



Rangatahi Guidelines



NOURISHING HAWKE'S BAY
HE WAIRUA TŌ TE KAI

GUIDELINE DEVELOPMENT PROCESS

Three wānanga with a group of 17 rangatahi from Flaxmere College, Wairoa College, Hastings Girls Highschool & TKKM o Te Wananga Whare Tapere o Takitimu.

- Wānanga 1 (July 2023): Information sharing and first draft.
- Wānanga 2 (December 2023): Interpreting peer feedback, guideline refinement and dissemination planning.
- Wānanga 3 (January 2024): Filming guideline videos for social media campaign.



NOURISHING HAWKE'S BAY
HE WAIRUA TŌ TE KAI

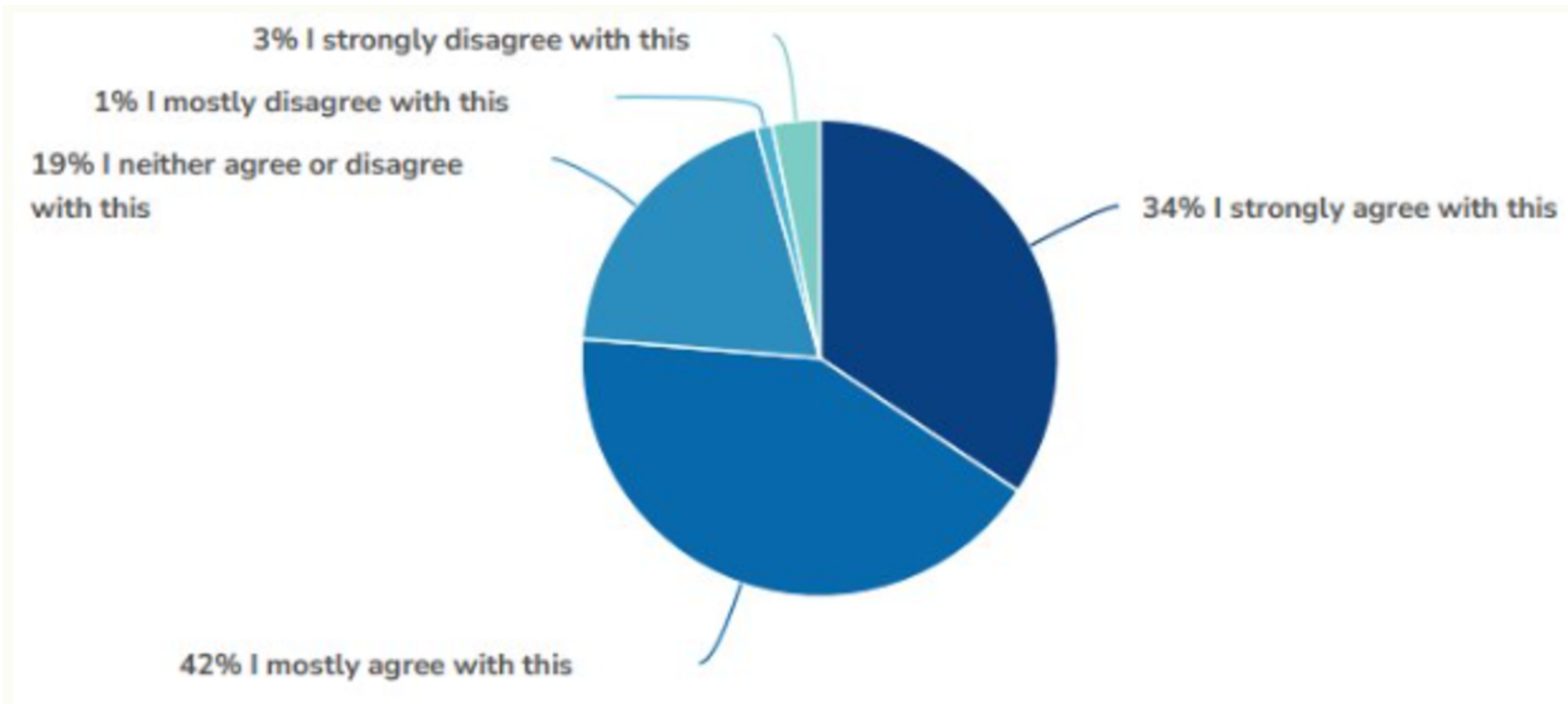
PRESENTATIONS TO RANGATAHI (WĀNANGA 1)

- Mātauranga Māori perspectives on kai
- International and NZ eating guidelines
- Māori health models - Te Whare Tapa Wha
- Health and wellbeing from a Māori perspective
- Active recreation for rangatahi in NZ
- Matariki and pūrākau



PEER FEEDBACK PROCESS (WĀNANGA 2)

Sustainable Eating: Let's build the mauri of the environment and protect the planet by trying to eat more plant-based foods and by reducing food waste and packaging waste



1. Health Benefits of Plant-Based Eating:

"Eating plant-based foods is good for the planet."

2. Environmental Sustainability:

"It's a good way to be sustainable and it helps the environment."
"To save the environment."

3. Taste and Preference:

"Plant-based food doesn't really taste as good as other foods"
"Plant based food yummy"

4. Concerns about Food Waste and Packaging:

"Reducing food waste and packaging waste will not only help our health but also help the planet."
"Why I think this is because food waste is a big thing."

5. Balancing Plant-Based and Meat Consumption:

"we need some meat to be healthy and fit."
"I neither agree or disagree as I eat both normal and plant-based foods."
"I do want to help the planet but beef is just too good to give up"



Presentations were performed at:

- Hastings Girls High School
- Karamū High School
- Flaxmere College
- Tamatea High School

Tihei Hauora, Tihei Mauri Ora

Manaora Rangatahi Guidelines for Eating



Let's build our mauri by enjoying a wide variety of natural kai for our physical health and mental wellbeing

1. VARIETY AND NATURAL KAI



Let's build the mauri of our whānau by helping with meals, eating together, and supporting each other's health

2. MEALS TOGETHER



Let's build the mauri of the environment and protect the planet by trying to eat more plant-based foods and by reducing food waste and packaging waste

3. SUSTAINABLE EATING



Let's try to eat lots of vegetables and fruit, choosing those in season which are cheaper, and locally produced where possible

4. VEGETABLES AND FRUIT



Let's try to go for whole grains like wholemeal or whole grain bread and high fibre breakfast cereal

5. FIBRE



Let's try to eat healthy and sustainable protein foods like chicken, seafood, baked beans and nuts instead of beef and processed meats

6. PROTEIN FOODS



Let's try to eat less ultraprocessed foods, which are high in fat, sugar and salt, like chips, sweets, and instant noodles

7. ULTRAPROCESSED FOODS



Let's try to drink lots of water throughout the day instead of fizzy drinks

8. WATER



Let's try to limit takeaways by eating them less frequently

9. TAKEAWAYS



Let's try to choose healthy snacks like sandwiches, fruit, yoghurt, or healthy leftovers

10. SNACKS

Tihei Hauora, Tihei Mauri Ora

Manaora Rangatahi Guidelines for Wellbeing



Let's enjoy being physically active to build our mauri with fitness, strength and mental health

11. PHYSICAL ACTIVITY



Let's get active with friends, teams, and whānau to strengthen our mauri with social connections

12. ACTIVE TOGETHER



Let's enjoy being active outdoors and experience the mauri of our whenua, our wai and the environment

13. ACTIVE OUTSIDE



Let's look up from our screens and see the real world through our own eyes

14. LOOK UP



Let's protect ourselves online if we are worried about cyberbullying by not hesitating to talk with whānau or someone we trust

15. CYBERBULLYING



Let's help our brains get ready for sleep by switching off our screens an hour before bed and doing other things like reading or talking with whānau

16. SCREEN SWITCH OFF



Let's make sure we get 8-10 hours sleep each night

17. SLEEP



Let's connect with our tūrangawaewae - a place to belong and feel safe; the place where we have rights but also responsibilities

18. TŪRANGAWAEWAE



Let's show respect and treat others how we want to be treated

19. RESPECT



Ko te pae tawhiti - whāia kia tata, ko te pae tata - whakamaua kia tina. (Chase your opportunities and strive to achieve goals)

20. ASPIRATIONS



2. MEALS TOGETHER

Let's build the mauri of our whānau by helping with meals, eating together, and supporting each other's health

EXPLANATION:

The act of eating kai together, with our whānau or friends, is an important part of establishing positive rangatahi attitudes towards healthy eating through strengthening our social connections (5-6). Helping out with food preparation is another way in which we can strengthen our social connections and whanaungatanga in our whānau (7). The modelling of positive eating behaviours to whānau can also influence the quantity and quality of healthy foods eaten by rangatahi – highlighting the importance of engaging in healthy eating patterns together (8).



14. LOOK UP

Let's look up from our screens and see the real world through our own eyes

EXPLANATION:

Excessive screen time can harm the cognitive development of our tamariki and rangatahi, with studies indicating negative effects on the physical structure of the brain in youth (48-49). There are also physical impacts of excessive screen time, including strained eyes, reduced sleep quality and increased risk factors for heart disease and depression (50). Although devices can offer another way to strengthen our social connections, it is important that we manage our usage to look after our hauora and strengthen our real-world social connections with whānau and friends.

MANAORA RANGATAHI GUIDELINES CAMPAIGN

20 week social media campaign targeting rangatahi across Aotearoa.

- 20 guideline videos released on a two per fortnight basis.
- Manaora Rangatahi 'Challenge' with hoodies as prizes to encourage uptake and engagement.

The completed campaign reached **>490,000 individual accounts**, with **>1.37 million impressions**. There was a total of **13,352 positive engagement actions** (likes, saves, comments, and shares) and an overarching **engagement rate of 2.7%**



NOURISHING HAWKE'S BAY
HE WAIRUA TŌ TE KAI

CAMPAIGN ANALYTICS

Instagram

- Reach: >16,000 accounts
- Followers: 233
- Profile activity: >1,300
- Engagement rate: 5.4%

TikTok

- Reach: >423,000 accounts
- Followers: >2,600
- Total likes: 9,555
- Engagement: >6000



NOURISHING HAWKE'S BAY
HE WAIRUA TŌ TE KAI

LAUNCH OF CAMPAIGN

- Media coverage by Te Karere, BayBuzz, radio Waatea and Te Pūkenga EIT.
- Attendance from local representatives across the education and health sectors.
- Presentation and Q+A by the Manaora rangatahi group.

Trailer: <https://youtu.be/lzx1vzMM-pk?si=qk-8JjFtfzblNZ3Q>



NOURISHING HAWKE'S BAY
HE WAIRUA TŌ TE KAI

MOVING FORWARD

- Engaging secondary audience - resource development
- Continued engagement with rangatahi rōpu and broader rangatahi group
- Potential partnerships with community groups for programme pathways
- Wrap-up wānanga for evaluation of project with rangatahi



NOURISHING HAWKE'S BAY
HE WAIRUA TŌ TE KAI



HE WAIRUA TŌ TE KAI