

Māori Language Week 2010

“Te Mahi Kai” - The Language of Food



Māori Language Week takes place from 26 July through to 1 August 2010. The theme is “Te Mahi Kai” - The Language of Food.

Healthy Eating - Healthy Action (HEHA) or Oranga Kai – Oranga Pumau programme focuses on improving nutrition, increasing physical activity participation and achieving a healthy body weight.

Approximately 11,000 deaths in New Zealand per annum are due to nutrition related risk factors, including high blood pressure, overweight and obesity, high cholesterol and inadequate fruit and vegetable intake. HEHA provides a strategic framework for addressing these key health issues.

The priorities for the West Coast HEHA Programme include breastfeeding, Maori Community Action, lower socio economic groups, community capability, and establishing and maintaining social environments that support improved nutrition and increased physical activity. A primary focus for the coming year is on the implementation of HEHA Maori Community Action projects throughout the West Coast. These projects are designed and provided for Maori by Maori to overcome barriers to achieving healthy lifestyles. Examples included marae-based edible gardens, traditional Maori games, healthy lifestyles programmes and waka ama regatta.

The Vision

An environment and society where individuals, families and whanau, and communities are supported to eat well, live physically active lives, and attain and maintain a healthy body weight

Key Messages

- ✓ eat a variety of nutritious foods
- ✓ eat less fatty, salty, sugary foods
- ✓ eat more vegetables and fruits
- ✓ fully breastfeed infants for at least six months
- ✓ be active every day for at least 30 minutes in as many ways as possible
- ✓ add some vigorous exercise for extra benefit and fitness
- ✓ aim to maintain a healthy weight throughout life
- ✓ promote and foster the development of environments that support healthy lifestyles