

How Community-Led Collaboration can Empower Mindset and Behaviour Change for Pacific

Mafi Funk- Tahifote¹, Yvonne Timaloa¹

¹Heart Foundation

In June 2018, Pacific Heartbeat/Heart Foundation completed phase II of a project funded by the Health Promotion Agency titled “Better Quality and Reduced Quantity for food and drinks in Pacific settings”. The project is in its third and final phase of a 3-year project which explores a deeper understanding of engaging with Pacific families and communities towards improved health and well-being.

Phase I project learnings highlighted that despite the increasing prevalence of obesity and obesity-related illnesses amongst Pacific families, Pacific people did not perceive or prioritise physical health as an issue to be addressed.

Phase II aimed to inform and empower Pacific families, providing them with the knowledge and understanding of why holistic healthy lifestyle changes are needed and equipping them with some tools for change. To achieve this, collaboration was critical to the project’s progress and effectiveness. Collaboration with the Pacific family/community is the foremost important step to enable intra and inter-sectoral collaboration to be more effective and meaningful.

In collaboration with Pacific families we developed an evolving intervention programme using nutrition and physical activity initiatives to help empower mindset shift and behavioural changes. Other collaborations included use of Zumba instructors, budgeting and finance advisors and use of a video producer.