

WHAT IS GO4YOUR LIFE?



Go 4 Your Life is the social marketing strategy we have developed for our Healthy Lifestyle programme. The aim is to change behaviour in order to achieve our vision - 'the creation of an environment where individuals and whānau are supported to achieve their maximum health and wellbeing.'



Be smokefree



Families violence free



Eat well, play well



Exercise for 30 minutes a day



Breast is best

Go 4 Your Life is about healthy living to reduce the risk of developing long term conditions - there are 4 major components

- » Smokefree living
- » Good nutrition for a healthy weight
- » Physical activity - *doing enough exercise to benefit your health*
- » Mental wellbeing - *violence free living and suicide prevention*

Without these, people put themselves at risk of developing a long term condition such as diabetes, heart disease, emphysema or depression. Wellbeing also has a profound impact on emotional health, depression and the risk of family violence and suicide.

Why do we need to take action?

Good health is not enjoyed equally across all population groups. The lifetime risk of being diagnosed with Type 2 diabetes is 1 in 4 for Maori and Pacific peoples compared with 1 in 10 for European New Zealanders. Life expectancy for Wairarapa Māori men at 68 years is 10 years less than for non-Māori men. Cardiovascular disease is the top cause of death for Wairarapa Māori (35%) and in the 45-64 years age group, 3 out of every 4 of these deaths were men.

People who live in relatively deprived areas (12% in Wairarapa) are twice as likely to die early from avoidable diseases and are also more likely to suffer from diabetes and other chronic conditions, and be admitted to hospital more often compared with the rest of the population. These people face greater barriers to accessing health services because they have greater difficulties with costs and transport than people in better off groups.

We need to level the playing field so that all our people have equal access to health care and can achieve the same health outcomes. We can do something about this by encouraging and supporting people to live healthy lives.



What is our vision?

To create an environment where individuals and whānau are supported to achieve their maximum health and wellbeing.



What are our goals?

Health Status:

- > Reduce smoking rates especially for Māori and Pacific people
- > Reduce risk of childhood diseases by increasing breastfeeding
- > Reduce risk of diabetes by reducing obesity
- > Improve screening for diabetes, heart disease, COPD and other chronic conditions
- > Improve management (reduce medication) of chronic conditions by reducing obesity and increasing exercise
- > Increase whānau/family wellbeing and reduce family violence and the risk of suicide.

Good Nutrition:

- > Increase breastfeeding
- > Include more fruit and vegetables in our diet
- > Eat less fat, less energy dense foods and sugary drinks.

Physical Activity:

- > Exercise for at least 30 minutes a day to benefit our health
- > Active Transport - walking or biking to work.

Change our environment:

- > Improve access to healthy foods
- > Provide access and opportunities to increase physical activity through urban design
- > Reduce secondhand smoke in family and public places
- > Work towards more Healthy Homes.

How will we get there?

- > Develop **community partnerships**
- > Support a **kaupapa Māori approach towards whānau ora** - a whole society approach
- > Support **community leadership and action**
- > Develop an **effective communication strategy** to ensure that all the players work together towards the same goals
- > Change **urban design** to support a healthy environment
- > Work with **local industry** to support a healthy lifestyle
- > Acknowledge that **an individual is part of a family/whānau** (or household) that has a direct influence on environmental risks, choices and decisions

Summary

There are some critical success factors associated with achieving our goals. The first is to ensure that our vision of creating equal opportunities for everyone to enjoy good health is communicated clearly to our community. We need strong leadership and community ownership of the plans we make. The work should be tackled in small steps that will be achievable and make the best use of the resources and budgets that we have available. We should celebrate our successes along the way. If we have passion, we can make a difference.

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