



Dr Michael Hale

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Saturday, August 10, 2019

(Plenary)

14:00 - 14:20 Creating a Healthy City - Healthy Auckland Together

DEATH &
DISEASE

Health



Creating a Healthy City – Healthy Auckland Together

Dr Michael Hale

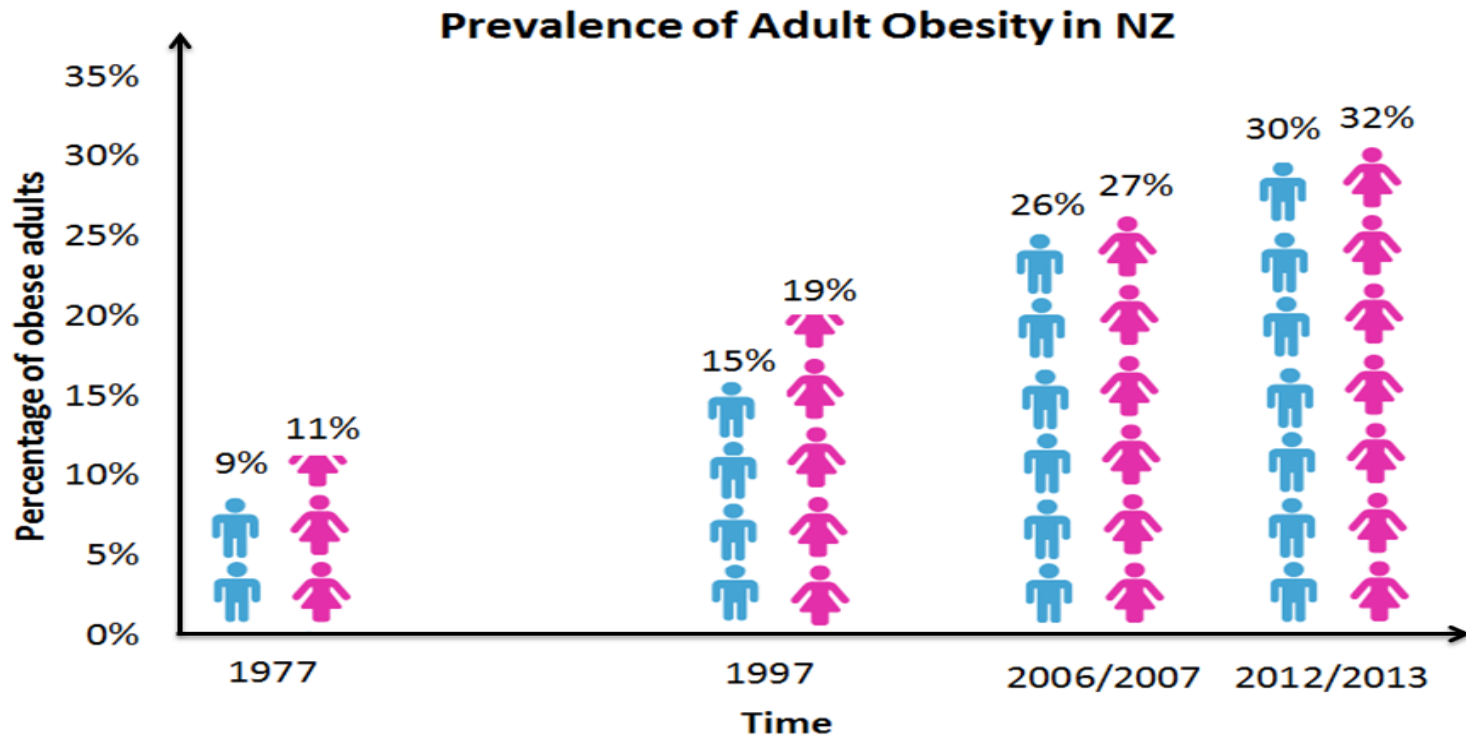
Public Health Medicine Specialist - ARPHS

Overview

- The physical activity, nutrition and obesity problem
- The environment as cause
- The environment as solution
- Healthy Auckland Together
- Case studies

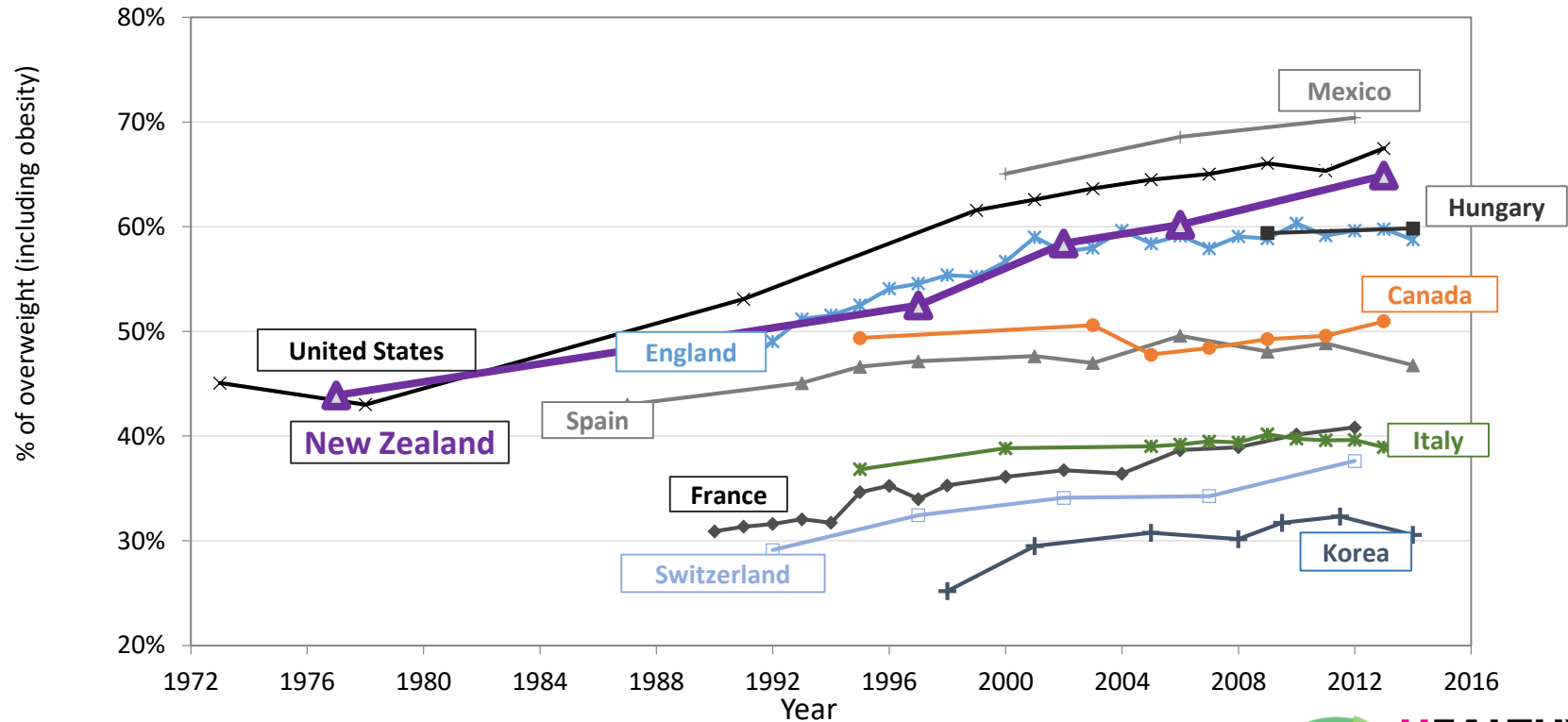


Prevalence of Adult Obesity in NZ



Source: New Zealand Health Survey, Ministry of Health 2004, 2015

Prevalence of overweight adults

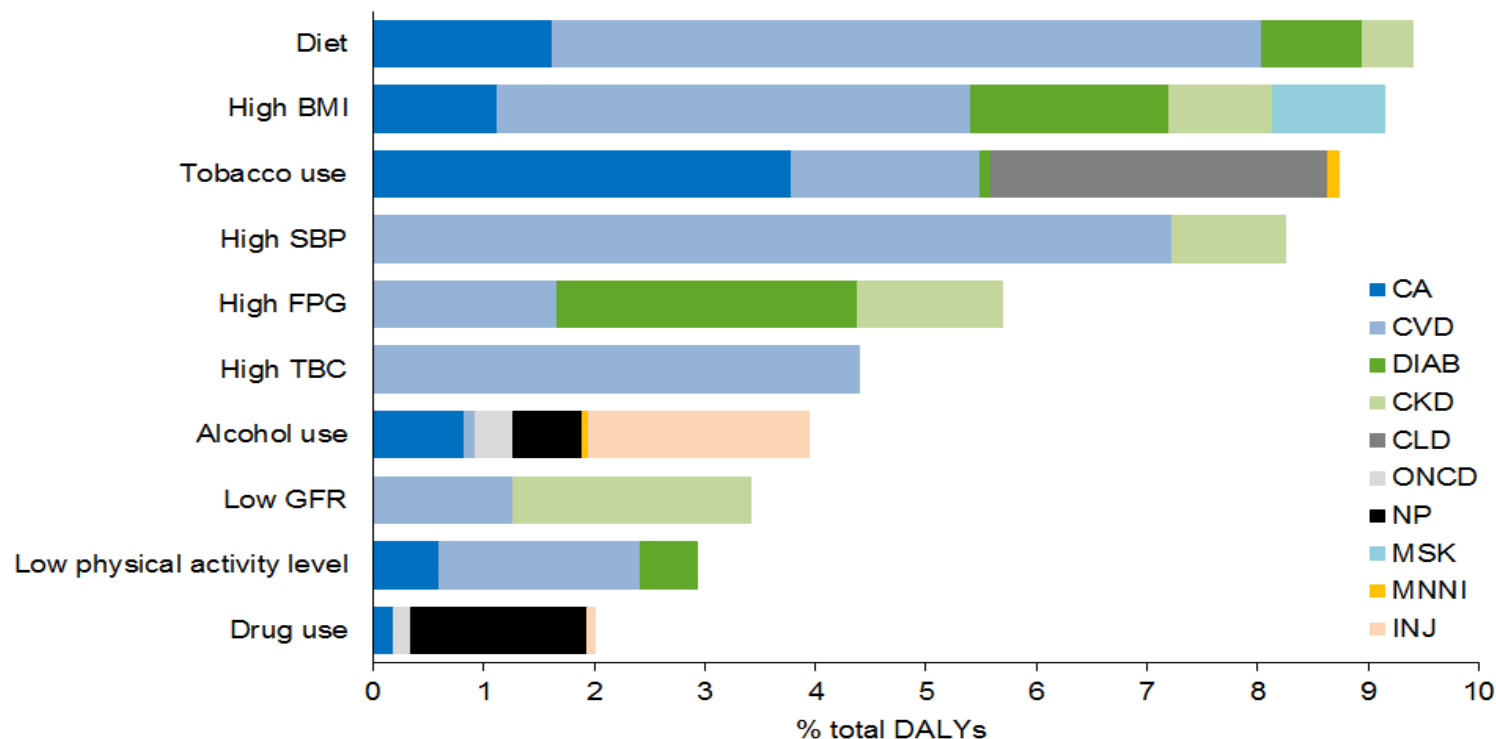


Note: Age- and gender-adjusted rates of overweight (including obesity), using the 2005 OECD standard population. Measured height and weight in NZ, England, Hungary, Korea, Mexico and the United States; self-reported in other countries.

Source: OECD analysis of national health survey data, 2017

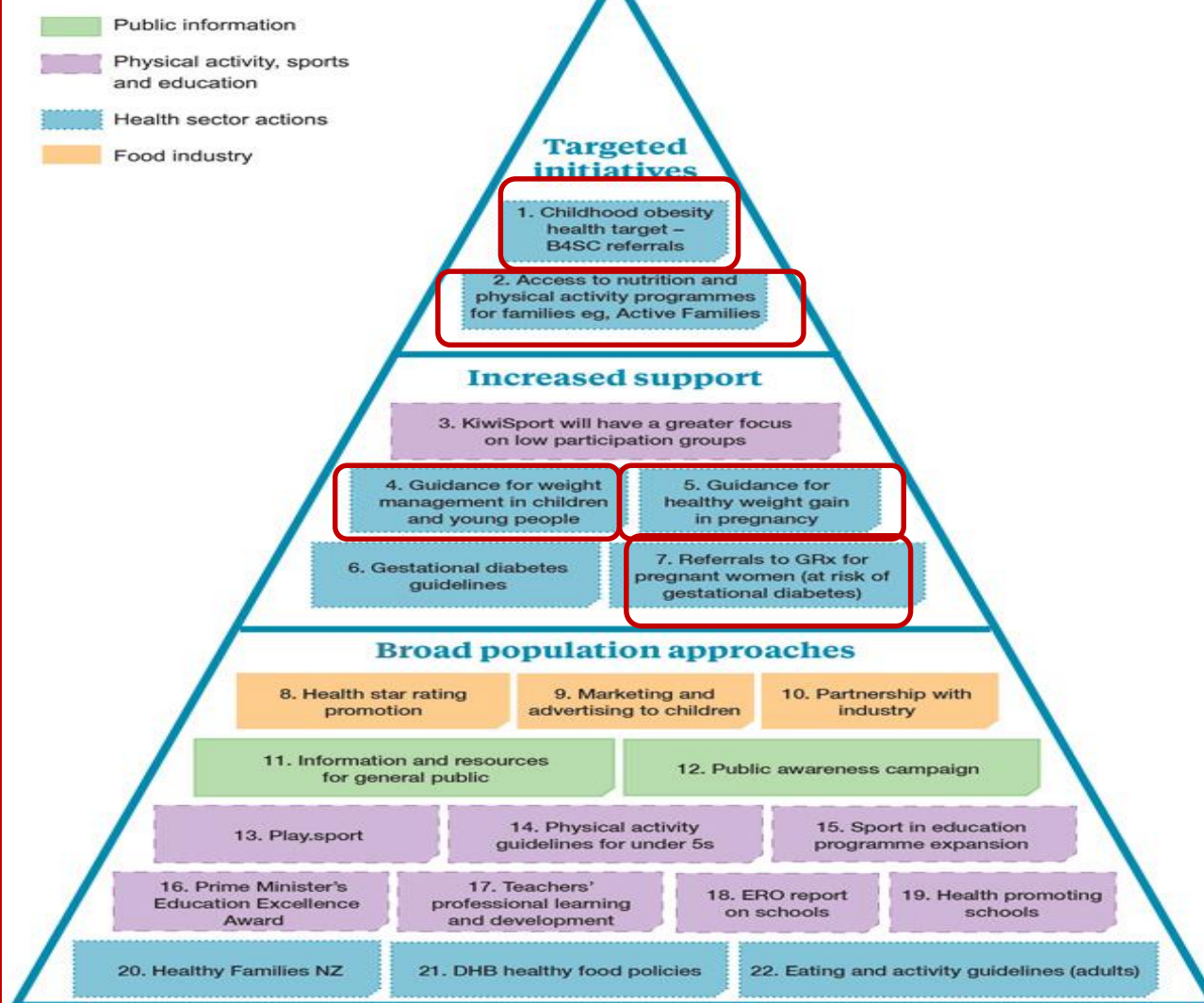


Health losses by risk factor (% total DALYs)



Ministry of Health. 2016. *Health Loss in New Zealand: A report from the New Zealand Burden of Diseases, Injuries and Risk Factors Study, 1990 - 2013*. Wellington: Ministry of Health.





Childhood obesity plan weighs heavily on primary care

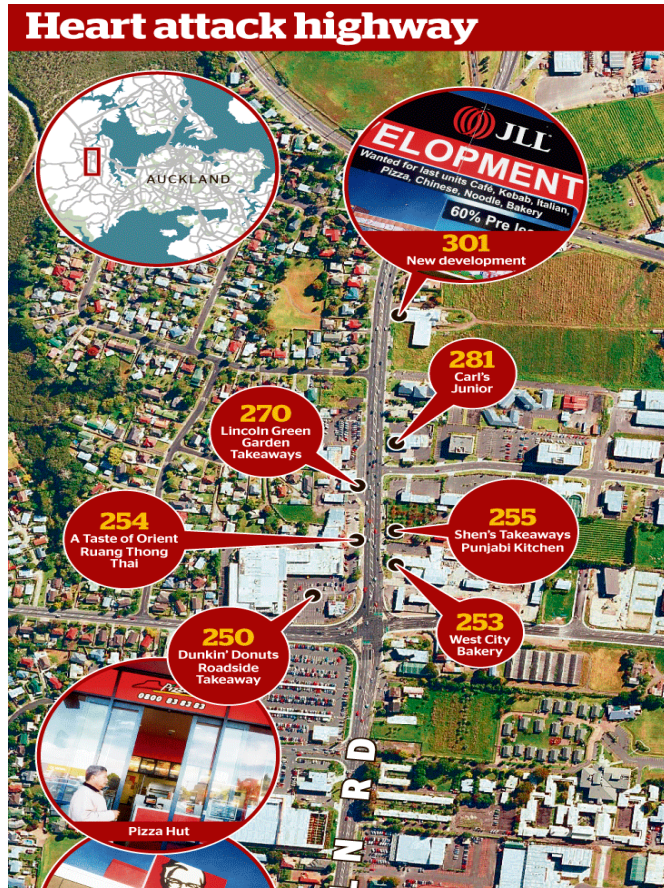


“The increasing weight of people worldwide is the result of a normal response, by normal people, to an abnormal environment”

Lancet 2011;378:741

The environment as cause

Land use and activities influence public health



- Whether *intentional or unintentional*, environmental decision making influences health outcomes.
 - Communicable diseases (e.g. waterborne diseases – sewage systems)
 - Non communicable diseases (e.g. obesity – urban design)



Half of Aucklanders are not active enough

Half of short trips made by car could be walked in 20 minutes

Poor neighbourhoods are twice as likely to have more fast food outlets than fruit and veg shops nearby

Junk food dominates what's available at sports games

Fast food outlets are clustered within walking distance of schools

55% of Auckland kids get driven to school

6 hours a day spent sitting at work

83% of Aucklanders drive to work

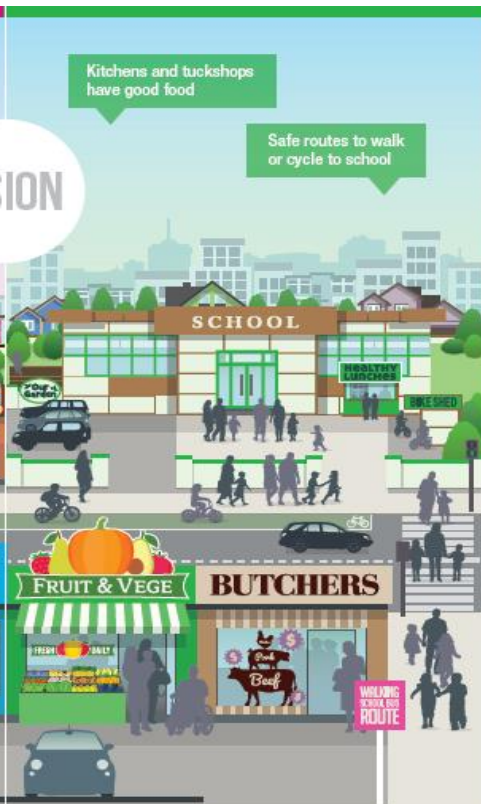
NOW



Environment trumps health advice



The environment as solution



The benefits of improving the environment

- People are nudged towards more physical activity rather than having to rely on willpower
- Changing the default environment from health preventing to health promoting
- Moving more as part of normal daily life

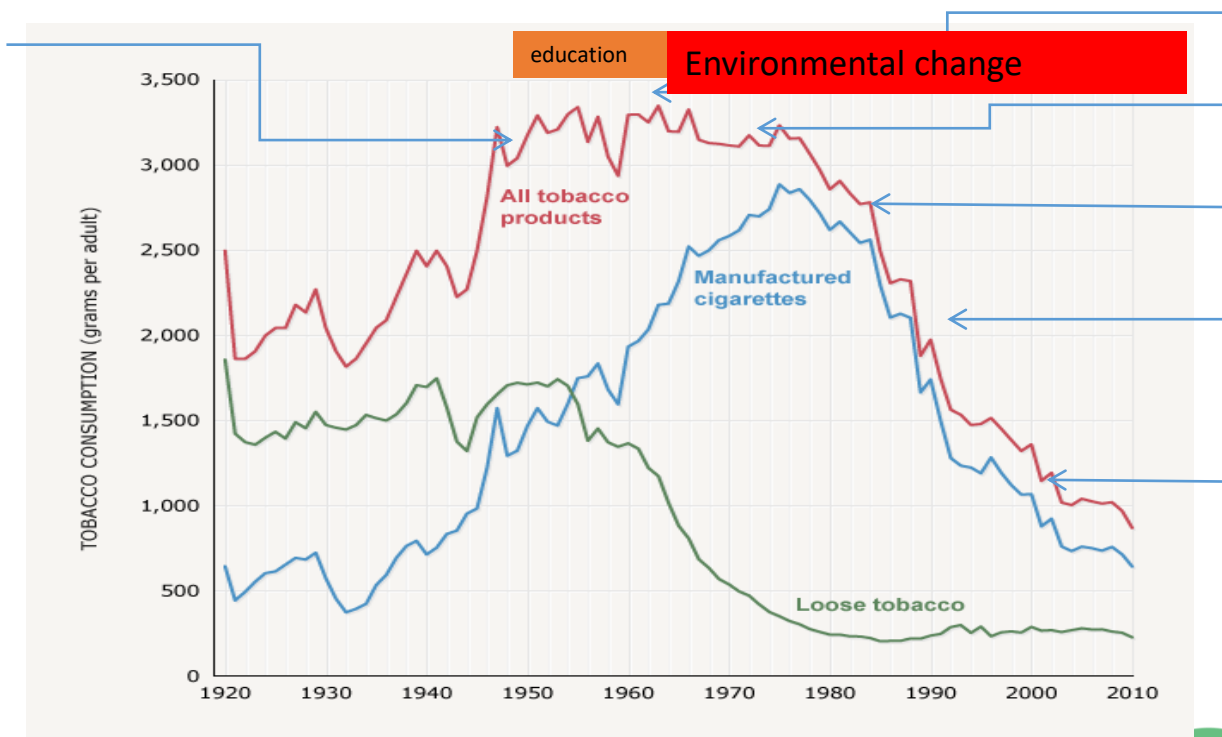


**66% more
stair use**

Volkswagen Group Sverige AB 2009, Sodertalje, accessed 21 January 2013
<<http://www.thefuntheory.com/piano-staircase>>

Environmental focus for the win: Tobacco Control in NZ

Health Dept
posters 1948



TV & radio ads
banned 1963

Pack warnings
1974

First tax increase
1985

SE Act 1990 &
sponsorship bans

SEAA 2005 bars
smokefree

Jock Phillips, 'Smoking - Smoking under attack: 1960–2000s', Te Ara - the Encyclopedia of New Zealand,
<http://www.TeAra.govt.nz/en/graph/38983/tobacco-consumption-per-new-zealand-adult-1920-2010> (accessed 19 June 2017)



LET'S MAKE IT EASY TO...



EAT WELL



MOVE MORE



KEEP HEALTHY

Healthy Auckland Together partners

 AKTIVE Auckland Sport & Recreation	 ALLIANCE HEALTH+	 The Asian Network Incorporated	 Auckland Council Te Kaurihera o Tāmaki Makaurau	 AUCKLAND DISTRICT HEALTH BOARD Te Toka Tumai
 AUCKLANDPHO	 Auckland Regional Public Health Service Rātonga Hauora ā Iwi o Tāmaki Makaurau	 Auckland Transport	 comprehensive care in association with waitemata pho	 COUNTIES MANUKAU HEALTH
 EAST HEALTH TRUST primary health organisation	 HĀPAI TE HAUORA — HAUORA PUBLIC HEALTH —	 hpo health promotion agency	 healthy families New Zealand	 Heart Foundation
 MANA WHENUA i Tāmaki Makaurau	 MINISTRY OF HEALTH MANATŪ HAUORA	 National Hauora Coalition	 THE NATIONAL INSTITUTE FOR HEALTH INNOVATION THE UNIVERSITY OF AUCKLAND	 Pacific Heartbeat
 ProCARE	 Te Runanga o Ngati Whatua	 TOTAL HEALTHCARE improving Community Health	 THE UNIVERSITY OF AUCKLAND NEW ZEALAND Te Whare Wānanga o Tāmaki Makaurau	 Waitemata District Health Board Best Care for Everyone

Healthy Auckland Together Framework

Vision

A social and physical environment that supports people living in Auckland to eat well, live physically active lives, and maintain a healthy body weight within their communities



Goal 1

Improve nutrition



Goal 2

Increase physical activity



Goal 3

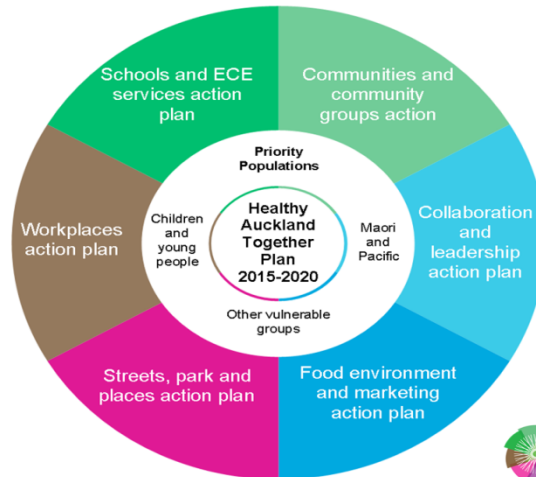
Reduce obesity

APPROACHES

Collaboration
(what we do together)

Advocacy & Profile Raising
(what we say together)

Monitoring Progress
(what we measure together)



Actions to create a Healthy City

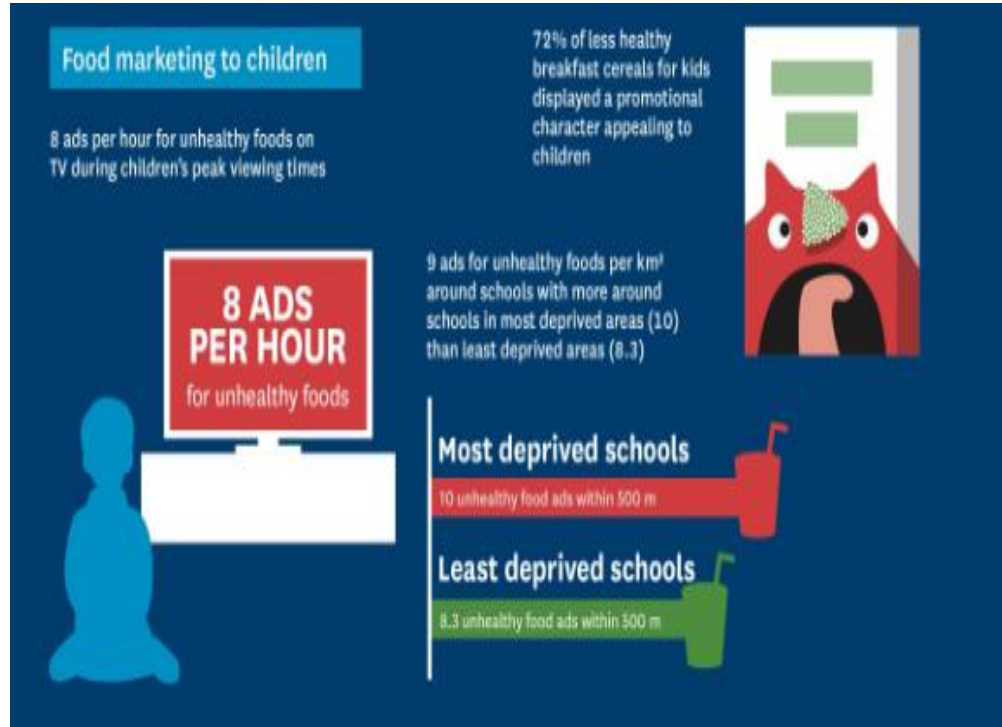


- 1) Marketing to Children
- 2) Wai Auckland
- 3) Transport Safety





Junk food marketing to kids



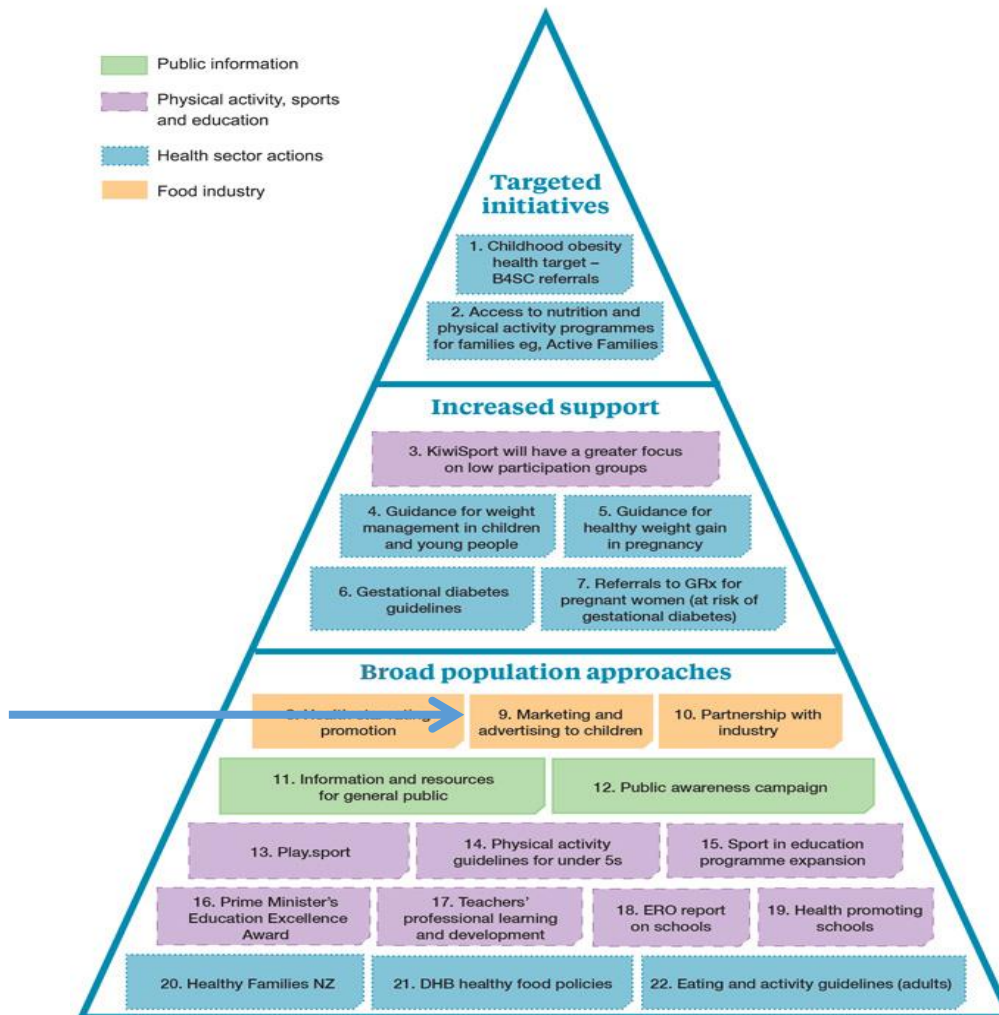
People are taking the piss out of you *everyday*. They butt into your life, take a cheap shot at you and then disappear. They leer at you from tall buildings and make you feel small. They make flippant comments from buses that imply you're not sexy enough and that all the fun is happening somewhere else. They are on TV making your girlfriend feel inadequate. They have access to the most sophisticated technology the world has ever seen and they bully you with it. They are **The Advertisers** and they are laughing at you. You, however, are forbidden to touch them. Trademarks, intellectual property rights and copyright law mean advertisers can say what they like wherever they like with total impunity.

Fuck That.

Any advert in a public space that gives you no choice whether you see it or not is yours. It's yours to take, re-arrange and re-use. You can do whatever you like with it. Asking for permission is like asking to keep a rock someone just threw at your head. You owe the companies nothing. Less than nothing, you especially don't owe them any courtesy. They owe you. They have re-arranged the world to put themselves in front of you. They never asked for your permission, don't even start asking for theirs.

Banksy

- Public information
- Physical activity, sports and education
- Health sector actions
- Food industry



Action on Ads to Kids

1. Influence Healthy Public Policy – ASA review 2016-17
 1. Only the nutrient criteria made it in (no monitoring, no independence, no WHO definition of a child)
2. Tested the effectiveness of the code
3. Highlight the issue publicly
4. Push for a better system



Growing Healthy Communities
Toi Te Ora's Food Security Toolkit offers solutions for councils to support the supply of healthy food.



Submission to the WHO on ending childhood obesity
We'd like to see a range of actions such as working with manufacturers to reduce portion sizes.



Wider economic and social costs of obesity
There's no doubt obesity is a serious health issue but what are the social and economic costs of obesity for society?



Kinder
Chocolate
Made for kids

McDonald's 60" - Middle Seat

MORE VIDEOS



0:52 / 1:00



YouTube



Not marketing to
children,
apparently

Upheld and settled complaints



JUNK MESSAGES

Why are we OK with marketing junkfood to kids?

Seatbelts. Car seats. Bike helmets. Road crossings outside the school.

We teach our children to "get out! stay out!" in a fire and to "stop, cover, hold" in an earthquake. We have laws protecting their privacy, protecting them from violence.

We have age restrictions protecting them from accessing alcohol, cigarettes and gambling. We have classifications on movies. We have laws about fences around pools.

The point is, we take the safety of our children very seriously. Of course we do. They're vulnerable, susceptible and often unaware of the consequences of their choices. They need protecting.

But right under our noses is another damaging activity - marketing junk food to kids.

It's an uncomfortable truth, but it's real and we can't avoid it forever: NZ's rates of obese and overweight children are really bad and getting worse.

This advertising aimed at children is persuasive and exploitative.

Research has proven that children younger than 4 see ads as entertainment. It's not until age 8 that children begin to recognise the purpose of advertising. Between the ages of 10 and 12 they begin to understand they're being sold something, but still not the sales tactics.

In short, kids believe it. They take messaging at face value and don't have the critical skills to recognise someone is trying to make money off them.



YOU GET ALMOST
7000 GLASSES
OF TAP WATER FOR THE
COST OF ONE LITRE
OF BOTTLED
WATER



1000 X



TAP WATER
FOUND HERE
Albert Park
-36.850527
174.767874

FOUR STREAMS



Tap water is
easy to find
when you're out.

Aucklanders
choose water over
sugary drinks.

Water is the new
normal in schools,
facilities and at
events.

Communities,
parents push for
water only.



INFRA-STRUCTURE

**WATER IS
ON TAP,
ON HAND**

More fountains,
mobile drink and
refill stations.

Where people are
thirsty – shopping
centres, schools,
bus stops.

Easily find
an app for tap
water when out.



WE SPEND MORE THAN

\$680 M

A YEAR ON BOTTLED
WATER



TAP WATER
FOUND HERE
Mangere Town Centre
-36.568443
174.768810



IN THE BEGINNING...

- 346 drinking fountains in Auckland City (1:4000 people)
 - predominantly in parks
 - ? Quality
 - ? Visibility
 - No design standards / guidelines
- Yarra Valley Water - Melbourne (1:1125 people)
 - Population 1.8 m, 1600 drinking fountains, multiple areas, visible on Choose Tap
- Brisbane City Council (1:1600 people)
 - Population 2.4m, 1473 drinking fountains, 845 in central city

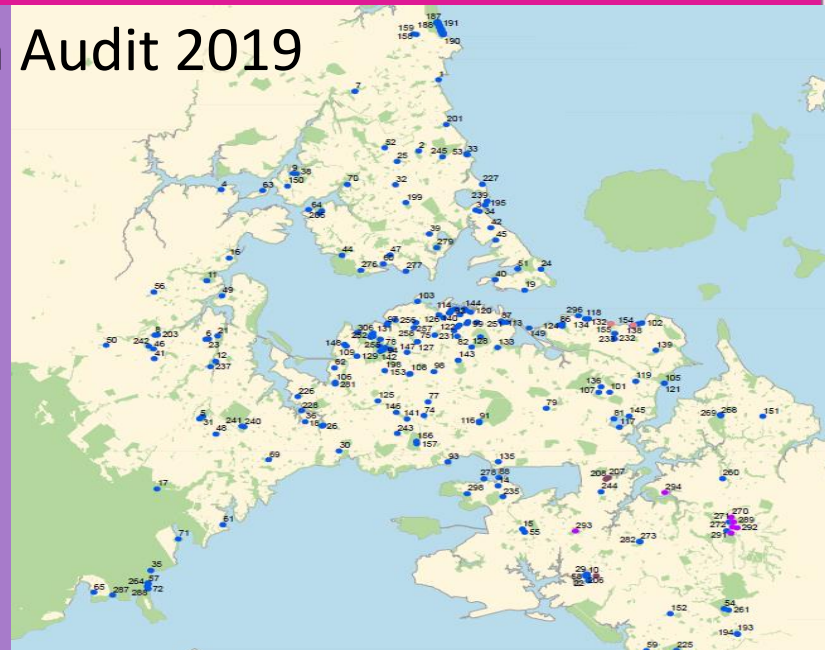


WHAT WE KNOW NOW

Wai Auckland Drinking Fountain Audit 2019

CHARACTERISTIC	YES
Functioning	96.5%
Linear water flow	85.3%
Useable	72.8%
Clean	61.7%
Vandalism	1.1%

Sample N = 282/363
(17 not on Council database)



WHAT'S NEEDED

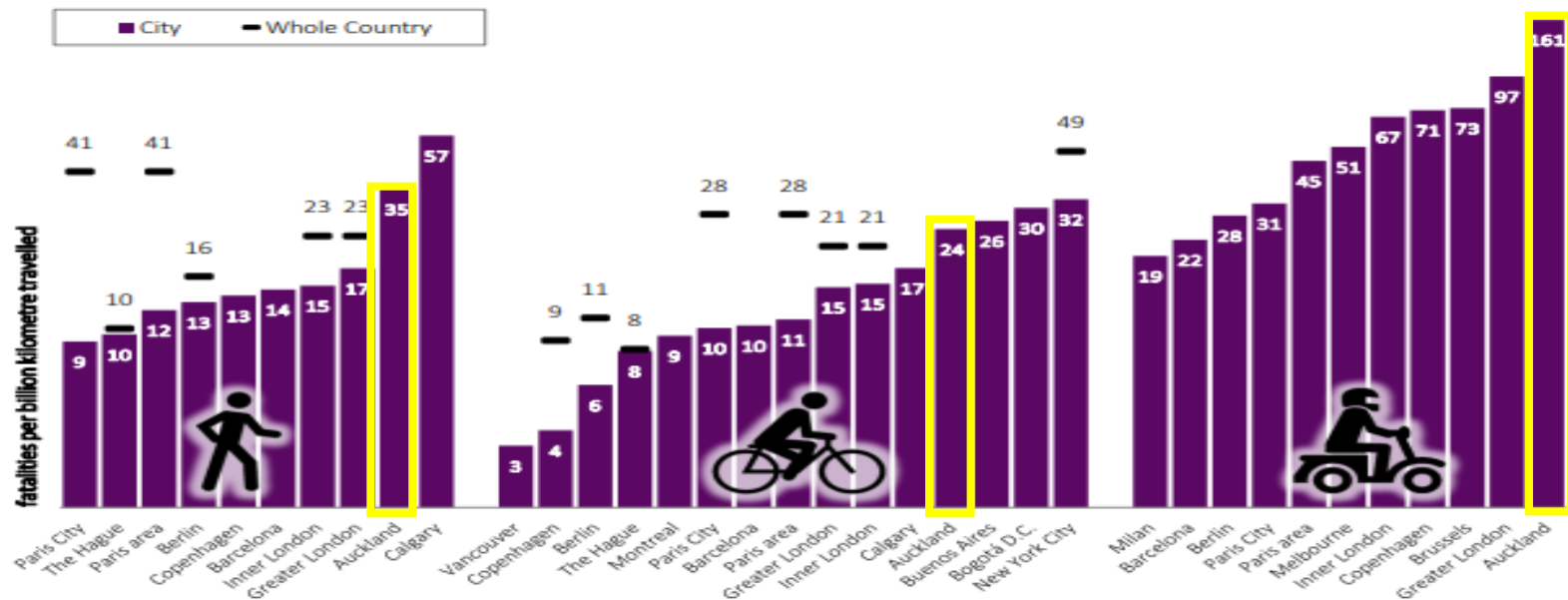
- More drinking fountains
 - in the right locations (foot traffic, high density, equity)
 - prioritised GIS targeting required
- Increased visibility/awareness
 - in process through @AklPaths business case
 - RefillNZ
- Design guidance
 - Transport Design Manual, Auckland Design Manual, Regional Public Transport Plan
- Ensuring quality/cleanliness

Vision zero and safer speeds



How Auckland compares for Safety

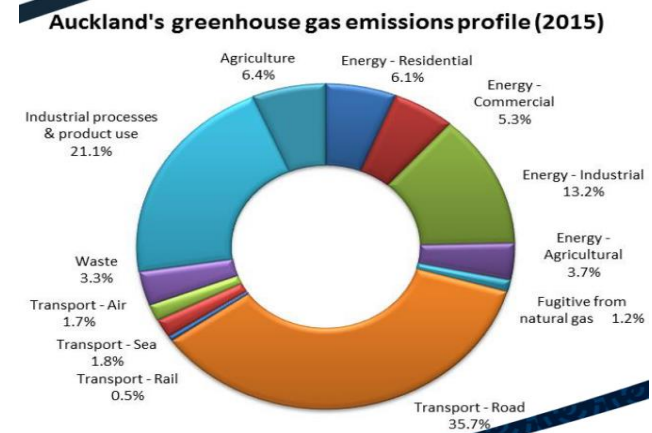
Figure 7. Risk of fatality per unit distance travelled, by mode, in cities and at country level, 2011-2015



Notes: Country-level risk figures from Castro et al. (2018). Country-level motorbike risk figures not available.

[Santacreu, A. \(2018\) "Safer City Streets Global Benchmarking for Urban Road Safety"](#)
[International Transport Forum Working Document, OECD Publishing, Paris.](#)

Reducing vehicle speed reduces harm, supports physical activity & environmental health



The background image is a vibrant, sunny outdoor scene. On the left, two children are riding scooters; a girl in a pink helmet and a boy in a blue helmet. In the center, a woman in a bright yellow coat and a man in a red shirt are walking, with a purple bicycle between them. They are on a paved path next to a grassy area. In the background, there is a large, curved white structure, possibly a water tower, and a wall covered in colorful graffiti. The sky is clear and blue.

Vision Zero for Tāmaki Makaurau

A TRANSPORT SAFETY STRATEGY
AND ACTION PLAN TO 2030



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