

“Farming looks mighty  
easy when your plow is a  
pencil & you’re a  
thousand miles from the  
corn field” Dwight. D. Eisenhower

Lessons from the Whanganui  
*Grab A Bite That’s Right*  
Programme

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# *Grab A Bite That's Right*

- Programme started in 2006
- HEHA Innovations Fund
- Partnership between Whanganui Regional Primary Health Organisation and Whanganui District Health Board
- Community approach

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# Context

- Whanganui DHB pop: 63, 600
- 22% Maori (approximately 14,119 people)
- Overall a high level of deprivation
- Five iwi in the DHB region



Source: Whanganui District Health Board Health Needs Assessment 2005

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# Programme Aim

- To increase the affordability and accessibility of fruit and vegetables to Maori, Pacific Island and high needs communities
  - using settings relevant to target groups
  - capacity building approaches
  - multiple activities with a strong focus on gardening and free plant distributions



# Evaluation Focus

- Qualitative and quantitative approaches
- Three out of 14 activities were evaluated
  - plant distribution
  - knowledge building workshops
  - community garden

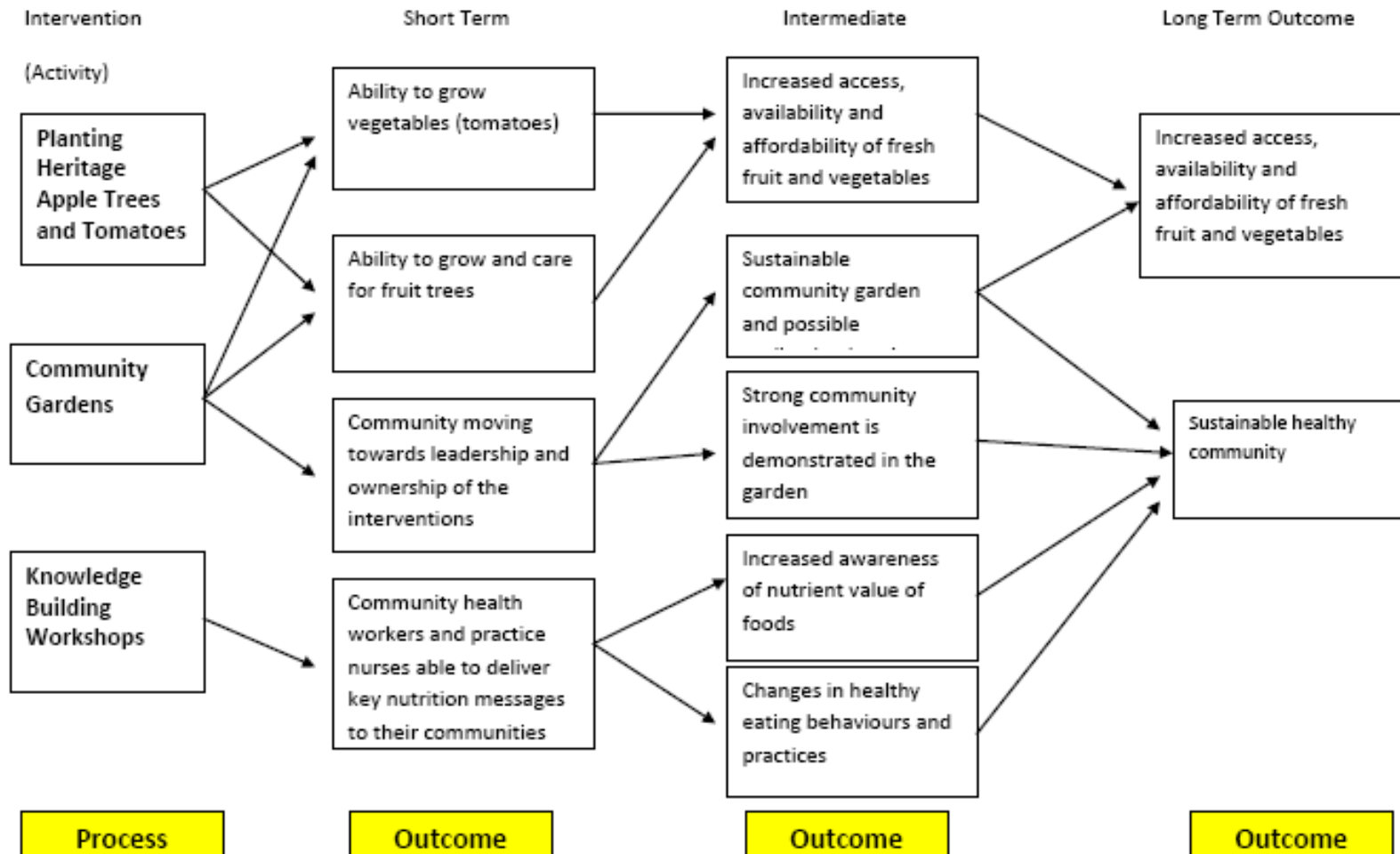


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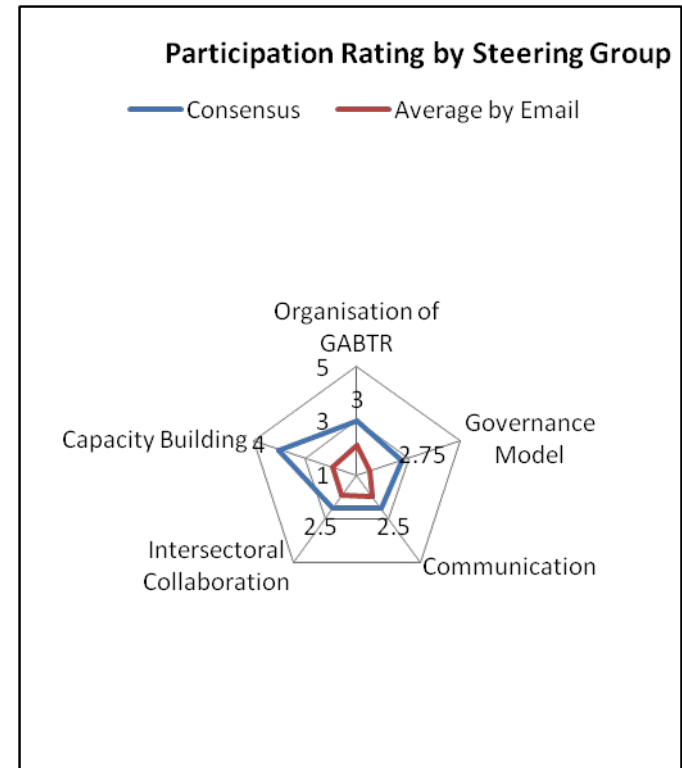


# GABTR Evaluation Logic Model



# Evaluation Methods (1)

- Face to face and phone interviews
  - stakeholders
  - workshop attendees
  - plant recipients
- Focus group with the Programme Steering Group



# Evaluation Methods (2)

- Programme documentation review
- Email survey
  - workshop attendees
  - plant recipients
  - Marae
  - early childhood centres
  - schools
  - Māori health providers

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# Evaluation Findings

- Successful intersectoral and community collaboration for plant distribution
- Complexities of setting up a community garden led to the adoption of new approaches
- Valuable lessons learnt by stakeholders regarding community development







# Short Term Outcomes

- Ability to grow tomatoes
- Increasing community leadership and ownership of the interventions
- Community Health Workers and nutrition messages

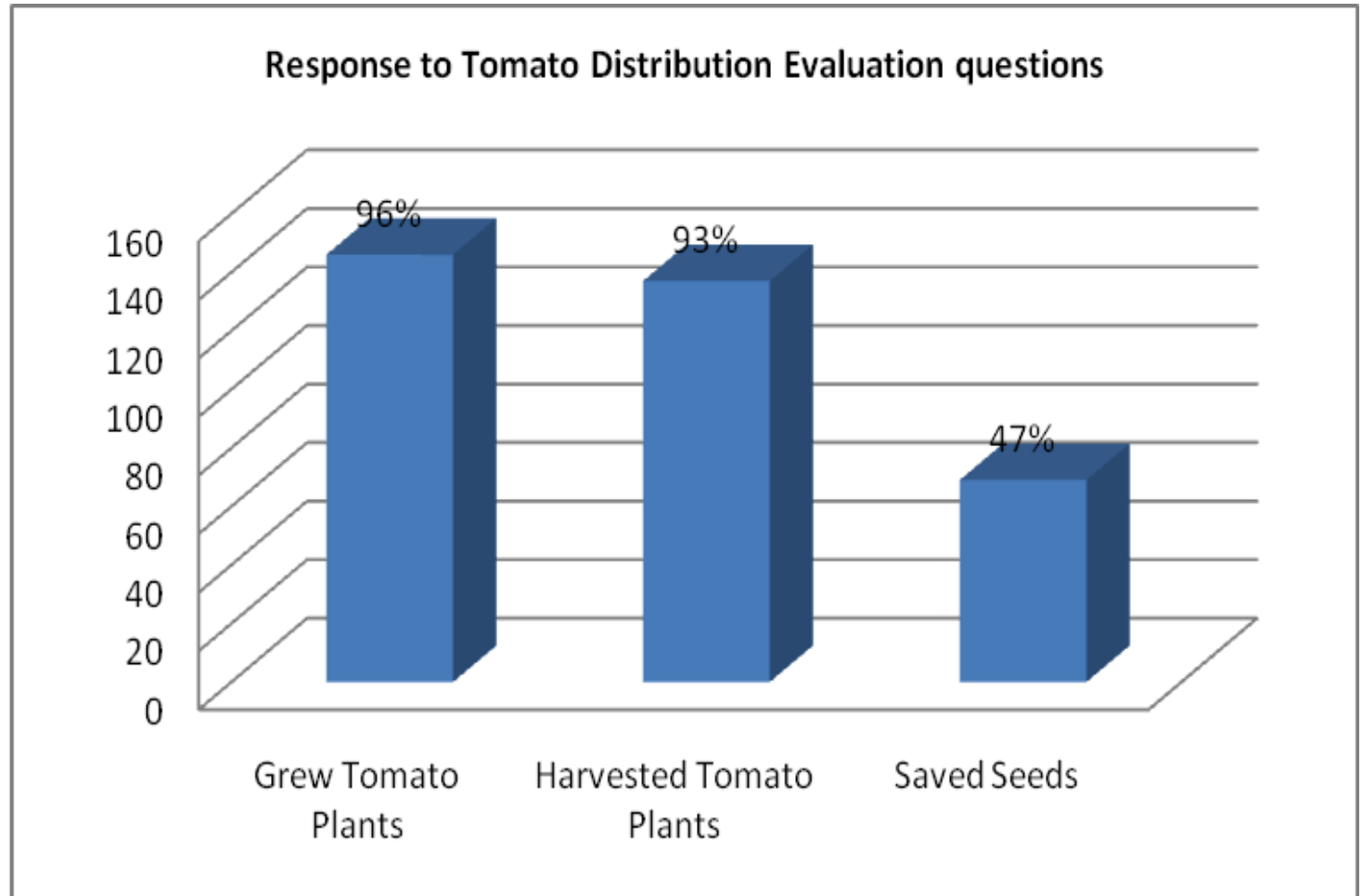


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# Ability to Grow Tomatoes



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# Community Leadership & Ownership

- Plant distributions community driven from the beginning
- Community Garden
  - a health sector initiative
  - Initially broad community support
  - District Council free land lease
  - limited local community buy in
  - awareness of the need to engage local community



# Community Health Workers & Nutrition Messages

- A reasonable level of prior knowledge of health and nutrition evident
- Greatest improvement evident in the green prescription referral process
- Improved knowledge of food labels, nutrition and food groups
- Participants valued the opportunity to network

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# Challenges: Community Garden

- Top down intervention
- Lack of local needs assessment
- Public park setting
- Resource & infrastructure issues



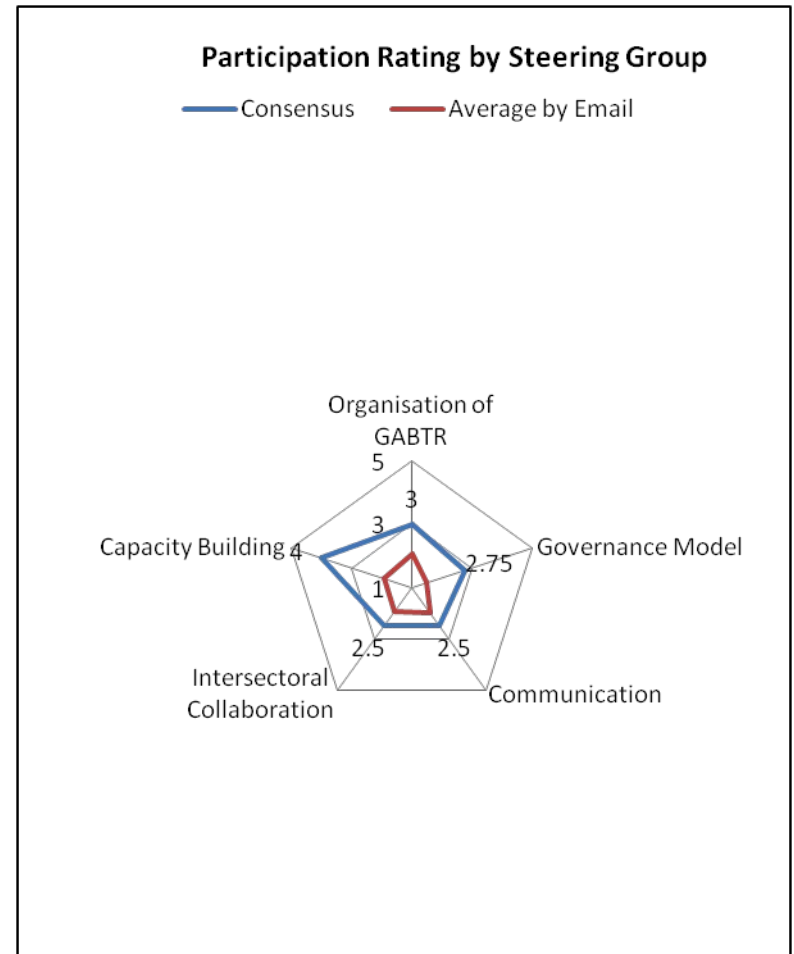
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# Challenges: Steering Group

- Passionate people
- Leadership
- Group work process
- Accountability and responsibility
- Multiple roles



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# Lessons Learnt (1)

- Clarity of expectations of all programme participants is crucial
- Developing community buy-in is an ongoing process
- The importance of building programme logic
- Community passion was an effective driver for parts of the programme

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# Lessons Learnt (2)

- Workforce development issues arose and impacted on the intervention
- Health promotion settings hold the key to sustainable community interventions
- Established social and professional networks facilitated access and engagement with target populations

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# Conclusions

- Relatively easy to design an intervention on paper, but the challenge comes in implementing it in a real world setting
- Despite the challenges, an unwavering belief in the programme and its benefits



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# Acknowledgements

- Whanganui Regional PHO
- Whanganui District Health Board
- Steering Group Members
- All participants in the programme
- Evaluation participants

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