



For Immediate Release

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Let's Beat Diabetes supports government plan to tackle obesity

CMDHB's Let's Beat Diabetes partnership steering group Chairman Colin Dale, welcomes the launch of Mission-On, a government initiative to promote healthier lifestyles amongst young Kiwi's.

"It is encouraging to see the government investing \$67 million to target this age group. These young people are making decisions and developing habits about nutrition and exercise that will mould their health and wellbeing for the rest of their lives," says Mr Dale.

Mission-On was developed due to the fact that 50% of New Zealanders are now overweight or obese – 30% of children are classified the same. The programme aims to give children and young people the tools to improve nutrition and increase physical activity by considering the wider environmental, socioeconomic and societal factors that undermine healthy lifestyles.

"Mission-On has a real synergy with Let's Beat Diabetes," says Chad Paraone, director of the Let's Beat Diabetes programme. "For the past 2 years in Counties Manukau, we have been driving a broad action plan aimed at tackling the Type 2 diabetes epidemic that is hammering the Counties Manukau region - much of which comes back to tackling obesity," he says.

"This national support will help strengthen the great work we're already doing on the ground."

Let's Beat Diabetes is a five year plan with funding and service commitments worth millions being contributed from all parts of society. "We are building a campaign across Counties Manukau that includes around 60 different projects and initiatives, with leadership from local people and organisations, based around existing activities and new ideas - all to tackle obesity and Type 2 diabetes at the local level".

"We have buy-in and support from organisations ranging from Counties Manukau DHB, to the Manukau City Council, Counties Manukau Sport, schools, Maori and Pacific communities, primary health, central government agencies, Auckland Regional Public Health, the food industry – the list goes on and on," says Mr Paraone.

"Community organisations are coming on board and taking some ownership. The sheer volume of initiatives and collaboration between all parties is building huge community momentum. Counties Manukau is gearing itself up to make gains against obesity and Type 2 diabetes that no other part of the country has managed yet".

The success of the programmes will ultimately be dependent on community ownership, partnerships and action, says Colin Dale.

“At the end of the day, it all comes down to the families, the communities and the organisations of Counties Manukau to play their part in bringing about healthy, active lifestyles within their family and community,” says Mr Dale.

“The broad range of Let’s Beat Diabetes partners is growing and has a good head of steam up, but we still want to find and welcome other groups and organisations who are keen to join this fight. Together we can beat obesity and diabetes.”

Background:

Let’s Beat Diabetes is a five year, district-wide plan aimed at preventing Type 2 diabetes, slowing the disease progression, and improving the quality of life for people with diabetes in Counties Manukau.

For more information about Let’s Beat Diabetes go to www.letsbeatdiabetes.org.nz

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