
Goals

Goals, objectives or targets related to nutrition:

Goals

The Global Goal for NCD is to reduce NCD related premature deaths by 25% by 2025 (25 by 25). To align with this, the Cook Islands goal is to reduce the incidence of NCD by 2% per year by 2019.

Food and nutrition objectives

1. Reduce dependency of imported food and increase availability, consumption and access to local nutritious food.
2. Increase the proportion of adults (?18 years old) eating 5 or more servings of vegetables per day to 30%.
3. Reduce the proportion of overweight and obese children in the population by 10%.
4. Reduce the proportion of overweight and obese adults in the population by 10%.
5. To reduce salt intake in peoples diet to the recommended daily standard of less than 5grams per day (200mgs of sodium).

Strategies

Strategies and activities related to nutrition:

Increase availability and access to healthy food

1. Explore options on making healthier food more affordable
2. Introducing higher levies on salty and sugary foods/drinks
3. Increasing range of healthier food options available and its production for sale (prepacked and freshly prepared meals) by working with wholesalers to increase range of healthier products.
4. Promotion of home / school gardens
5. Advocating and lobbying to reduce or remove levies on fruits and vegetables to encourage purchase and consumption.
Increase awareness and knowledge of healthy food

1. Develop and introduce a Nutrition Training course for nurses, teachers, community health workers, agriculture staff and allied health workers
2. Conduct workshops/sessions with members of the community and other stakeholders using the Nutrition Training course outline developed
3. Encourage Doctors to refer complicated patients for lifestyle counselling to Dietician or Nutritionist
4. Increase of human resource in Lifestyle Clinic to allow for NCD patients education

Social Marketing

1. Promotion of healthy eating via different media channels
2. Public awareness through mass media on diet and physical activity
3. Promote collaboration with BTIB ?Go Local? campaign encouraging production and consumption of nutritious local food
4. Promote in collaboration with National Environment Services the use of biodegradable containers
5. Strengthen 5+ a day campaign including food preparation, cooking, community workshops on healthy food preparation, short TV programs on healthy cooking with some demonstrations in community settings Number of promotions
6. Production/reprinting of food/healthy eating leaflets and other IEC materials Number of IEC produced and present in workplaces, churches, meeting houses.
7. Encourage use of produce from school gardens in health lessons

Improving Household food security

1. Expansion of World Food Day to include participation from more outer islands and other stakeholders
2. Strengthening healthy food initiatives in schools
3. Developing and implementing and award system where schools who abide by the school health food policy are recognised for their efforts
4. Strengthening education and awareness of healthy eating by including nutrition in other curriculum subjects (eg. Maori, Maths, English)
5. Encourage schools to have a vegetable garden and promoting of school gardens as a means of fundraising
6. Developing and implementing an award system to recognise schools who are applying the local food day and fruit breaks in their schools

Capacity building and training of the community on healthy food preparation and consumption

1. Encouraging and assisting development of food policies for faith-based and community organizations/events
2. Training of community members to assist in delivering healthy eating programs
3. Development of Food Standards

Encouraging healthy eating in the workplace

1. Advocating for healthy food policies in all workplaces starting with government ministries
2. Policies to include local food days and fruit breaks
3. Encourage and support workplaces to establish their own healthy lifestyle programs.

4. Implementing healthy food policies to encourage local food days and fruit breaks in the workplace

5. Developing and implementing an award system to recognize workplaces who are applying the local food day and fruit breaks in their workplace

Develop and implement salt reduction strategies

1. Advocate for people to limit their intake of products high in salt and reduce the amount of salt used for cooking;

2. Integrate salt reduction into the training curriculum of food handlers;

3. Consumer empowerment and awareness through social marketing

4. Completion of Salt Survey;

5. Private sector engagement to improve the availability and accessibility of low salt products

URL link:

File upload:
COK 2015 National Strategy and Action Plan for NCD.pdf

Reference:

Policy topics:

- Overweight in children 0-5 yrs
- Overweight in adolescents
- Sodium/salt intake
- Fruit and vegetable intake
- School-based health and nutrition programmes
- Nutrition in the school curriculum
- School gardens
- Reformulation of foods and beverages
- Salt/sodium
- Taxation on unhealthy foods
- Subsidies on healthy foods
- Creation of healthy food environment
- Healthy food environment in workplaces
- Media campaigns on healthy diets and nutrition
- Nutrition counselling on healthy diets
• Food security and agriculture

Partners in policy implementation

• Government
  ○ Cabinet/Presidency
  ○ Health
  ○ Food and agriculture
  ○ Education and research
  ○ Environment
  ○ Other
  ○ Details: more
    Ministry of Health Prime Minister's Office, Health, Agriculture, Education, Infrastructure, National Environment Services, Police Department, Internal Affairs

• National NGO(s)
  ○ Details: more
    National Council of Women, Disability Council, Creative Centre, Te Ipukarea, Youth Council

• Other
  ○ Details: more
    Civil Society

Link to action(s):
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