

HE PĀTAKA MAROHI

A cross-sectoral approach to addressing
reliable access to vegetables and fruit



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Objectives:

Less than 40% of all Māori households have reliable access to food (Ministry of Health, 2012).



Intervention:

- Forty households (n=189 participants)
- All households were provided with free VF for three months
- Half of the participants were offered eight food workshops



Results:

88% of VF delivered was consumed.



Conclusion:

- Trusted relationships (academic-TWMT-community)
- Resolve to modify the research process and design

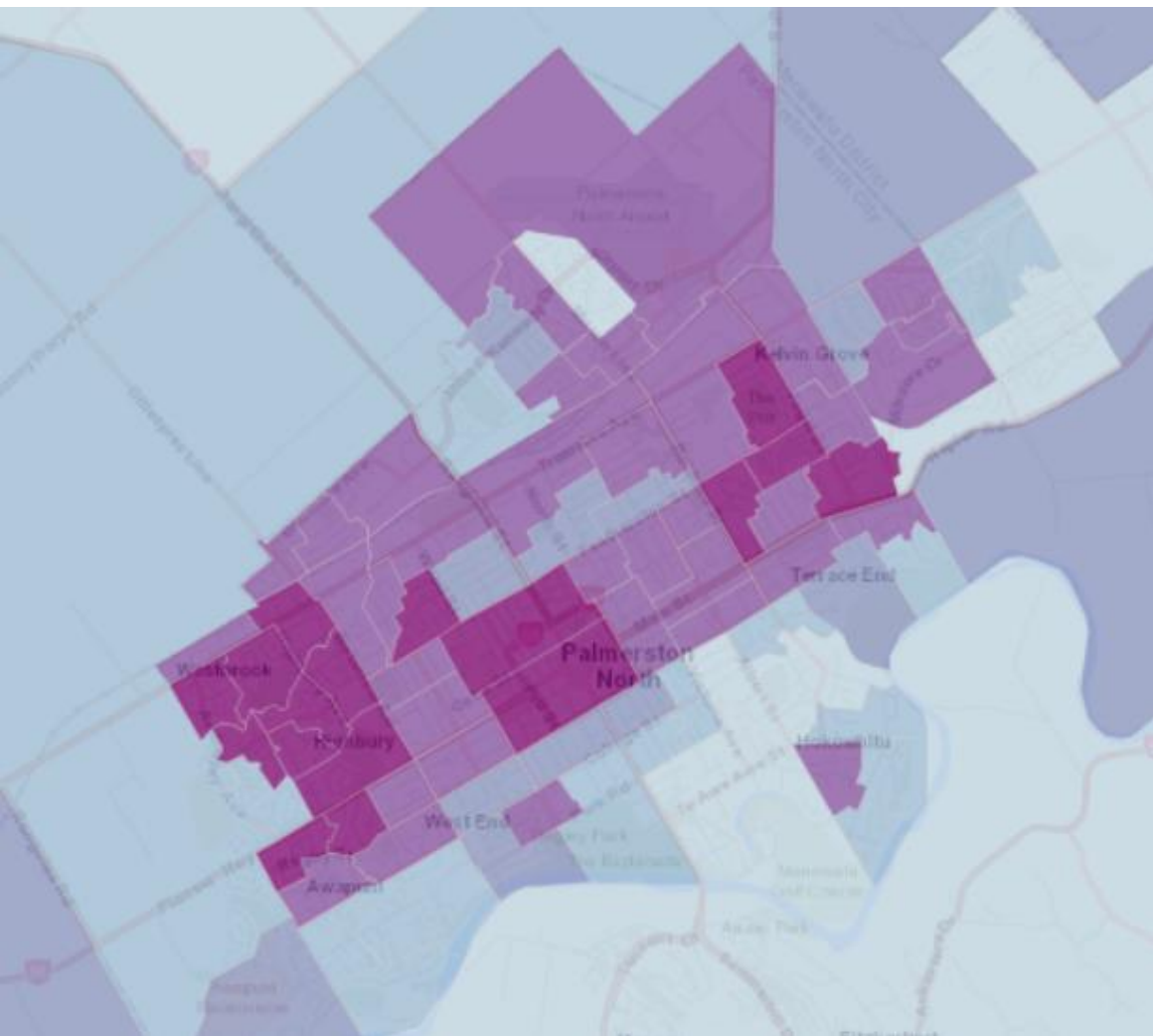
- Fish n chip shop
- Bakery
- Liquour store
- Dairy
- Four square
- New World (1.6kms)





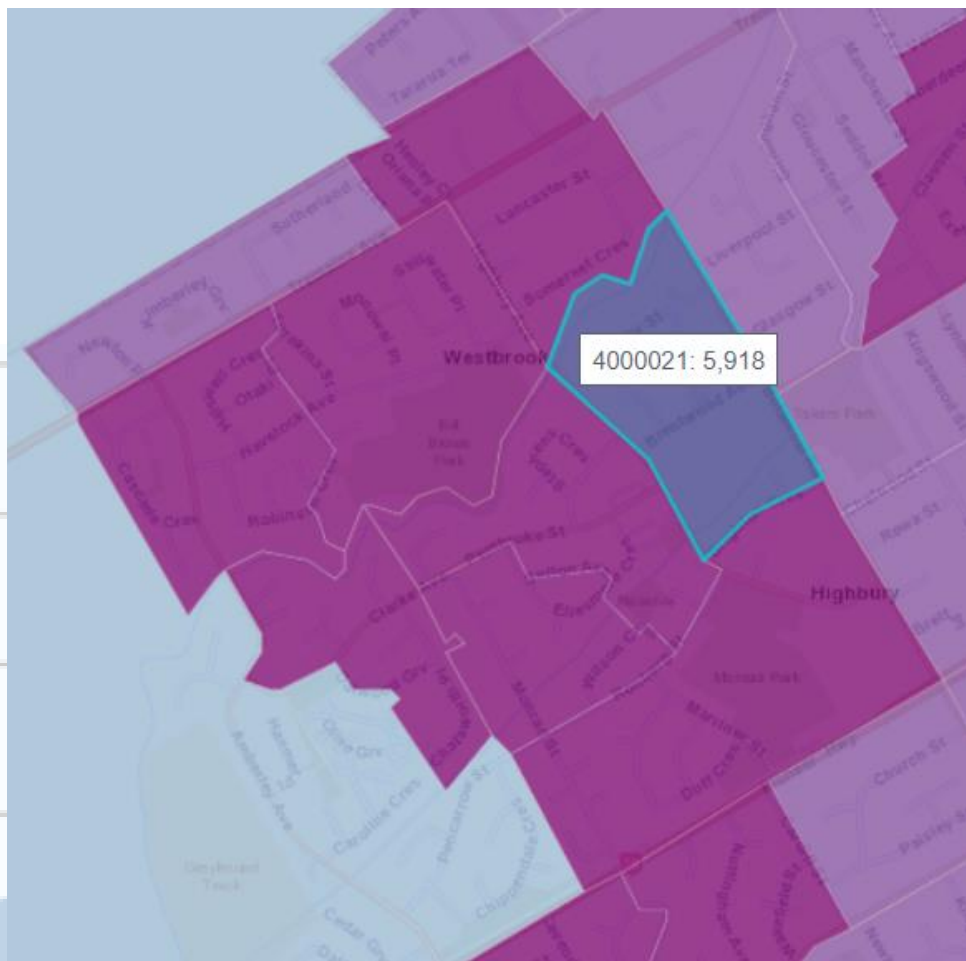
"Cheaper to eat fish & chips"





***"Whenever we go to
Countdown I always make
sure the kids grab a piece of
free fruit each"***

http://www.imd.ac.nz/NZIMD_Single_animation_w_logos/atlas.html



"We struggle over school holidays because the kids get their fruit at school"



**Te Wakahuia Manawatu Trust,
Hauora, Nau Mai Haere Mai**



Hui #1 – Whanaungatanga



**Te Wakahuia Manawatu Trust,
Hauora, Nau Mai Haere Mai**



Hui #1 – Whanaungatanga
Hui #2 – Mana



**Te Wakahuia Manawatu Trust,
Hauora, Nau Mai Haere Mai**



Hui #1 – Whanaungatanga
Hui #2 – Mana
Hui #3 – Kotahitanga



- Tohu competition
 - 1st place \$200
 - 2nd and 3rd place \$100



- Tohu competition
 - 1st place \$200
 - 2nd and 3rd place \$100
- **BBQ Introduction**



adidas





***" We hadn't eaten Oranges and
Banana's in ages because they're
too expensive"***



***"We've never eaten chickpeas
before"***



***"I gave half of everything to my
aunty who has 10 children"***



***"I like being able to pick fresh
salad leaves as they grow"***



"We can grow our own Puha so easy and for free"



"We add the chickpeas in the mince patties and beans in the stews, it makes it go so much further"



"It'll be good if Government subsidised F'n'V for beneficiaries & low income earners"



***"There needs to be cheap
F'n'V shops in communities
like (ours)"***



***"I would love to grow veges
but I don't have the time, fruit
trees in the community would
really help"***

He pātai?

