

The Tick Update

An update for health professionals



Pick the Tick

www.pickthetick.org.nz

Promoting the Tick to Pacific people

In September 2006, research was conducted to evaluate the effectiveness of the Tick Programme as a guide to healthy food choices for Maori, Pacific and low-income peoples.

This research was undertaken by the Department of Public Health, University of Otago¹ and funded by the Heart Foundation.

The research suggested that the Tick Programme is rarely used by Maori,

Pacific and low-income peoples. 'This is due to the relative absence of the Tick on the low cost food they purchase, lack of time to read labels, lack of information about the programme and shopping habits'.

In response to this research, the Tick Programme is launching a comprehensive educational and promotional campaign in February 2008 targeting Pacific Island communities. The **'Shop Right- Eat Right- Feel Right'** campaign has been designed

to make the Tick more relevant for Pacific communities and has been developed in partnership with Pacific Islands Heart Beat (PIHB).

This has been achieved by using Pacific imagery and focusing on selected food products that are commonly used by Pacific people. The Tick brochures have been translated into the Samoan and Tongan languages and PIHB will use the materials as part of their nutritional education programmes. A radio promotion with NiuFM will start in early February along with a public relations and advertising campaign.

The campaign focuses on encouraging Pacific people to choose healthier choice Tick products within some common food categories. For example, if a family of four consume five litres of milk per week for a year, the switch to a reduced fat Tick milk would mean the family would consume only 780g of saturated fat per year compared with 5460g if using standard dark blue top milk - a saving of nearly 4.7 kg of saturated fat. This small shift can make a big difference.

Following on from the Pacific Island educational/promotional programme will be a similar campaign targeting Maori communities (later in 2008).



¹ Evaluation of the Effectiveness of 'Pick the Tick' as a Guide to Healthy Food Choices for Maori, Pacific and Low-income Peoples, September 2006. Department of Public Health, Wellington School of Medicine and Health Sciences, University of Otago. Researchers: Tolotea Lanumata, Jo-Ani Robinson, Louise Signal, Aliitasi Tavila and Jenny Wilton.



Tick Shopping List

The new **Tick Shopping List** is now available – a popular resource consisting of a comprehensive and illustrated list featuring all Tick products listed under easy-to-understand food categories.

The **Tick Shopping List** explains the terms Tick 'everyday' foods and Tick 'occasional' foods and highlights types of 'occasional' foods with the Tick.

Also new is the **Tick Guide to Healthier Eating**. This brochure complements the **Tick Shopping List**, includes key facts about the Tick and useful comparison tables so consumers can compare a Tick product with a typical non Tick product in the same food type.

This booklet explains how to choose Tick foods as part of a balanced diet with quick reference guidelines for each food category.

To order supplies of the **Tick Shopping List**, **Tick Guide to Healthier Eating**, Pacific brochures, promotional posters and/or brochure stands visit www.pickthetick.org.nz and visit the industry/health providers section or email contacttick@nhf.org.nz

Tick Foods Raising the Bar on Nutrition

Over the past three years the nutrition standards foods have to meet to carry the Heart Foundation Tick of approval have been made tougher.

There are specific Tick nutrition standards for over 50 different types of food and almost all of these have now been made stricter with nutritional standards introduced for saturated fat, trans fat and energy being phased in over the last three years.

By the end of this year the majority of Tick food types will be on-shelf with improved nutrition standards.

The National Heart Foundation Tick Programme focuses on reducing negative nutrients such as saturated and trans fats and sodium, as well as reducing energy density. The Tick Programme also increases positive nutrients like calcium and dietary fibre across many Tick categories.

The Tick Programme continues to introduce criteria for new food types. In the last 12 months several new Tick categories have been introduced, including dips and relishes, 'shelf stable' fruit and cream alternatives.

Tick and the Food and Beverage Classification System – how do they fit together?

The Ministry of Health Food and Beverage Classification System (F&BCS) and the Tick Programme have some consistencies. There are, however, some key differences between the two systems.

In simple terms, the Tick Programme has been designed for the general, healthy population and highlights healthier food choices by food type, primarily on packaged foods sold in supermarkets. The F&BCS, on the other hand, is designed for children and young people aged six months to 18 years in the school and early childhood education setting.

The F&BCS identifies the frequency that foods should be eaten in schools by categorising them as 'everyday', 'sometimes' or 'occasional'. The Tick Programme identifies healthier food choices within a food type i.e. foods that meet the Tick standards for that particular type of food.

Foods with the Tick fit into two main groups – Tick 'everyday' foods and Tick 'occasional' foods.

Tick 'occasional' foods can be higher in fat, salt and energy than Tick 'everyday' foods so should be limited in the diet.

The Tick Team would like to take this opportunity to wish you all a happy and healthy Christmas and a safe and relaxing holiday.