

91304R



NEW ZEALAND QUALIFICATIONS AUTHORITY
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Level 2 Home Economics, 2017

91304 Evaluate health promoting strategies designed to address a nutritional need

9.30 a.m. Wednesday 22 November 2017
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Home Economics 91304.

Check that this booklet has pages 2–4 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

Scenario: Poor choice of snacks and drinks

The New Zealand Food and Nutrition Guidelines state that we should choose snacks and drinks that are low in fat, especially saturated fat; and also low in salt and sugar, especially added sugar. Diets that are high in fat, salt, and sugar are associated with the rising incidence of now common health conditions such as heart disease, some types of cancer, high blood pressure, stroke, obesity, and tooth decay.

New Zealand research shows that the level of energy-dense snacks and sugary drinks being consumed is getting worse. More and more young people are suffering dental cavities and tooth decay, requiring extractions. Large numbers of young people are becoming overweight or obese, and there is a significant increase in type 2 diabetes amongst this age group.

Despite these health issues, many young New Zealanders continue to choose energy-dense snacks such as pies, chips, cakes, biscuits, lollies, and sugary drinks. These foods are high in kilojoules and can make you overweight. They also lack many of the key nutrients found in a varied diet as suggested in *The New Zealand Food and Nutrition Guidelines*.

Three community groups decide to intervene to try to curb the problem of poor snack food and drink choices being available within their communities. They come up with the following health-promoting strategies to try to address the issue.

Models of Health Promotion

The World Health Organisation's definition of **health promotion** is: "the process of enabling people to increase control over, and to improve their health". (Ottawa Charter, 1986)

Three models of health promotion that can be used to achieve effective health action are:

1. **Behaviour change**
2. **Self-empowerment**
3. **Collective action.**

Health-Promoting Strategy A: “Health Awareness Week”

The first group decides to hold a “Health Awareness Week” at the local high school each weekday from 9.00 a.m. to 7.30 p.m. during the school holidays. They invite members of the community to run activities and demonstrations for different age groups, based on healthy eating, with a special focus on healthy snacks and drinks. Attendees are asked to pay a gold coin donation (koha) on entry into the hall.

The demonstrations and activities include:

- A PE teacher talking about the importance of physical activity;
- A nutritionist running workshops on how to use the Food Switch app to read and understand food labels, and to check for healthier alternatives;
- A dentist and hygienist using videos to demonstrate good oral hygiene habits and the effects of poor oral hygiene. People who attend the “Health Awareness Week” are also offered a discounted examination of their teeth and mouths;
- Local businesses displaying posters of healthy food choices, and giving out healthy food freebies, recipe cards, and pamphlets showing healthy snacks, smoothies, and drinks.

The group runs a quiz throughout each day based on all the demonstrations and activities for any attendees who want to enter, with a winner announced at the end of each day.

Each family leaves with a goodie bag containing the “Eatwell Plate”, a toothbrush and toothpaste samples, a small pedometer, lots of recipe cards, and pamphlets on healthy snacks and drinks.

Acknowledgements

Material from the following sources has been adapted for use in this examination (accessed 24 May 2017).

Strategy A

<http://www.dentistcambridge.co.nz/services>.

Strategy B

<https://www.healthnavigator.org.nz/healthy-living/eating-drinking/healthy-recipes-library/e/everyday-meal-snack-ideas/>.

Strategy C

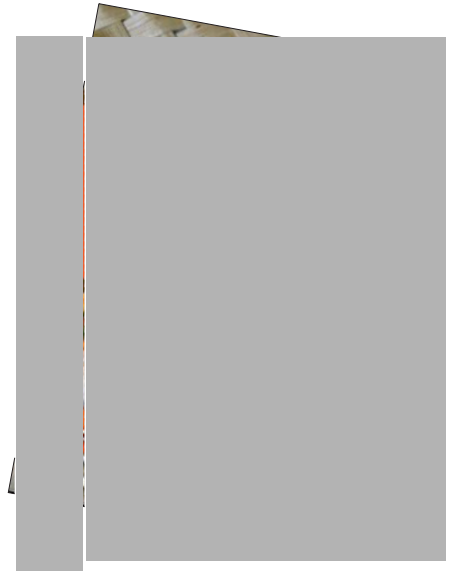
http://www.retaildesignworld.com/news/article/55e70c8be3d30-in-store-demonstration-kitchens-for-metromakro-stores-in-belgium&utm_source=RDW-Campaign-320&utm_medium=email&utm_campaign=popai-awards-winners-named&campaign_id=320&article_id=1710&hash=54aaa5a59001f.

Health-Promoting Strategy B: #OurCommunityCan Campaign

The second group decides to run a campaign named **#OurCommunityCan**. They approach the local marae and businesses (including all those that sell food) to discuss ways of selling and serving healthy snacks and drinks, in order to improve the health of the local community. As a result:

- The marae leaders will serve healthy food options and water at all of their functions;
- The local dairies will not sell pies, sausage rolls, and drinks to any young people in school uniform. They will also put all lollies, chocolates, and chips out of sight by placing them on their top shelves;
- The local supermarkets will remove lollies and chocolates from the point of purchase and reduce the price of low kilojoule snacks and drinks;
- Everyone in the community has agreed not to sell chocolates for fundraising activities, and will serve food that is low in fat, sugar, and salt at school, church, or other events.

The group also approaches local businesses to run a monthly recipe competition to come up with the best snack recipe, as well as practical tips for healthy eating. It will cost \$2 per family to enter the competition, and the winner and winning recipe will be announced at the community hall, in the evening on the last Friday of every month, from March to June. Healthy snacks and drinks will be provided during the evening for people to sample. The winning family will receive a gift hamper of healthy foods donated by the local business community, and the winning snack recipe will also be served in local cafes, supermarkets, and other places that sell food.



Health-Promoting Strategy C: A Cooking Demonstration at the Supermarket



The third group secures a place at a local supermarket to hold a cooking demonstration at 11.00 a.m. on the first Saturday of each month during spring. From time to time, the group asks a local chef to demonstrate a healthy recipe.

Those who attend the demonstration get to taste the food. Any child who attends the demonstration with an adult is offered a free piece of fruit by the supermarket.

They can also sign up to receive a fortnightly community newsletter, or email alerts that include recipes of the demonstrated healthy snacks and drinks. A contact phone number and email address are provided at the bottom of the newsletter.