are gathering water/cress from clean harvesting, hunting, fishing etc. There is many food safety aspects especially from a Maori perspective that should be included.
- Statement 6: If you drink alcohol, keep your intake low. Don't drink if you are pregnant or planning to become pregnant.
 - Think the current tagline of the ad on Maori TV with the kapa haka group - Te Matarae i Orehu promoting this message is really good - I.e. "kai mau ki tou mana- tai hoa ake i te waipiro
 - Te ao Maori concept that recognises importance of haputanga

Overall feedback.

To be honest in an ideal world we would have separate Maori guidelines that take into account cultural nuances and context, this is not the same as a translation of the guidelines. Guidelines for Maori I feel would be much more meaningful if presented from a te ao Maori paradigm acknowledging Maori knowledge systems around kai and wai. Practical examples would be useful for each statement (I realise there are some included in the longer statements). Also realise in the longer example there are examples but these would be good to be padded out further i.e. recipes, and more details like seasons etc. would have been nice to include some behavioural suggestions i.e. eat together as a family, get cooking etc (I think international guidelines may have included some statements like these). Really important that the next steps in regards to how these messages are communicated to a Maori audience is appropriate.

Thank you for this opportunity to provide feedback, and thank you for the extra time to do so.

Nga mihi,



TOI TANGATA™ Heren Marshall

Te Rarawa

Kaihapai / Senior Advisor – Thought Leadership

Toi Tangata, Level 1, Pfizer House,
12 Normanby Road, Mt Eden, Auckland
Ph: (09) 6385800 Mobile: S9(2)(a)
PO Box 109595, New Market Auckland

Connect to our website on www.Toitangata.co.nz

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Sent by: Martin
Dutton/MOH

30/07/2014 04:10 pm

To: S9(2)(a) @massey.ac.nz
cc: Louise McIntyre/MOH@MOH
bcc:

Subject: RE: Request to review of statements from Māori and Pacific perspectives

Kia ora S9(2)(a)

Thanks very much for your email yesterday. Louise is on annual leave this week, so I have picked up the thread here. FYI I have attached a copy of the statements, but appreciate that you are busy and do not want to be the lone voice speaking on behalf of all Māori so may not be able to come back to me on these. I have contacted Hingatu Thompson in the Māori health service improvement team to ask if he has any suggestions on who else we could use. Please let me know if you want to be put in touch with Hingatu or whether you just don't have the time?

Ngā mihi

Martin



- Microsoft_Word_Document1.doc

Martin Dutton

Senior Advisor
Nutrition & Physical Activity Policy
Public Health
Clinical Leadership
Protection & Regulation
Ministry of Health

Ph: 04 816 2379

S9(2)(a)

Hi Louise, Really sorry I have ta...

29/07/2014 11:23:52 a.m.

From: S9(2)(a) @massey.ac.nz
To: "Louise McIntyre@moh.govt.nz" <Louise_McIntyre@moh.govt.nz>,
Cc: "Martin Dutton@moh.govt.nz" <Martin_Dutton@moh.govt.nz>
Date: 29/07/2014 11:23 a.m.
Subject: RE: Request to review of statements from Māori and Pacific perspectives

Hi Louise,

Really sorry I have taken a while to get back to you. I have been really busy with the practical course I'm currently doing, have hardly been on the computer to check emails and have just found out that now my PhD oral exam has been moved forward a week to 6th August so I only have just over a week to prepare for that.

As I don't have much time spare to look at the statements in depth, I'm wondering if it would be possible to have another person(s) of Maori descent to also look over the statements also or instead of me? As I mentioned to Elizabeth at our last meeting, I'm not too comfortable about being the only "Maori voice" with these and wonder if I can consult with others that are approved and appropriate to do this. Elizabeth had said that someone would try and organise a meeting between myself and other Maori -perhaps that

Document 2

was with a group at MoH or that were part of the old Health Promotion Agency to do this???

Leonie Matoe would have much more of a finger on the pulse with regards to the Maori population than I currently do so she would be one I would consider discussing things with, or who might be in a better position to comment on the statements.

With regards to the core paper. I should be ok with reviewing that as there is more time to get that done but again, I would feel more at ease if I could consult with other Maori, or other Maori are also involved in the process.

Sincerely,

S9(2)(a)

From: Louise_McIntyre@moh.govt.nz [Louise_McIntyre@moh.govt.nz]
Sent: Wednesday, 23 July 2014 12:58 p.m.
To: S9(2)(a) o.dewes@auckland.ac.nz
Cc: Martin_Dutton@moh.govt.nz
Subject: Request to review of statements from Māori and Pacific perspectives

Hi there

Hope all is well with you both?

Following the last TAG meeting in June, the Ministry is working to finalise the eating and activity statements. As part of that process we would like to ask you both to review the statements and 'whys and hows' from Māori and Pacific perspectives? As discussed previously these statements are for all New Zealand adults, but we want to try to ensure Māori and Pacific people connect with them. We are happy to take any comments and suggestions you have around this, but as previously discussed would like your thoughts on appropriate examples of foods and activities that are inclusive of Māori and Pacific.

We hope to bring to the next TAG meeting (?18 Aug) the finalised or near-finalised versions of the statements for TAG approval. So as usual time is short unfortunately. We would be aiming to send you both the draft statements by the end of this week/early next week and would need to have them back by the end of next week (1 August). Is this timeframe possible for you?

In addition, we would like to ask you both if you will review the overall core paper once it has been written, specifically from Māori and Pacific perspectives? This paper is based around the eating and activity statements and should be between 30 and 50 pages long at most. I will also send you a mock up of the core paper to give you an indication of its structure. This review would be part of an internal and external peer-review process for the paper just before it receives final Ministry sign-off for publication. At this point your feedback would be sought sometime around September/October?

Happy to discuss any of this further with you either together (we could teleconference) or separately by email or phone if required.

Regards

Louise McIntyre

Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation

Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>

[mailto:Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)

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Sent by: Gabrielle Baker/MOH

01/08/2014 02:24 pm

To: Hingatu Thompson/MOH@MOH
cc: Martin Dutton/MOH@MOH, Wi Keelan/MOH@MOH
bcc:

Subject: Re: Fw: Eating and activity statements

Kia ora

I provided comment on the earlier draft of this too - see link

	Author	Title
	Louise McIntyre	Re: MOH internal consultation re revised eating and activity guidelines statements DUE midday Tues 22 April

Lots of the comments I made then seem to have been addressed, which is great.

Martin, do you have a time frame for this work?

Gabrielle

Gabrielle Baker
Manager
Māori Health Policy
Te Kete Hauora
Ministry of Health
DDI: 04 495 4377
Mobile: S9(2)(a)
Fax: 04 495 4496
www.health.govt.nz

Te Kete Hauora - Setting the Direction for Māori Health

Hingatu Thompson Kia ora Gabrielle, Is this something... 01/08/2014 12:27:40 p.m.

From: Hingatu Thompson/MOH
To: Gabrielle Baker/MOH@MOH,
Cc: Wi Keelan/MOH@MOH, Martin Dutton/MOH@MOH
Date: 01/08/2014 12:27 p.m.
Subject: Fw: Eating and activity statements

Kia ora Gabrielle,

Is this something that aligns with your Health literacy work? Could someone in your team provide advice to Martin?

Hingatu Thompson
Group Manager,
Māori Health Service Improvement Group
Sector Capability and Implementation



Ministry Of Health

Ph: 04 816 3642

Mobile: S9(2)(a)

----- Forwarded by Hingatu Thompson/MOH on 01/08/2014 12:26 p.m. -----

From: Martin Dutton/MOH
To: Hingatu Thompson/MOH@MOH,
Date: 29/07/2014 04:06 p.m.
Subject: Eating and activity statements

Kia ora Hingatu

We contacted S9(2)(a) a few weeks ago to ask if she would be able to review our eating and activity statements from a Māori perspective (she is on our technical advisory group). Unfortunately S9(2)(a) has come back and said she is too busy, so I was wondering if there was anyone in your team that could have a look at the statements and see if there are any improvements we could make for Māori? These statements are for all New Zealand adults from 18 to 64, so we want to keep them fairly generic, but at the same time cater for all cultural needs where possible.

Ngā mihi

Martin

[attachment "Microsoft_Word_Document1.doc" deleted by Gabrielle Baker/MOH]

Martin Dutton

Senior Advisor

Nutrition & Physical Activity Policy

Public Health

Clinical Leadership

Protection & Regulation

Ministry of Health

Ph: 04 816 2379

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Sent by: Martin
Dutton/MOH

10/09/2014 12:48 pm

To: S9(2)(a)
cc: Louise_McIntyre@moh.govt.nz
bcc:

Subject: Re: clarification of intended publication for level 1 EAG statements versus the inclusion of their why and how information

Hi S9(2)(a)

Thanks for your email. I have just had a quick phone call with Callie and she mentioned your email to her so thanks for getting in contact with her!

In terms of the document, I am happy for you to forward this to Tammy to have a look at/discuss, although please note that primarily what I have entered is focussed on physical activity rather than nutrition! Please also let her know that the information is very rough and unpolished at the moment and will obviously need more work to draw the information together.

Kind regards

Martin

Martin Dutton

Senior Advisor
Nutrition & Physical Activity Policy
Public Health
Clinical Leadership
Protection & Regulation
Ministry of Health

Ph: 04 816 2379

From: S9(2)(a)
To: Louise_McIntyre@moh.govt.nz,
Cc: Martin_Dutton@moh.govt.nz
Date: 10/09/2014 12:10 p.m.
Subject: Re: clarification of intended publication for level 1 EAG statements versus the inclusion of their why and how information

Thanks for your emails Louise and Martin,

So I have emailed to both Callie and Tammie, introduced myself etc and asked them to look over the level 1 EAG statements as they are and also the "why's and the hows" for the EAGs. I've

asked if they could email me any suggestions they might have for how Maori words, Maori kai and other Maori activities etc might be best utilised or added / changed in the documents and how they feel they would appeal to the Maori communities they work in. I also asked if possible if they could give some feedback (by track changes) by this Friday -so we'll see how that goes :-)

Martin, yes I'm fine to have a look over the document you sent -should we send it to Tammie as well?

Out of Scope

I'd be happy to come down the morning of Friday 24th October and could be available to meet with whoever until Friday evening. Out of Scope

Sincerely,

S9(2)

(a)

On 9 September 2014 17:17, <Louise_McIntyre@moh.govt.nz> wrote:

Hi

S9(2)(a)

Thanks for your email. In short:

- At this stage the level 1 statements probably wont appear alone - any health ed resource with them in should have the how and whys with them -as to our minds these are what helps the statements become do-able. Having said that the core doc will have a page with the level 1 statements but we do intend to include the hows and why version in the appendix.
- The core doc we are developing will contain some of the info in the "background paper books" but not all of it. It will contain the statements plus a small bit of background about each statement and practical ideas on how to put them into action. The "background paper books" also contain quite alot of detailed info on specific issues that go beyond the statements. In the new EAGS this detail will mostly be covered in the "issue based papers" we have spoken about.

Im keen to talk to you asap re co-ordinating a meet with S9(2)(a) but we can also discuss the above in more detail. We are finding some of the details around the new EAGS hard for people to get clear in their heads.

When is a good time to call?

Regards

Louise McIntyre

Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>
[mailto:Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)

From: S9(2)(a)
To: [Martin Dutton@moh.govt.nz](mailto:Martin_Dutton@moh.govt.nz), [Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)
Date: 08/09/2014 02:13 p.m.
Subject: clarification of intended publication for level 1 EAG statements versus the inclusion of their why and how information

Kia ora korua.

Sorry but are you able to enlighten me of a few things please:

Is it intended that the level 1 EAG statements would be published on a stand-alone document (such as on a brochure) without the how and why information included with them or will the how and why information always accompany them?

Am I right in that the intended core document we are in the process of developing is analogous to what was previously the "background paper books" that were more targeted to use by educators /health professionals /dieticians etc?

I'm just trying to get a feel for what the general Maori public versus a health professional advising those of Maori ethnicity would likely be using or viewing as this would help Callie, Tammie and myself work out how best to include Maori kai, activities and terminology.

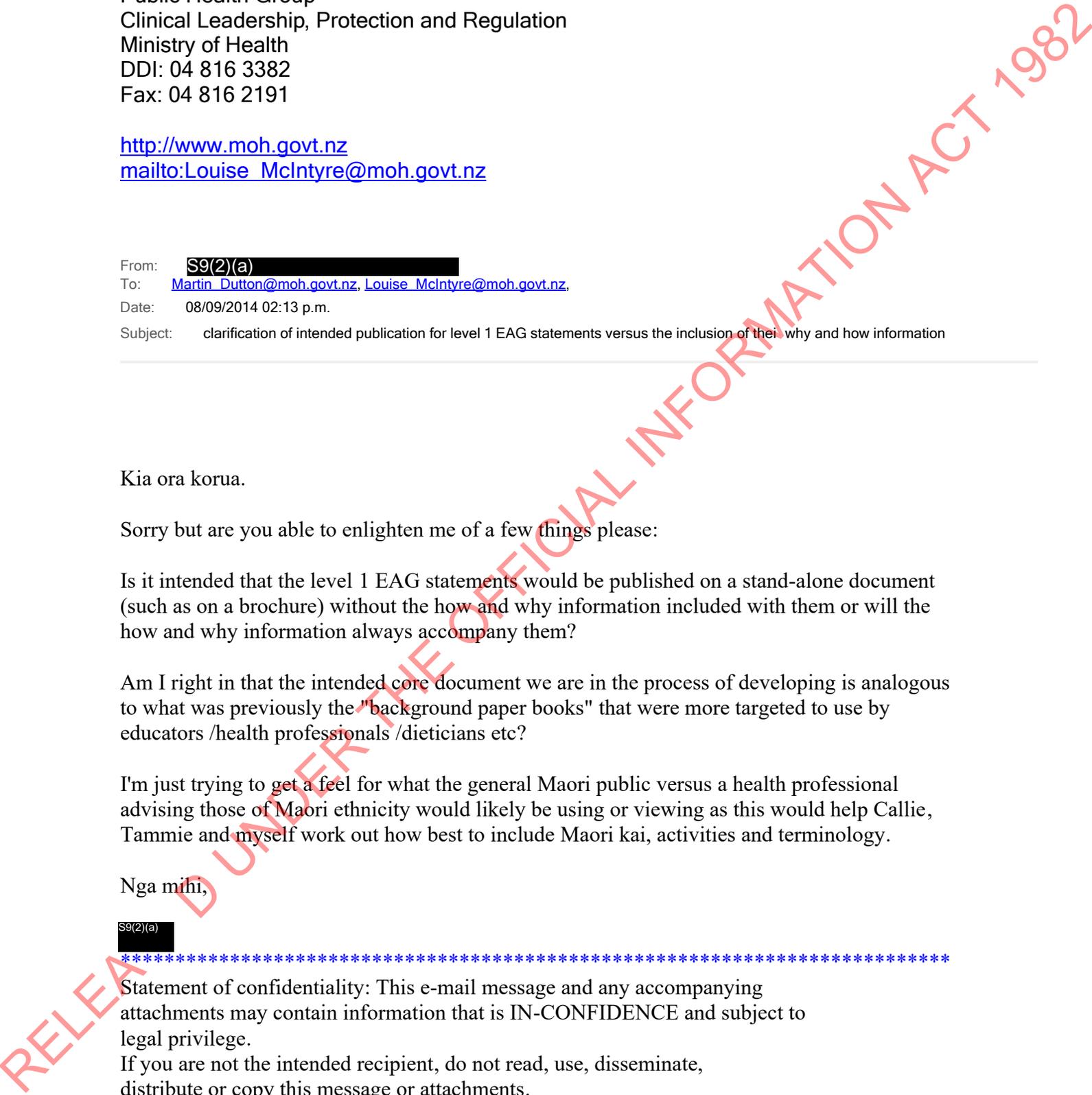
Nga mihi,

S9(2)(a)

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Sent by: Louise McIntyre/MOH

12/08/2014 05:14 pm

To: S9(2)(a)@massey.ac.nz, S9(2)(a)
cc:
bcc:

Subject: Fw: MoH nutrition guidelines - Toi Tangata

Hi there

Have had the ok from Leonie re sending you through their comments and also she good with you contacting some of her people. I think Callie's focus is physical activity and Maria's might be nutrition as she is covering for Hereni.

Also please see Toi Tangata's feedback on the statements from May this year for your info.

Talk tomorrow

Louise McIntyre

Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>

mailto:Louise_McIntyre@moh.govt.nz

----- Forwarded by Louise McIntyre/MOH on 12/08/2014 05:09 p.m. -----

From: Leonie Matoe <leonie@toitangata.co.nz>
To: "Louise_McIntyre@moh.govt.nz" <Louise_McIntyre@moh.govt.nz>,
Date: 12/08/2014 01:33 p.m.
Subject: RE: MoH nutrition guidelines - Toi Tangata

Yes of course! Have been meaning to make contact with Zirsha ourselves but she can connect with either Callie Corrigan callie@toitangata.co.nz or Maria Ngawati maria@toitangata.co.nz. Callie oversees one of our key projects aligned to connecting researchers and community health workers and Maria is covering for Hereni at the moment as well as contributing to aforementioned project.

Ngā mihi

From: Louise_McIntyre@moh.govt.nz [mailto:Louise_McIntyre@moh.govt.nz]
Sent: Monday, 11 August 2014 3:00 p.m.
To: Leonie Matoe
Subject: MoH nutrition guidelines - Toi Tangata

Kia ora Leonie

Hope all is good with you?!

As you may remember S9(2)(a) is now part of our technical advisory group on the guidelines.

Document 2

As part of this role she is keen to connect with other Māori working in the nutrition and physical activity sector space to discuss her thoughts etc around providing feedback to the Ministry, rather than just doing this in isolation.

Are you ok for me to send her the feedback on the statements provided to us by Hereni earlier this year (see copy of it below)?

Would you be happy for ^{ss(2)(a)} to connect with Hereni's replacement (or whoever you think appropriate) on a casual basis to discuss guidelines related issues that come up for her as part of her advisory role?

Happy to discuss further by phone or email?

Cheers

Louise McIntyre

Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>

mailto:Louise_McIntyre@moh.govt.nz

----- Document: MoH nutrition guidelines - Toi Tangata, forwarded by Louise McIntyre on 11/08/2014 02:53 pm -----

Sent By: Hereni Marshall <hereni@toitangata.co.nz> on 15/05/2014 2:14:23 p.m.
To: "[Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)" <[Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)>
Copy To:
Subject: MoH nutrition guidelines - Toi Tangata

Kia ora,

Here are our comments on the guidelines (combined with the small number who we surveyed and internal team members):

- Overall the guidelines are useful for Maori, they are used in policy guidelines for kohangareo and marae, as well as broad usage to inform decision making and message framing.
- Statement 1: 'To be a healthy weight, balance your intake of food and drinks with your

activity levels’.

- The word “Balance” could be confusing, could mean different things to different people, however we are aware that the statements are being focus group tested so may not come up as an issue. People get confused around the fact that if they exercise a lot, then they then can eat and drink a lot.

- It would be good to find a way to communicate about the quality of the food and drink that is being consumed rather than a quantity/balance thing?

- Another issue that could occur is that there are differing understandings of what is a healthy weight.

- Statement 2: ‘Enjoy a variety of nutritious foods every day’.

- Would be good to provide Maori concepts to make it meaningful i.e. vegetables = kumara, kaimoana

- This statement still has quite a nutrient feel and focus. Would be good to include the other reasons why we need to eat this kai, the nutritious word isn’t the ideal terminology.

- Statement 3: Choose and prepare foods and drinks: a) with minimal fat, especially saturated fat.

- When we talk about foods and drinks are we referring to Produce? Products? Or Packaged kai?

- Would be useful to separate out the drinks statement into its own statement i.e. choose and prepare drinks with little or no added sugar, should we be suggesting alternative sugar e.g. stevia?

- Does this need to be supported with something around label reading i.e. how does one know what minimal fat is?

- Should explain a plant based spread is margarine

- Statement 4: Make water your first choice for drinks.

- Could put this in a cultural context i.e 'Wai Maori, Ngai Maori’, this statement has none of the significance of water to Maori would be good to include this.

- Uncertain about wording doesn’t seem quite right (however realise communications agency has looked at so all good)

- Statement 5: Buy, prepare, cook and store food to ensure food safety.

Document 2

- Cultural context included - i.e. Manaaki tangata, manaaki whanau - buy prepare and cook etc,
- First part is BUY. makes an assumption about how people obtain kai. should include Gather in the statement as how you gather kai is also a key aspect of food safety. is the stream you are gathering watercress from clean harvesting, hunting, fishing etc. There is many food safety aspects especially from a Maori perspective that should be included.
- Statement 6: If you drink alcohol, keep your intake low. Don't drink if you are pregnant or planning to become pregnant.
- Think the current tagline of the ad on Maori TV with the kapa haka group Te Matarae i Orehu promoting this message is really good - I.e "kai mau ki tou mana- tai hoa ake i te waipiro
- Te ao Maori concept that recognises importance of haputanga

Overall feedback.

To be honest in an ideal world we would have separate Maori guidelines that take into account cultural nuances and context, this is not the same as a translation of the guidelines. Guidelines for Maori I feel would be much more meaningful if presented from a te ao Maori paradigm acknowledging Maori knowledge systems around kai and wai. Practical examples would be useful for each statement (I realise there are some included in the longer statements). Also realise in the longer example there are examples but these would be good to be padded out further i.e. recipes, and more details like seasons etc. would have been nice to include some behavioural suggestions i.e. eat together as a family, get cooking etc (I think international guidelines may have included some statements like these). Really important that the next steps in regards to how these messages are communicated to a Maori audience is appropriate.

Thank you for this opportunity to provide feedback, and thank you for the extra time to do so.

Nga mihi,



TOI TANGATATM Hereni Marshall

Te Rarawa

Kaihapai / Senior Advisor – Thought Leadership

Toi Tangata, Level 1, Pfizer House,
12 Normanby Road, Mt Eden, Auckland

Ph: (09) 6385800 Mobile: S9(2)(a)

PO Box 109595, New Market, Auckland

Connect to our website on www.Toitangata.co.nz

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Sent by: S9(2)(a) @massey.ac.nz

11/02/2015 09:45 am

To: "Louise_McIntyre@moh.govt.nz" <Louise_McIntyre@moh.govt.nz>, Ofa Dewes <o.dewes@auckland.ac.nz>

cc: "elizabeth_aitken@moh.govt.nz" <elizabeth_aitken@moh.govt.nz>, "Martin_Dutton@moh.govt.nz" <Martin_Dutton@moh.govt.nz>, S9(2)(a)

bcc:

Subject: RE: Cultural Review of EAGs

Kia ora Louise and Ofa,

Just an update – Tammy and I are reviewing the document this week as we were both tied up last week and have plans to skype tomorrow afternoon to discuss our thoughts together. So by this Friday we should have some feedback ready from the Maori perspective. Tammy is away in Australia for some time after that, so if you like Ofa, you and I could skype or meet to bring together any collective cultural thoughts if you are free some time next week??

S9(2)(a)

From: Louise_McIntyre@moh.govt.nz [mailto:Louise_McIntyre@moh.govt.nz]

Sent: Monday, 9 February 2015 9:04 a.m.

To: Ofa Dewes

Cc: elizabeth_aitken@moh.govt.nz; Martin_Dutton@moh.govt.nz; S9(2)(a)

Subject: RE: Cultural Review of EAGs

Hi Ofa

That sounds great. You are welcome to come to the Ministry for a face to face or we can come to you if that works better than a phone call. Let me know what suits.

Regards

Louise McIntyre

Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>

[mailto:Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)

From: Ofa Dewes <o.dewes@auckland.ac.nz>

To: S9(2)(a) "Louise_McIntyre@moh.govt.nz" <Louise_McIntyre@moh.govt.nz>,"

Cc: S9(2)(a) @massey.ac.nz, "Martin_Dutton@moh.govt.nz" <Martin_Dutton@moh.govt.nz>,"

Document 2

elizabeth_aitken@moh.govt.nz <elizabeth_aitken@moh.govt.nz>

Date: 05/02/2015 06:27 p.m.

Subject: RE: Cultural Review of EAGs

Kia ora S9(2)(a),

I've completed the review with Mafi and Soana today and will await your email to confirm when we may connect and discuss together - phone call will be fine.

Louise - I'll be in Wellington on Monday and can phone you in afternoon to touch base about my discussions with Mafi and Soana, if you think that would be helpful at this stage. Your call.

Have good long weekend.

Kind regards, Ofa.

From: S9(2)(a)

Sent: Tuesday, 3 February 2015 4:50 p.m.

To: [Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)

Cc: Ofa Dewes; S9(2)(a); [Martin Dutton@moh.govt.nz](mailto:Martin_Dutton@moh.govt.nz); elizabeth_aitken@moh.govt.nz

Subject: Re: Cultural Review of EAGs

Kia ora ano,

Sorry I have taken a while in replying to phone calls and emails. Out of Scope

I have just emailed Tammy to see how she is placed over the next two weeks or so but I wouldn't have time to review the EAGs until next week, and then -hoping that Tammy would have time -I had been thinking I would discuss things over with Tammy first before bringing our collective thoughts back to share with you Ofa?

Once I hear back from Tammy, I should be able to give some indication of when might be best for us to combine our collective cultural feedback.

Have a great short week and Waitangi day.

Nga mihi,

S9(2)(a)

Document 2

On 2 February 2015 at 16:42, <[Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)> wrote:
Hi Ofa and S9(2)(a)

Please find enclosed the draft document for your review. Please note that this document is not for further distribution. Thank you very much for agreeing to review this document

We are interested in any feedback and suggestions you have that could strengthen the document from a cultural perspective. The document needs to appeal and be useful and relevant to a wide range of practitioners and others working with New Zealanders. Your honest and constructive feedback will be the most helpful.

We also have some specific questions and would appreciate your responses to those (see below).

Firstly some background info:

The purpose of the document and who it is for is included in the introduction.

The final published version will be attractively formatted to aid ease of reading. It will include some graphic design incorporating different cultural patterns, illustrations and perhaps some photos.

The 'New Zealand Situation' data you will find in each section will contain some or all of the information as infographics.

Each statement will have its own specific infographic, a little like those present in the activity section (these are indicative and wont appear in the final doc).

The boxed information that can be found in most chapters is stand alone text containing specific info that people can choose to read or not. They are related to the main text but are usually about a specific aspect. They will be coloured and formatted differently to the main text.

Following practitioner feedback, we intent to create a short summary document for use by practitioners in addition to the longer version attached. This summary document will be short, perhaps 2-4 pages and be based on what we have referred to as the 'long' version of the statements ie it will include the statement along with brief info on why it is important and how it can be achieved.

We also plan create a two additional short downloadable documents for practitoners that will be put on our webpage at the time of publication:

- one will contain topical questions and answers eg. are low carb-hi fat diets recommened? Is saturated fat good for you or not? Are carbs bad for you?, etc
- the other will summarise 'What has changed (between these statements and the previous statements)?'. Again this is to go on the webpage at time of publishing.

Any suggestions you have on layout, design etc would be useful.

Specific questions:

- **Is the purpose of the document clear and does it achieve the purpose?**
- **This document is to inform a wide range of people, some with specific nutrition or physical activity knowledge and others without - is it too technical? Not technical enough?**
- **Are there any other definitions needed (that should go in the glossary)?**

We are hoping to publish by the end of June this year. In the build up to that we intend to produce two brief newsletters to be sent to a wide range practitioners and others who are part of the target audience to let them know about the new Eating and Activity Guidelines series.

At the time of the launch, there will be a suite of comms related tools to help the sector (the target audience) to understand what the EAGS are and what this document is. This will include a media release, list of topical related questions and answers

Again thank you very much for your input. We are happy to discuss any details with you further by phone or email.

Kind regards

Louise McIntyre

Advisor - Nutrition and Physical Activity Team
Public Health Group
Clinical Leadership, Protection and Regulation
Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>
mailto:Louise_McIntyre@moh.govt.nz

From: Ofa Dewes <o.dewes@auckland.ac.nz>
To: "[Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)" <Louise_McIntyre@moh.govt.nz>,
Date: 02/02/2015 03:47 p.m.
Subject: Cultural Review of EAGs

Hi Louise,

Thank you for your phone call last week. If draft document available can you please email it to

me as I'm inbetween contracts this week and would be a good time for me to review while I have capacity.

Thanks and regards, Ofa.

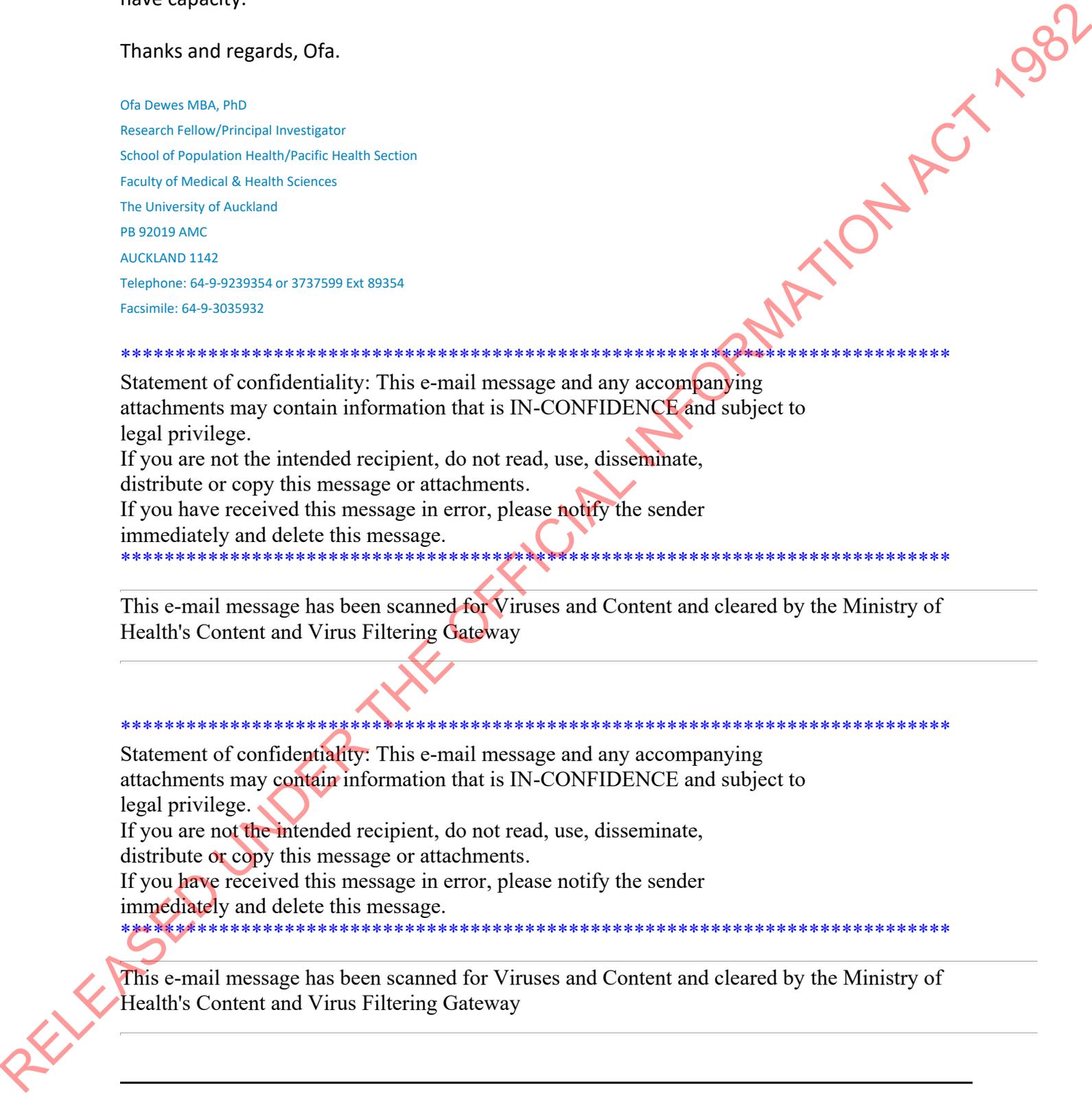
Ofa Dewes MBA, PhD
Research Fellow/Principal Investigator
School of Population Health/Pacific Health Section
Faculty of Medical & Health Sciences
The University of Auckland
PB 92019 AMC
AUCKLAND 1142
Telephone: 64-9-9239354 or 3737599 Ext 89354
Facsimile: 64-9-3035932

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Sent by:
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To: "Louise_McIntyre@moh.govt.nz" <Louise_McIntyre@moh.govt.nz>
cc: "Martin_Dutton@moh.govt.nz" <Martin_Dutton@moh.govt.nz>
bcc:

17/02/2015 11:30 am

Subject: RE: hi

Kia ora Louise,

Just sent an email to Ofa, you and Martin about Ofa and I discussing things this week.

As far as feedback from Tammy and I, we were both pretty happy with the document overall and especially appreciated the number of Maori kupu used in the activity section. We only had a few suggestions here and there about adding/changing/correcting Maori terminology, commonly used Maori foods etc. Nothing major at all and so should have all the cultural perspective thngs done by Friday if not tomorrow...

Well done you two.

Perhaps a couple of things in the meantime that might be useful to include and you two might be aware of (I haven't searched for these myself yet)

-Websites or a reference to articles about food safety practices in regards to eating and collecting kaimoana (algae blooms, avoiding during pregnancy etc); collecting and eating wild watercress and puha (collecting from drains near farmlands, areas that have been recently sprayed, washing well first etc); eeling for fresh-water tuna or fishing in rivers/streams/lakes that don't have very good water quality?

S9(2)(a)

From: Louise_McIntyre@moh.govt.nz [Louise_McIntyre@moh.govt.nz]

Sent: Tuesday, 17 February 2015 10:24 a.m.

To: S9(2)(a)

Cc: Martin_Dutton@moh.govt.nz

Subject: hi

Hi there

Hope all is well. Have you managed to co-ordinate a time for the discussion with Ofa - let us know if we can assist in any way.

Also we are happy to take any feedback re your readover and discussions with Tammy of the document you have now? You may not have documented any yet which is fine or may want to wait to forward until your discussion with Ofa which is fine too. Just looking for any heads up on what the issues are for you that we could start thinking about before receiving your final feedback post discussion. No worries if you have nothing now -we just trying to keep on top of the crazy timeline.

Regards

Louise McIntyre

Advisor - Nutrition and Physical Activity Team

Public Health Group

Clinical Leadership, Protection and Regulation

Ministry of Health
DDI: 04 816 3382
Fax: 04 816 2191

<http://www.moh.govt.nz>

[mailto:Louise McIntyre@moh.govt.nz](mailto:Louise_McIntyre@moh.govt.nz)

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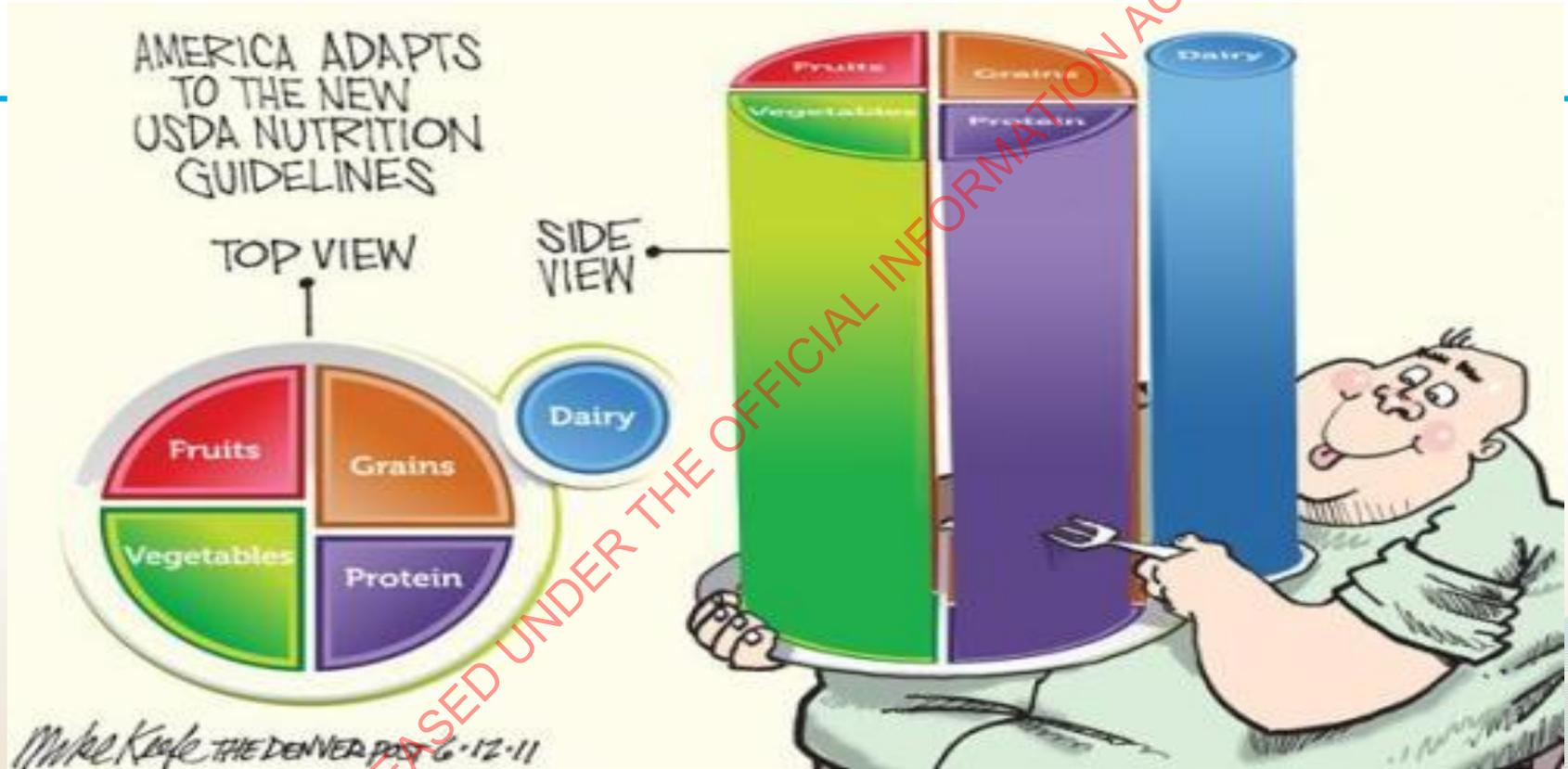
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Evaluation of Food and Nutrition Guidelines

Dietitians NZ Conference

Louise McIntyre
Ministry of Health
September 2013

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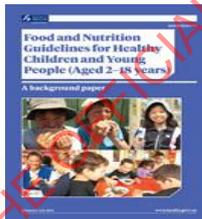
Outline of presentation

- Background info re the Guidelines Series
 - The evaluation process
 - Findings
 - Proposed new direction
-

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What are the Guidelines?

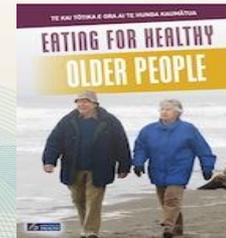
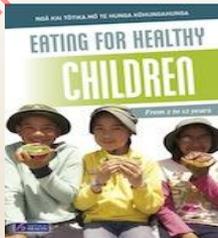
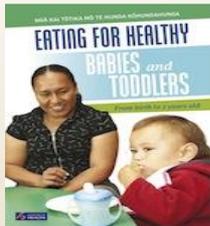
- Series of 5 population-specific background papers which contain evidence based food and nutrition recommendations



- Technical papers providing rationale for recommendations
- Includes practical application of recommendations

Who/what are they for?

- For health practitioners who provide advice or education in nutrition to the public
- For others wanting national nutrition recommendations eg policymakers – national, DHB, organisational; educators; food industry; caterers, media, etc
- As basis for MoH health education resources



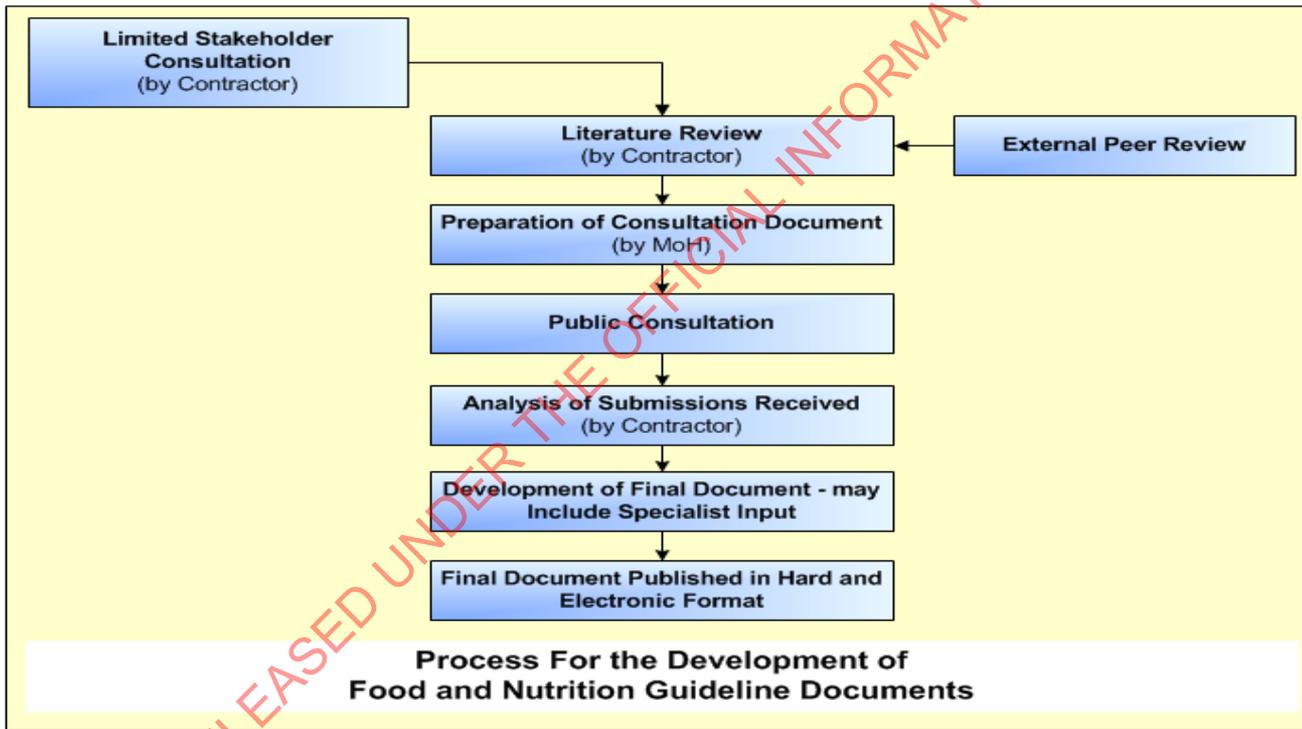
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Current Guidelines Series

- 5 population specific background papers
 - Health education resources
 - Narrative/quasi-systematic literature review
 - Food and nutrient focused
 - Public consultation
 - Rolling review
-

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Current development process



Why evaluate?

- No previous formal evaluation done
 - Had anecdotal information but no objective data re use
 - Evaluation is good practice
 - We wanted to know:
 - Are they meeting the needs of users?
 - How can we make them useful and relevant to health practitioners in the 21st Century?
-

2011 Guidelines Evaluation

- External contractor – independent
 - Literature review
 - E-survey for health practitioners
 - Circulated by 14 professional & provider organisations
 - 971 respondents
 - Stakeholder interviews
 - 55 interviews
 - Previously worked on GLs; professional associations; NGO; provider agencies; Universities
-

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Key Findings

- GLs highly valued by a broad range of health practitioners
 - Seen by many as essential to safe practice for all health practitioners who provide nutrition advice or education
 - Need to be in a more accessible form and updated more frequently
 - Paper or electronic:
 - Paper access (hard copy) preferred by 40%
 - Electronic access preferred by 60%
-

Recommendations 1

- Increased clarity & communication re purpose, audience, etc
 - Faster process for review of GL
 - Wider cultural relevance
 - Improved practicality eg food based
 - More robust evidence base ie graded systematic
-

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Recommendations 2

- Nutrition & physical activity together
 - Improved accessibility, in particular for non-nutrition workforce
 - Comprehensive Promotion Strategy
 - Clear and appropriate management & governance structure
 - New model proposed for Guidelines
-

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Other considerations for future Guidelines

- Robust process that produces consistent high quality products
- Flexibility
- Needs to work within current resource
- “Smarter” Guidelines eg minimise repetition of content

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Proposed new model:

Key document supported by cluster of others

- Key document based on GL statements
- Support docs include:
 - Separate technical or links to evidence base
 - Specific issue based papers
 - Educators guide
 - Health education resources

Proposed new model

- Strengthened evidence base – overseas graded systematic
 - More food and less nutrient focused
 - External technical advisory group
 - Targeted consultation
 - Increased use of web/electronic technology
 - Timing of review - ?line up with international reviews
-

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Eating and Activity Guidelines Series



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Issue based documents



- **Cultural considerations** – Maori; Pacific; Asian; Refugee & migrant groups
 - **Physical Activity** – Pregnancy; 0-5 yrs; Sedentary Activity;
 - **Specific nutrient issues** – vitamin D; iodine; folate; iron
 - **Chronic Disease and Nutrition**
 - **Environmental considerations** – Home environment; Food marketing; Nutrition in schools; Food sustainability
-

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Further info, queries & comments:

louise_mcintyre@moh.govt.nz

Ph: 04 816 3382

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“They revised the Food Pyramid again.”