

Sports New Zealand
PO Box 2251
Gisborne 4010

23 October 2020

Tēnā koe me koutou mā,

The Healthy Families East Cape appreciates the opportunity to provide feedback to create a more effective play, active recreation and sport system in the future.

Healthy Families NZ is a large-scale prevention initiative that brings community leadership together in a united effort for better health. It aims to improve people's health where they live, learn, work and play by taking a systems approach to the reduction of risk factors for major health loss and to increasing equity in health outcomes.

The goal is for all New Zealanders to enjoy health promoting social and physical environments that enable healthy food and physical activity choices, being smokefree, drinking alcohol only in moderation and increasing mental health resilience and wellbeing.

Healthy Families East Cape (as part of the wider East Cape region from Ōpōtiki, around the East Coast, to Gisborne) is one of ten chosen Healthy Families NZ communities across Aotearoa, each chosen for having some of the worst health statistics in the country.

Healthy Families East Cape is funded by the Ministry of Health and is being led by Te Ao Hou Trust. The Healthy Families East Cape Strategic Leadership Group is responsible for providing strategic direction and leadership using and championing a systems-based approach to achieve a healthier Te Tairāwhiti/East Cape in the places where we spend our time.

The Healthy Families East Cape Strategic Leadership Group is made up of representatives from across sectors and communities and includes the following members and organisations:

- Linda Steel, Te Ao Hou Trust Chief Executive (Co-Chair)
- Reweti Ropiha, Turanga Health Chief Executive (Co-Chair)
- Lyn Riesterer, Ōpōtiki District Council Mayor
- Josh Wharehinga, Gisborne District Council Deputy Mayor
- Stefan Pishief, Sport Gisborne Tairāwhiti Chief Executive
- Mel Turner, Ministry of Health Senior Portfolio Manager and Lead Healthy Families NZ
- Dorothy Taare-Smith, CCS Disability Action Senior Service Coordinator

- Amohaere Houkamou, Rongowhakaata Iwi Trust General Manager
- Nicholette Pomana, Hauora Tairāwhiti District Health Board Senior Portfolio Manager
- Alice Kibble, Gisborne Volunteers

This submission is written on behalf of the Healthy Families East Cape Co-Chairs and provides the evidence and support to ensure we continue to strengthen the health, social, economic and cultural wellbeing and aspirations of our communities.

We are happy to provide further advice and clarification on any of the points raised in our feedback.

The contact for this feedback submission is Cherish Wilkinson Healthy Families East Cape Strategic Communications Manager.

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Kind Regards,

Healthy Families East Cape Co-Chairs

Healthy Families East Cape Feedback on the Sports New Zealand Futures Project Public Consultation

Last updated: 21 October 2020

In 2019, Sport New Zealand began a project to explore the future of play, active recreation and sport in Aotearoa New Zealand to understand changes occurring, the perspective of organisations and participants, the forces that impact the sector and opportunities ahead to do things differently.

The survey is designed to collect your views on the effectiveness of current efforts to get New Zealanders engaged in play, active recreation and sport and what might need to change to create a more effective system in the future.

To what extent do you agree or disagree that the current system to get New Zealanders physically active and engaged in play, active recreation and sport is working as effectively as it should?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

What barriers or challenges are preventing the current system from working more effectively?

Policies

- There currently aren't any present national policies that prioritise and encourage the right to play. Ideally, we would want:
 - ACC safety policies around play
 - Waka Kotahi (NZ Transport Agency) policies around car speeds
 - Ministry of Health linking child health and mental health policies around play
 - Ministry of Education to adopt more play-based learning and limits homework that children are required to do
- There are also currently no regional policies that prioritise play. However, it would be great to see if:
 - Local Councils adopts a Play Strategy across the Ōpōtiki and Te Tairāwhiti regions
 - Design and building regulations incorporate play
 - Waka Kotahi (NZ Transport Agency) and Local Government enables policies that are easier to close off roads, designing play spaces for people and play, not cars
- There are present local board plans that incorporate play but they're mostly referring to playgrounds. Therefore:
- Local boards should include plans that involve play in all strategic plans

Practices

- Urban planners and designers should include more play in their designs to make play settings more available everywhere in all communities
- Street permits are currently difficult and expensive to apply for, for neighbourhoods that want to close off their streets for playing
- At the moment, there is unknown work from key play champions in the community that may already work with their neighbourhoods to continue play
- **Resource Flows** There should be:
 - Government funding allocated to provide more community-requested resources and play settings for everyone
 - Roles specifically on play in government and other organisations with public influence
 - National play information and education accessible for all parents and providers
 - From literature:
 - Parents don't have enough time off / flexible hours from their workplaces to play with their children or supervise them while playing
 - Streets, neighbourhoods and public spaces should move to be designed for people, and not for car-centric transport purposes. This movement will not only allow for safer and more accessible spaces that see a decrease in speeding vehicles and traffic incidences, but it will also maximize play settings and play opportunities
 - Many individuals want to be a part of vibrant neighbourhoods, where we easily get to work, and access shops and services. We want to feel safe and comfortable moving around, in ways that are good for our health and take care of the planet. Tactical urbanism, that is, temporary, low-cost and community led interventions that transform urban spaces in creative ways, can be used to make quick progress by testing and piloting projects to help demonstrate their value to the community.
- Stakeholder investment has not been unlocked to create more play opportunities in communities

Relationships and Connections

- Social cohesion is required in all neighbourhoods as it has a positive relationship in providing safety and trust between parents to enable children to play outside
- Children need to know their neighbourhood to start and build friendships with local kids
- Key play champions and organisations are currently disconnected making it difficult to share learnings on leveraging and unlocking play opportunities

Power Dynamics

- Children are not always included in influencing policies, practices, investments and decisions that impact play

- Parents mostly have power over their kids on time, space and permission

Mental Modes

- Unstructured, active, self-directed, free play is not prioritised, normalised and valued by everyone in society
- Play is normally seen as playgrounds and sport
- Idea of being a “good parent” should be challenged so that:
 - Children are enabled to play unsupervised
 - Organised activities are not prioritised over unstructured play
 - More kids stay in their neighbourhood schools so that they can make friends locally and know their neighbourhood
- Ideally, kids would want to play outside with their friends, siblings and neighbours more than they would want to play with screens

Please explain what your ideal play, active recreation and sport system would look like in 15 years' time (2035).

Please tell us specifically about any features that would make it different from today's system.

Healthy Active Streets and Spaces

The Ōpōtiki district and Te Tairāwhiti has enormous potential to be fun, vibrant places where people want to live, learn, work and play. Our mahi at Healthy Families East Cape aims to provide a framework for growing the Ōpōtiki district and Te Tairāwhiti as places where we positively interact with our surroundings; we are active together and feel safer, healthier, happier and more engaged with our environments. By bringing our streets and spaces to life, we will create a successful place that works for everyone.

Safe and pleasant routes between home and key local destinations like shops, work, cafes, schools and libraries strengthen our connections with our place and each other. This is facilitated by giving people a healthy choice of how they easily move between places, and interesting things to do, see and play along the way. This focus area brings together previous work on play (including [Play in Ōpōtiki](#)), liveable spaces and lovable places and active transport, mirroring the urgent worldwide call for joint action on obesity, undernutrition and climate change (Lancet Commission Report) <https://www.thelancet.com/commissions/global-syndemic>

This way of working elevates the discussions from independent topics to be an integrated systems approach that puts the wellbeing of people at the centre of our decision making. By taking this integrated approach our solutions will positively impact our environmental sustainability and resilience, mental wellbeing, physical health and social connectedness.

Find out more about what we are doing to activate play in the Ōpōtiki district here:

www.healthyfamilieseastcape.co.nz/playinopotiki

Why is this important?

- 31% of Ōpōtiki children and/or young people do not play every day
- 69% of adults in Ōpōtiki/Tairāwhiti experience barriers that hinder them from being physically active and experience little or no physical activity

- 73.5% people in Ōpōtiki/Tairāwhiti get to work by car and only 34.8% of children get to school using active modes of transport¹

How we're creating healthy active streets and spaces

- Healthy Families East Cape has established a new Play Systems role in collaboration with Sports Gisborne Tairāwhiti for a period of 2 years. This newly appointed position will be appointed by the end of 2020 and looks to ensure play settings and play opportunities are maximized throughout the Tairāwhiti region. Both organisations recognise the role that the local Play System has in developing and sustaining healthy lifestyles in tamariki and whānau across the community.
- Healthy Families East Cape in partnership with the Play in Ōpōtiki Collective has kick started a research project into play that will inform how East Cape communities could create quality spaces and experiences to encourage children and families to move and play more. The team will be holding workshops with people who have influence on the spaces and opportunities for play, as well as holding conversations with children, parents and whānau living on the East Cape. The team will be back boning the Play in Ōpōtiki Collective to hear from a diverse range of people through this process and help build cross-sector and cross-region relationships to collaboratively address any opportunities identified. The findings will inform local planning and strategies for play and spark a region-wide conversation about the role of play in the health and wellbeing of children, young people and families. Members in the Play in Ōpōtiki Collective include: Toi Te Ora Public Health, Sport Bay of Plenty, Whakatōhea Māori Trust Board, Te Rūnanga o Te Whānau, Ōpōtiki Future Leaders, Te Ao Hou Trust and Woodlands Primary School.
- Healthy Families East Cape, endorsed by their SLG, supported the Gisborne District Council through presenting a submission on the Long-Term Plan during community consultation phase to feed up insights from our own engagement and observations throughout the community. The plan sets out the GDC's activities and priorities over the next 10 years. It explains what they're going to do and why. A generous portion of the submission concerned opportunities for residents and individuals throughout the region to be able to have more opportunities to experience active transport.
- In partnership with Cobham School, Healthy Families East Cape are working with cross-sector stakeholders to establish the school as a community Hub with the implementation of improved footpaths throughout the community, and installation of a dirt track that will see an uptake in learning to cycle, and cycle as a main means of transport/ travel. This initiative seeks to improve health and educational outcomes for tamariki and their whanau not only involved in the school, but throughout the entire Cobham community.
- In partnership with Metcon Mauri local gym in Gisborne, Healthy Families East Cape are looking to implement community-level programs that re-teach, and put the fun back in play, active transport and travel. Tairāwhiti and Opotiki are some of the highest deprived regions throughout the country, and giving whanau, tamariki and individuals the tools and space to learn to walk and cycle is imperative. This partnership, as well as in collaboration with Cobham School, looks to enhance the case for changing and improving our current natural and built environments throughout the region.

Thinking about this ideal system, which actions, initiatives or trends are you aware of today that could help get us there?

¹ Source: EHINZ. (2020). <https://www.ehinz.ac.nz/indicators/transport/active-transport-to-and-from-school/>

A healthier Aotearoa starts in the places where we spend our time. In healthier environments, children are engaged and learn better, workplaces are more productive, people are healthier and happier, and communities thrive.

Each of the ten [Healthy Families NZ](#) locations work to strengthen the prevention system through harnessing the power of locally-led collaboration. [Healthy Families East Cape](#) is one of these teams implementing the approach in Te Tairāwhiti and on the East Cape.

<https://www.health.govt.nz/our-work/preventative-health-wellness/healthy-families-nz>

Teams work alongside local leaders to identify, ideate and implement change to support people to make healthier choices in places where we spend our time, including; schools, workplaces, places of worship, marae, community spaces and more. Each location has chosen its own priorities for improving health and wellbeing based on the unique needs and strengths of the community it serves.

Within the Healthy Families NZ workforce is the Kāhui Māori, a collective with an explicit focus on improving equity and health outcomes for Māori, using frameworks that sit within a Māori world view, te ao Māori.

By taking a systems approach to reducing risk factors of preventable chronic disease, the approach aims to improve health outcomes and increase health equity through key focus areas; improved nutrition, physical activity and mental health, smoke-free and reduced alcohol-related harm. The ten Healthy Families NZ communities come from areas with higher-than-average rates of preventable chronic diseases such as type 2 diabetes, obesity and heart disease.

Which innovations could speed up the time it takes to reach this ideal system?

[The Water of Systems Change](#)

Based on the “inverted triangle” framework presented in *The Water of Systems Change*, this activity is designed to help individuals think systemically about social change, explore what is happening below the surface on issues they care about, and determine how they and their organizations can pursue large-scale change in a disciplined and holistic manner.

https://www.fsg.org/publications/water_of_systems_change

Mindsets for Social Innovation

The rise in demand for social innovation has caused a proliferation of how-to guides and toolkits. While these resources have spread new ways of working across the world, they often fail to delve into what we need to believe and how we need to think, to tackle the complex challenges we face today. When social innovation methods are blindly followed without the mindsets needed to implement them well, this can lead to poor outcomes and disenfranchisement. These mindsets for social innovation form the practice framework for our work in Aotearoa New Zealand – they describe our way of being in our innovation work.

<https://www.innovationunit.org/thoughts/mindsets-for-social-innovation/>

The next questions are about you and your role within the sector. Your responses will be combined with the answers from other participants and will be used to help us analyse the results.

Which of the following describes your current role within the play, active recreation and sport sector?

Please select all that apply (choose more than one)

- Work at a NSO (National Sporting Organisation)
- Work at a RSO (Regional Sporting Organisation)
- Work at a sports club (including coaching a team or volunteering in another way)
- Work at a RST (Regional Sports Trust)
- Work at a NRO (National Recreation Organisation)
- Work at a local council
- Work at a Māori organisation
- Work at a disability organisation
- Work at a play organisation
- Work at a primary school
- Work at a secondary school
- Work in academia
- Work in the play, active recreation and sport private sector
- Work at a government department
- Work in the health sector
- Other (please specify) Charitable Trust

From the below list, which reflects your role within the organisation you work for?

Please select all that apply

- Chief Executive or equivalent (submission is from the Co-Chair of the strategic leadership group, CE of Te Ao Hou Trust)
- Senior management
- Middle management
- Community sport
- High performance sport
- Marketing, communications
- Other (please specify)

In which region do you currently live?

Please select one option only.

- Northland
- Auckland
- Waikato
- Bay of Plenty
- Gisborne
- Hawke's Bay
- Taranaki
- Manawatu-Whanganui
- Wellington (& Wairarapa)
- Tasman
- Nelson

- Marlborough
- West Coast
- Canterbury
- Otago
- Southland

Which age group are you in?

Please select one option only.

- Under 18 years
- 18-19 years
- 20-24 years
- 25-29 years
- 30-34 years
- 35-39 years
- 40-44 years
- 45-49 years
- 50-54 years
- 55-59 years
- 60-64 years
- 65-69 years
- 70-74 years
- 75-79 years
- 80 years or more
- Would rather not say

What gender do you identify as?

Please select one option only.

- Male
- Female
- Gender diverse
- Prefer not to say

Which ethnic group/s do you belong to?

This may be different from your nationality or citizenship.

Please select all that apply.

- New Zealand European
- Māori
- Samoan
- Cook Islands Māori
- Tongan
- Niuean
- Chinese
- Indian
- Other (please specify)

Please enter the name(s) and region(s) of the Iwi (tribe or tribes) your organisation represents, if applicable.

Iwi name(s)

Region(s) Ōpōtiki District, Tairāwhiti

If you would like us to share the results of this consultation with you, please enter your email address below.

Please note, your email address will only be used for this purpose. If you would prefer not to share it, please leave this question blank.

[info@healthyfamilieseastcape]

END