

## 5. EFFICACY AND SUPPORT FOR PARENTS AND CAREGIVERS

### 5.1 Extent to which parents and caregivers find it easy/hard to get children to eat and drink healthily and reasons why

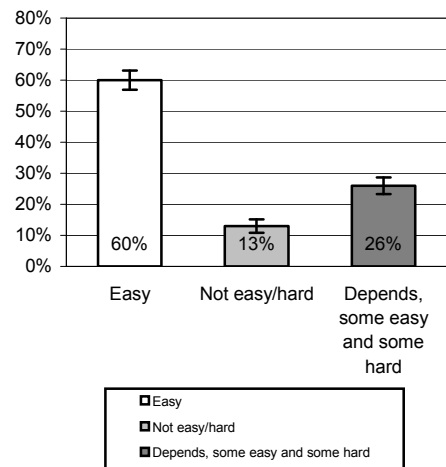
#### 5.1.1 Whether it is easy or hard to get children to eat and drink healthily

Parents and caregivers were asked whether they find it easy or hard to get their child to eat and drink healthily. The chart alongside and the tables following show their answers.

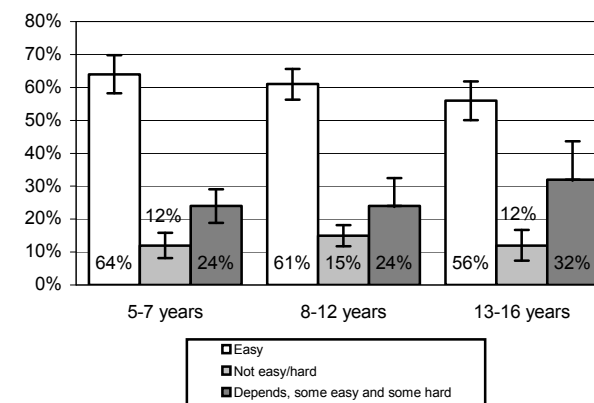
- Six out of ten parents and caregivers (60%) said that they find it *easy* to get their child to eat and drink healthily. Just over one in four (26%) said it *depends, some easy and some hard*, while 13% said *not easy/hard*.
- Parents and caregivers talking about 13 to 16-year-olds (32%) were more likely than parents and caregivers talking about younger children to say *depends, some easy and some hard* (24%, each, for parents and caregivers of 5 to 7-year-olds and 8 to 12-year-olds).
- Asian parents and caregivers (21%) were more likely than parents and caregivers of other ethnicities (Maori 16%, Pacific 17%, and European/Other 11%) to say that they find it *not easy/hard* to get their child to eat and drink healthily. Asian parents and caregivers (21%) were less likely than Pacific parents and caregivers (29%) and those of European/Other ethnicity (27%), and slightly less likely than Maori parents and caregivers (25%), to say *depends, some easy and some hard*.

### Do you find it easy or hard to get [nominated child] to eat and drink healthily?

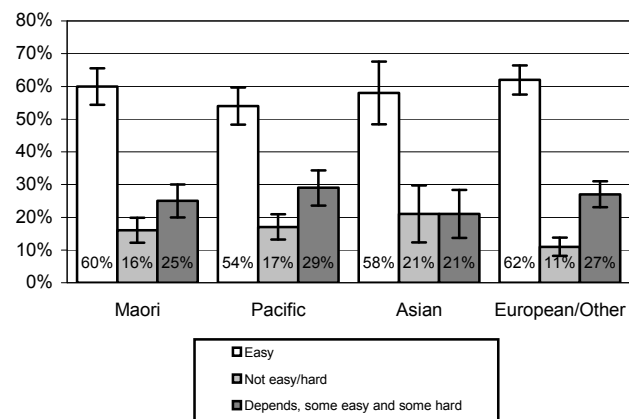
All parents/caregivers



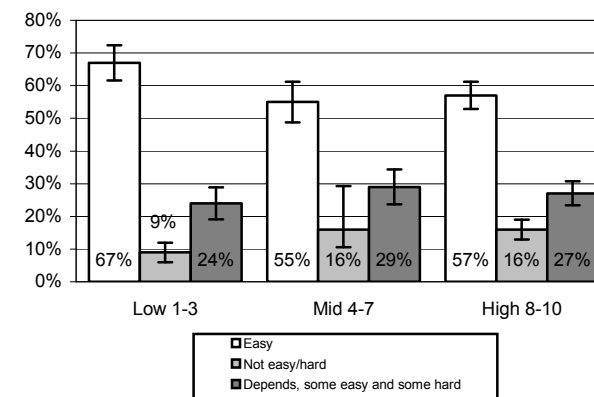
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers living in the least deprived areas (67%) were more likely to say that they find it easy to get their child to eat and drink healthily than those in areas of mid-deprivation (55%) and in the most deprived areas (57%). Parents and caregivers in the least deprived areas (9%) were less likely to say that they find it *not easy/hard* than parents and caregivers living in more deprived areas (16%, each, for areas of mid and high deprivation). Parents and caregivers living in areas of mid-deprivation (29%) were more likely than those living in the least deprived areas (24%) to say *depends, some easy and some hard*.

- Female parents and caregivers were more likely than male parents and caregivers to say that they find it *not easy/hard* to get their child to eat and drink healthily, while male parents and caregivers were slightly more likely than female parents and caregivers to say that they find it *easy*.

- Parents and caregivers aged 45 years and over were slightly more likely than those in the two younger age groups to say it *depends, some easy and some hard*.

- Parents and caregivers living in *extended families* were more likely than those living in *other households*, and slightly more likely than those in *2-parent families*, to say that they find it *easy* to get their child to eat and drink healthily. Parents and caregivers living in *other households* were more likely than parents and caregivers living in all other types of household to say it *depends, some easy and some hard*.

**Do you find it easy or hard to get [nominated child] to eat and drink healthily?**

	Gender of parent/caregiver		Age of parent/caregiver (in years)			Parent/caregiver of child aged			Location		Total
	Male %	Female %	15-34 %	35-44 %	45+ %	5-7 years %	8-12 years %	13-16 years %	Urban %	Rural %	%
Easy	66	59	60	62	57	64	61	56	61	58	60
Not easy/hard	10	14	15	12	14	12	15	12	13	13	13
Depends, some easy and some hard	24	27	25	25	29	24	24	32	26	28	26
<b>Base</b>	156	939	342	479	307	346	454	333	933	200	1133

	Ethnicity of parent/caregiver				Household composition				Total
	Maori %	Pacific %	Asian %	Euro/Other %	1-parent family %	2-parent family %	Extended family %	Other household %	%
Easy	60	54	58	62	62	59	67	57	60
Not easy/hard	16	17	21	11	12	14	14	11	13
Depends, some easy and some hard	25	29	21	27	26	27	20	32	26
<b>Base</b>	287	330	78	437	253	645	156	79	1133

- Parents and caregivers whose annual household income was between \$20,000 and \$40,000 were more likely than those whose annual household income was less than \$20,000 to say that they find it *not easy/hard*.

***Do you find it easy or hard to get [nominated child] to eat and drink healthily?***

	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Easy	61	61	58	60	67	55	57	60
Not easy/hard	12	16	13	13	9	16	16	13
Depends, some easy and some hard	26	23	29	27	24	29	27	26
<b>Base</b>	180	322	224	368	228	199	706	1133

## 5.1.2 Reasons why it is easy or hard to get children to eat and drink healthily

Parents and caregivers were asked why they find it easy or hard to get their child to eat and drink healthily.

### 5.1.2.1 Easy

The table alongside shows the top ten reasons mentioned by parents and caregivers who said that it was *easy* to get their child to eat and drink healthily.

- For parents and caregivers who said that they found it *easy* to get their child to eat and drink healthily the most commonly mentioned reasons were: *has been brought up to eat healthily* (28%), *family are all eating healthily/good role modelling* (20%), and *desire to eat healthily/likes to eat healthily* (18%).

- Parents and caregivers talking about 13 to 16-year-olds were more likely to say it was *easy* to get their child to eat healthily because of a *desire to eat healthily/likes to eat healthily*, and less likely to say it was because they had *been brought up to eat healthily* and *junk food is not available/restricted/only for a treat*, compared with parents and caregivers talking about younger children (5 to 7-year-olds and 8 to 12-year-olds).

Parents and caregivers talking about 8 to 12-year-olds were more likely than those talking about younger and older children to say the reason it was *easy* to get their child to eat and drink healthily was because the *family are all eating healthily/good role modelling*. Those talking about 5 to 7-year-olds were more likely than those talking about older children (8 to 12-year-olds and 13 to 16-year-olds) to say it was *easy* because they understand the *importance of a well-balanced diet*.

## The reasons why parents/caregivers find it easy to get their child to eat and drink healthily ... top 10 mentions

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Has been brought up to eat healthily	30	33	19	26	19	20	31	34	20	26	28
Family are all eating healthily/good role modelling ...	19	24	17	18	12	28	21	22	24	15	20
Desire to eat healthily/likes to eat healthily ...	12	17	27	9	17	24	20	20	17	16	18
Understands importance of well-balanced diet ...	20	12	15	16	16	21	14	17	17	12	15
Not a fussy eater/will eat anything/enjoys new foods	13	11	10	12	15	16	10	9	11	14	11
Not given any choice/no options/has to eat what given	7	11	12	12	8	3	11	8	10	13	10
Likes/enjoys vegetables	8	9	12	10	9	2	11	8	13	9	10
Junk food is not available/restricted/only for a treat	10	11	4	6	4	5	11	10	10	6	9
Likes/enjoys fruit	5	8	6	6	7	-	7	8	4	7	6
Loves food/loves to eat	5	4	4	9	12	7	2	1	5	8	4
<b>Base</b>	211	259	189	164	182	45	268	149	111	399	659

- Asian parents and caregivers were more likely to say it was easy to get their child to eat and drink healthily because the *family are all eating healthily/good role modelling* and that they understand *the importance of a well-balanced diet*, and less likely to say it was because their child was *not given any choice/no options/has to eat what given* and that their child *likes/enjoys vegetables*, compared with parents and caregivers of other ethnicities.

Maori parents and caregivers and those of European/Other ethnicity were more likely than Pacific and Asian parents and caregivers to say it was easy to get their child to eat and drink healthily because they had *been brought up to eat healthily*. Maori parents and caregivers were less likely than those of other ethnicities to say it was because of a *desire to eat healthily/likes to eat healthily*.

Parents and caregivers in the least deprived areas were more likely than those in more deprived areas (mid and high deprivation) to say it was easy to get their child to eat and drink healthily because they had *been brought up to eat healthily*. Those in less deprived areas (low and mid deprivation) were more likely than parents and caregivers in the most deprived areas to say that it was because the *family are all eating healthily/good role modelling* and that they understand *the importance of a well-balanced diet*.

### 5.1.2.2 Not easy/hard

The table alongside shows the top ten reasons mentioned by parents and caregivers who said that it was *not easy/hard* to get their child to eat and drink healthily.

- For parents and caregivers who said that they found it *not easy/hard* to get their child to eat and drink healthily the most commonly mentioned reasons were: *doesn't like veges/doesn't like specified veges* (19%), a *fussy eater/hard to get him to eat meals* (17%), and *she/he likes junk food, eg, pies, takeaway, chips* (17%).
- Parents and caregivers talking about 13 to 16-year-olds were more likely to say it was *not easy/hard* to get their child to eat and drink healthily because *she/he doesn't like veges* [in general or specific ones], and less likely to say it was because they *like/buy sweet foods like lollies, chocolate, biscuits*, compared with parents and caregivers talking about younger children (5 to 7-year-olds and 8 to 12-year-olds).  
Parents and caregivers talking about 8 to 12-year-olds were less likely than those talking about children of other ages to say it was *not easy/hard* because their child was a *fussy eater/hard to get him to eat meals*. Parents and caregivers talking about older children were more likely than those talking about 5 to 7-year-olds to say it was because *she/he won't eat the food I prepare/doesn't like healthy food*.

### The reasons why parents/caregivers find it not easy/hard to get their child to eat and drink healthily ... top 10 mentions

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index**			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian* %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Doesn't like veges/ doesn't like specified veges	19	15	25	18	17	24	19	23	28	9	19
Fussy eater/hard to get her/him to eat meals	22	8	27	29	7	5	19	18	13	21	17
Likes junk food, eg, pies, takeaway, chips	14	19	16	7	28	19	17	16	11	22	17
Won't eat the food I prepare/doesn't like healthy food	5	20	19	14	19	18	15	20	16	12	15
Likes/buys sweet foods like lollies, chocolate, biscuits	11	15	1	5	4	33	6	14	9	8	10
Influenced by others/peer pressure	12	8	9	13	5	10	7	4	12	10	9
Stubborn/has a mind of her/his own/ refuses to eat/try healthy food	15	7	6	16	13	4	7	8	3	14	9
Hard most of the time/some exceptions	24	2	5	9	8	3	11	12	5	10	9
Doesn't like taste/flavour of healthy food	3	11	9	1	10	22	7	17	5	6	9
Influenced by media/TV/advertising	4	12	4	6	4	8	6	9	6	7	7
<b>Base</b>	51	76	52	49	62	16	51	24	29	126	179

\* Responses of Asian parents and caregivers are not commented on in this section because of the small number saying it was *not easy/hard* (ie, the base is below 30).

\*\* Responses of parents and caregivers living in different areas are not commented on in this section because of the small number of parents and caregivers in areas of low and mid deprivation saying it was *not easy/hard* (ie, the base for both these categories is below 30).

- Maori parents and caregivers and those of European/Other ethnicity were more likely to say it was *not easy/hard* to get their child to eat and drink healthily because she/he was a *fussy eater/hard to get her/him to eat meals*, and less likely to say it was because she/he *likes junk food, eg, pies, takeaway, chips*, compared with Pacific parents and caregivers.

Maori parents and caregivers were more likely to say it was *not easy/hard* because their child was *influenced by others/peer pressure*, and less likely to mention that it was because their child *doesn't like taste/flavour of healthy food*, compared with Pacific parents and caregivers and those of European/Other ethnicity.

Parents and caregivers of European/Other ethnicity were less likely than Maori and Pacific parents and caregivers to say the reason it was *not easy/hard* to get their child to eat and drink healthily was because she/he was *stubborn/has a mind of her/his own/refuses to eat/try healthy food*.

### 5.1.2.3 Depends, some easy and some hard

The table alongside shows the top ten reasons mentioned by parents and caregivers who said it *depends*, it is *sometimes easy* and *sometimes hard* to get their child to eat and drink healthily.

- For parents and caregivers who said *depends, some easy, and some hard* when asked how easy or hard it was to get their child to eat and drink healthily the most commonly mentioned reasons were *depends on what food is available/what's on offer* (16%) and *sometimes eats healthy food and sometimes doesn't* (14%).
- Parents and caregivers talking about older children (8 to 12-year-olds and 13 to 16-year-olds) were more likely than those talking about 5 to 7-year-olds to say their child *sometimes eats healthy food and sometimes doesn't*. Parents and caregivers talking about 13 to 16-year-olds were more likely than those talking about younger children (5 to 7-year-olds and 8 to 12-year-olds) to say the reason was that their child *likes junk food, eg, pies, takeaways, chips*.
- Maori and Pacific parents and caregivers were more likely than those of European/Other ethnicity to say it *depends on what food is available/what's on offer*. Maori parents and caregivers and those of European/Other ethnicity were more likely than Pacific parents and caregivers to say it *depends* because *sometimes she/he eats healthy food and sometimes she/he doesn't*.  
Parents and caregivers of European/Other ethnicity were more likely than Maori and Pacific parents and caregivers to say it depends because their child was *influenced by others/peer pressure*. Pacific parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity to say the reason was because their child *won't eat the food I prepare/doesn't like healthy food*.

### The reasons why parents/caregivers said it depends when asked how easy or hard they find it to get their child to eat and drink healthily ... top 10 mentions

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian* %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Depends on what food is available/what's on offer	17	16	16	24	24	-	15	14	16	18	16
Sometimes eats healthy food and sometimes doesn't	6	17	17	15	9	25	13	11	18	13	14
Fussy eater/hard to get her/him to eat meals	11	12	11	15	11	7	11	11	12	11	11
Likes junk food eg, pies, takeaways, chips	4	8	15	8	7	4	11	4	10	14	9
Influenced by others/peer pressure	7	8	9	5	6	4	10	7	11	6	8
Likes/buys sweet foods like lollies, chocolate, biscuits	10	6	5	7	3	16	6	9	3	8	7
Stubborn/has a mind of her/his own/refuses to eat/try healthy food	7	8	5	5	4	21	5	7	6	6	7
Won't eat the food I prepare/doesn't like healthy food	11	3	6	2	8	26	4	12	3	2	6
Not able to monitor everything they eat/drink	<1	3	11	4	6	-	7	4	10	4	6
Likes/enjoys fruit	10	6	1	4	6	-	6	7	5	4	5
<b>Base</b>	<b>84</b>	<b>119</b>	<b>92</b>	<b>74</b>	<b>86</b>	<b>17</b>	<b>118</b>	<b>55</b>	<b>59</b>	<b>181</b>	<b>295</b>

\* Responses of Asian parents and caregivers are not commented on in this section because of the small number saying it *depends, some easy and some hard* (ie, the base is below 30).

- Parents and caregivers living in areas of mid-deprivation were more likely to say *depends* when asked how easy or hard it was to get their child to eat and drink healthily because their child *sometimes eats healthy food and sometimes doesn't*, and because they are *not able to monitor everything they eat/drink*, and less likely to say it was because their child *likes/buys sweet foods like lollies, chocolate, biscuits*, than those living in other areas (low or high deprivation).

Parents and caregivers living in the least deprived areas were more likely than those in more deprived areas (mid and high deprivation) to say it *depends* because their child *won't eat the food I prepare/doesn't like healthy food*, and less likely to say their was because she/he *likes junk food, eg, pies, takeaways, chips*.

## 5.2 Strategies used by parents and caregivers to get children to eat and drink healthily

Parents and caregivers were asked how confident they were that they could use a range of strategies to get their child to eat and drink healthily, or if they were already using these strategies. The results are shown in the tables following.

### 5.2.1 Extent to which parents and caregivers already, or are confident they can, use the selected strategies

- Around six out of ten parents and caregivers said they were already using these strategies (*already does this*). Responses were slightly lower for involving children in preparing meals (55%), getting them to help with the shopping (57%), and getting them to eat five or more servings of fruit and vegetables most days (57%).
- Most other parents and caregivers felt confident that they could use these strategies, with between one-fifth and one-quarter of parents and caregivers saying they were sure they could use these strategies (*I am sure I can*) and around one-tenth saying that they thought they could (*I think I can*).
- Few parents and caregivers said they were not sure (5% or less), they didn't think they could use these strategies (4% or less said *I don't think I can*) or that they were sure they could not use them (2% or less said *I am sure I can't*).

### Extent to which parents and caregivers already, or are confident they can, use strategies to get children to eat/drink healthily

Strategies*	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %
Eat breakfast at home, most days of the week	59	24	9	4	3	2
Eat at least one meal a day with family members on most days	58	24	9	5	4	1
Help decide what meals the family will eat	60	21	11	4	3	2
Be involved in preparing a meal	55	23	12	5	3	2
Be involved in cooking food	58	23	11	5	2	2
Help with shopping for food	57	24	11	4	3	2
Drink milk or water, rather than drinks with lots of sugar, most days of the week	62	22	10	3	2	1
Eat fried or deep fried foods no more than once a week	61	23	9	4	3	1
Eat a wide variety of healthy foods	58	24	7	5	4	1
Eat 5 or more servings of fruit and vegetables most days	57	25	10	4	4	1
Not watch TV while eating meals	61	22	8	3	4	2
Eat or drink snacks that have lots of fat or sugar no more than once a week	62	21	7	5	4	1
Eat smaller portions, if they were eating more than is good for them	62	23	7	4	2	2
Eat less each day, if they were eating more than is good for them	64	21	10	2	2	1
<b>Base</b>	1133					

\* The fourteen strategies listed here were selected after reviewing New Zealand and international literature and other programmes promoting healthy eating for children.

### **5.2.2 Extent to which parents and caregivers already, or are confident they can, use the selected strategies – by age of child, ethnicity of parents and caregivers and deprivation index**

The tables on the next three pages show the extent to which parents and caregivers were confident they could use or already use the fourteen selected strategies, firstly, by the age of the children they were talking about, secondly, by the ethnicity of the parents and caregivers, and thirdly, by the deprivation index of the areas the parents and caregivers lived in.

Parents and caregivers responses tended to be similar when analysed by these three different characteristics. The main differences that can be seen from the figures in the three tables are:

- Parents and caregivers talking about older children (13 to 16-year-olds) were generally less confident that they could use these strategies to get their child to eat and drink healthily than parents and caregivers talking about younger children (5 to 7-year-olds and 8 to 12-year-olds).
- Fewer Pacific parents and caregivers said that they were already using these strategies than other parents and caregivers. This is the case for most but not all of the strategies.
- Parents and caregivers living in the most deprived areas were less likely than parents and caregivers living in other areas to say they were already using these strategies.

Confidence that they could use these strategies also was lower among parents and caregivers living in the most deprived areas. For most of the strategies, the proportion of parents and caregivers living in the most deprived areas who said they were *not sure* they could use these strategies, they didn't think they could and they were sure they could not was higher than for other parents and caregivers.

**We would like to ask you whether you feel you could get [nominated child] to do the following:**

	Parent/caregiver of child 5-7 years old						Parent/caregiver of child 8-12 years old						Parent/caregiver of child 13-16 years old					
	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %
Eat breakfast at home, most days of the week	55	29	7	5	2	2	62	22	9	3	2	1	59	21	11	4	4	2
Eat at least one meal a day with family members on most days	57	25	10	5	3	<1	57	27	9	5	2	<1	59	20	8	5	6	1
Help decide what meals the family will eat	59	19	12	4	4	1	60	23	10	4	2	1	59	19	10	6	4	3
Be involved in preparing a meal	56	25	10	4	2	3	58	23	10	5	3	1	51	20	17	7	3	3
Be involved in cooking food	63	21	12	2	2	1	57	25	8	6	3	1	54	23	13	7	2	3
Help with shopping for food	55	26	14	3	1	1	60	23	9	5	3	<1	53	24	10	5	4	4
Drink milk or water, rather than drinks with lots of sugar, most days of the week	63	22	9	3	2	1	65	23	7	2	3	1	56	20	15	6	3	1
Eat fried or deep fried foods no more than once a week	62	26	7	3	2	<1	66	21	7	3	3	1	52	21	14	8	5	<1
Eat a wide variety of healthy foods	57	27	7	6	3	<1	64	26	5	3	2	1	52	21	10	7	7	3
Eat 5 or more servings of fruit and vegetables most days	59	25	10	2	3	1	58	27	9	4	2	<1	54	21	10	7	6	2
Not watch TV while eating meals	59	25	8	3	3	2	62	21	9	3	3	1	62	20	6	3	6	2
Eat or drink snacks that have lots of fat or sugar no more than once a week	62	18	11	4	4	1	65	21	6	5	3	<1	57	24	5	7	6	2
Eat smaller portions, if they were eating more than is good for them	63	24	5	4	1	3	66	21	8	3	2	1	55	25	8	5	4	3
Eat less each day, if they were eating more than is good for them	62	22	11	2	1	2	70	18	7	2	3	1	57	23	12	3	3	2
<b>Base</b>	346						454						333					

**We would like to ask you whether you feel you could get [nominated child] to do the following:**

	Maori						Pacific						Asian						Euro/Other					
	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %
Eat breakfast at home, most days of the week	56	22	14	3	1	3	53	26	11	5	4	1	56	19	8	9	7	2	61	24	8	3	2	2
Eat at least one meal a day with family members on most days	51	29	12	4	4	<1	56	22	9	7	4	2	62	16	9	4	5	3	59	24	8	5	3	-
Help decide what meals the family will eat	54	25	11	4	4	1	52	25	13	7	4	<1	55	21	14	3	3	4	63	19	10	4	3	1
Be involved in preparing a meal	51	25	13	5	4	2	55	22	11	6	5	2	46	16	20	8	6	4	58	23	10	5	2	2
Be involved in cooking food	56	26	11	3	2	2	49	30	11	6	3	2	48	21	13	10	6	4	61	22	10	5	2	1
Help with shopping for food	49	29	10	6	4	1	52	28	11	5	2	2	49	18	16	9	5	3	61	23	10	3	2	1
Drink milk or water, rather than drinks with lots of sugar, most days of the week	57	26	9	5	3	1	51	24	13	7	3	1	57	18	12	5	5	3	66	21	10	2	2	1
Eat fried or deep fried foods no more than once a week	63	24	8	3	1	1	53	26	9	6	5	1	59	22	11	2	4	3	62	21	9	5	3	<1
Eat a wide variety of healthy foods	57	29	7	5	1	1	54	22	9	10	4	1	62	16	6	9	5	1	59	25	7	3	4	2
Eat 5 or more servings of fruit and vegetables most days	57	24	13	2	3	1	53	25	10	8	3	1	63	17	7	6	7	-	57	26	9	4	3	1
Not watch TV while eating meals	58	26	9	3	3	1	49	33	8	4	4	3	60	15	9	8	8	-	64	20	7	3	4	2
Eat or drink snacks that have lots of fat or sugar no more than once a week	57	27	7	4	4	1	53	26	6	7	5	4	55	24	10	5	7	-	65	18	7	5	4	1
Eat smaller portions, if they were eating more than is good for them	66	19	7	3	3	2	51	26	9	10	4	1	54	22	15	3	4	3	64	24	5	4	2	2
Eat less each day, if they were eating more than is good for them	60	21	11	2	4	2	60	23	8	6	2	1	64	16	14	3	3	1	65	21	9	1	2	2
<b>Base</b>	287						330						78						437					

**We would like to ask you whether you feel you could get [nominated child] to do the following:**

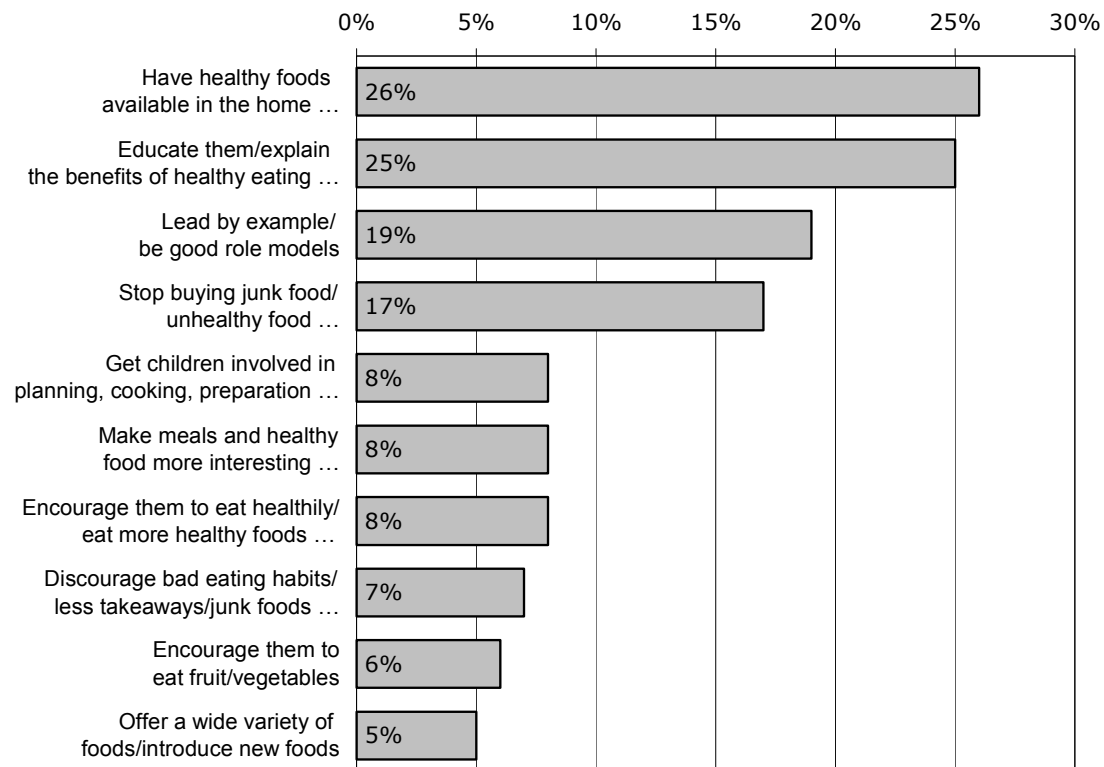
	Deprivation index 1-3						Deprivation index 4-7						Deprivation index 8-10					
	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %	Already does this %	I am sure I can %	I think I can %	Not sure %	I don't think I can %	I am sure I can't %
Eat breakfast at home, most days of the week	62	23	8	3	3	1	62	22	9	4	2	2	53	25	10	6	4	3
Eat at least one meal a day with family members on most days	59	27	8	4	2	1	62	19	10	5	4	-	53	26	10	6	4	1
Help decide what meals the family will eat	63	21	10	3	2	1	63	17	12	4	4	1	53	24	10	6	4	3
Be involved in preparing a meal	61	21	12	3	2	2	50	27	12	6	3	2	54	21	12	7	4	2
Be involved in cooking food	59	23	10	5	3	1	60	22	11	5	1	2	54	24	11	6	3	2
Help with shopping for food	57	25	13	2	1	2	58	23	8	6	3	1	55	24	10	6	4	1
Drink milk or water, rather than drinks with lots of sugar, most days of the week	62	23	10	2	2	1	67	18	10	3	1	1	57	24	9	6	4	1
Eat fried or deep fried foods no more than once a week	61	23	9	4	2	1	66	19	9	4	2	-	56	25	9	5	5	1
Eat a wide variety of healthy foods	62	26	4	3	4	1	60	20	10	7	3	1	53	27	9	6	4	2
Eat 5 or more servings of fruit and vegetables most days	60	26	7	3	3	1	57	20	14	5	4	<1	53	26	9	6	4	2
Not watch TV while eating meals	64	22	6	3	3	2	64	17	9	3	6	1	55	27	9	5	3	2
Eat or drink snacks that have lots of fat or sugar no more than once a week	67	18	7	5	3	-	65	18	5	4	7	1	52	28	8	7	3	2
Eat smaller portions, if they were eating more than is good for them	67	24	5	3	1	1	62	21	9	3	2	4	55	24	8	7	4	2
Eat less each day, if they were eating more than is good for them	68	20	9	1	1	<1	65	21	10	1	2	2	56	22	11	5	4	2
<b>Base</b>	228						199						706					

### 5.3 Other strategies parents and caregivers suggested to get children to eat and drink healthily

#### What, if any, other things could parents/caregivers do to help children eat and drink healthily ... top 10 mentions

Parents and caregivers were asked what other things parents and caregivers could do to help children eat and drink healthily. The chart alongside and the table on the following page show the top ten strategies mentioned.

- Around one-quarter of parents and caregivers said other strategies could be to *have healthy foods available in the home* (26%) and *educate them* [ie, the children] */explain the benefits of healthy eating* (25%). Just under one-fifth (19%) said they could *lead by example/be good role models*, and 17% said *stop buying junk food/unhealthy food*.



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers talking about 13 to 16-year-olds were more likely than those talking about younger children to say a strategy could be to *have healthy foods available in the home*.

Parents and caregivers talking about 5 to 7-year-olds were more likely to say role modelling – *lead by example/be good role models*, and less likely to say *stop buying junk food/unhealthy food*, than parents and caregivers talking about older children.

**What, if any, other things could parents/caregivers do to help children eat and drink healthily ... top 10 mentions**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Have healthy foods available in the home	23	22	35	24	30	22	27	26	26	26	26
Educate them/explain the benefits of healthy eating	25	25	27	22	24	34	25	24	29	24	25
Lead by example/be good role models	26	15	18	17	13	7	23	23	19	15	19
Stop buying junk food/unhealthy food	14	18	19	11	9	14	21	23	14	13	17
Get children involved in planning, cooking, preparation	10	8	6	12	6	9	7	10	6	7	8
Make meals and healthy food more interesting	8	8	6	10	5	3	8	10	5	7	8
Encourage them to eat healthily/eat more healthy foods	9	8	6	10	13	13	5	6	6	11	8
Discourage bad eating habits/less takeaways/junk foods	6	9	7	5	9	9	8	7	8	7	7
Encourage them to eat fruit/vegetables	7	5	7	7	13	9	5	4	7	9	6
Offer a wide variety of foods/introduce new foods	5	6	5	6	3	5	5	7	3	4	5
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

- Pacific parents and caregivers were more likely than Maori and Asian parents and caregivers to say a strategy could be to *have healthy foods available in the home*. Asian parents and caregivers were more likely than other parents and caregivers to say *educate them/explain the benefits of healthy eating*.

Parents and caregivers of European/Other ethnicity were more likely to say *lead by example/be good role models* and *stop buying junk food/unhealthy food* than parents and caregivers of other ethnicities.

Maori parents and caregivers were more likely than Pacific parents and caregivers and those of European/Other ethnicity to say a strategy could be to *get children involved in planning, cooking, preparation*. Maori parents and caregivers were more likely than Pacific and Asian parents and caregivers to say *make meals and healthy food more interesting*.

Parents and caregivers of European/Other ethnicity were less likely than those of other ethnicities to say *encourage them to eat healthily/eat more healthy foods*.

Pacific parents and caregivers were more likely to say a strategy could be to *encourage them to eat fruit/vegetables* than parents and caregivers of other ethnicities.

- Parents and caregivers living in areas of mid-deprivation were more likely than those in other areas (low or high deprivation) to say a strategy could be to *educate them/explain the benefits of healthy eating*. Parents and caregivers living in the least deprived areas were more likely to say *lead by example/be good role models, stop buying junk food/unhealthy food, and offer a wide variety of foods/introduce new foods* than those living in the more deprived areas (mid and high deprivation).

Parents and caregivers living in the most deprived areas were more likely than those in less deprived areas (low and mid deprivation) to say a strategy could be to *encourage them to eat healthily/eat more healthy foods*.

The main strategies parents and caregivers suggested to get children to eat and drink healthily were:

Have healthy foods available in the home/buy/cook healthy foods/give them healthy options (mentioned by 26% of parents and caregivers) ...

*"Have healthy foods in the house."* (m)

*"Having a good range of healthy foods in the cupboard."* (o)

*"Only have healthy options available in the house."* (m)

*"They should get good food at home."* (o)

*"Cook healthy food for the family."* (p)

*"Provide good food for them."* (o)

*"Just buy healthy products from the shops."* (p)

*"Get a good balance in the diet."* (o)

*"Have healthy food available all the time and cook a proper meal."* (m)

*"Have low fat snacks in the cupboard."* (p)

Educate them/explain the benefits of healthy eating/results of eating junk food/give them the tools to make the right choices (mentioned by 25% of parents and caregivers) ...

*"Explain how eating the right foods is so important."* (m)

*"Tell him what is good or bad for him."* (a)

*"Explain benefits of good healthy food."* (p)

*"We can help by educating them."* (p)

*"We watch TV programmes about obesity and good eating habits."* (o)

*"Educate him about healthy food so he can make the right choices himself."* (m)

*"Be more informed about food."* (o)

*"Show them the food pyramid."* (m)

*"Educate them by discussing the positive and negatives about food."* (p)

Lead by example/be good role models (mentioned by 19% of parents and caregivers) ...

*"Set good examples by their own eating habits."* (m)

*"Practice what they preach."* (m)

*"Parents need to set an example by what they eat themselves."* (p)

*"If they see you doing it they do it as well."* (a)

*"Show a good example."* (m)

*"Eat healthy yourself."* (m)

*"Set a better example."* (o)

*"Eat a sensible diet yourself, the children will follow what you do."* (o)

*"Model healthy eating habits."* (o)

Stop buying junk food/unhealthy food/junk food not available (mentioned by 17% of parents and caregivers) ...

*"Don't bring junk food into the house."* (m)

*"Don't buy rubbish."* (m)

*"Don't buy unhealthy foods."* (a)

*"Eliminate junk foods in the house."* (p)

*"Don't shop for junk food."* (p)

*"Don't buy unhealthy food for the house."* (p)

*"If junk food is not available then they can't eat it."* (o)

*"Don't provide unhealthy snacks."* (a)

*"Remove the bad stuff out of the house."* (o)

Get children involved in planning, cooking and preparation of food/grocery shopping/growing vegetables (mentioned by 8% of parents and caregivers) ...

*"Get them involved in preparing the food."* (p)

*"Encourage the kids to prepare and cook the food."* (p)

*"Get them more involved in cooking."* (o)

*"Take them grocery shopping and show them the healthier food."* (m)

*"Involve your child in the planning and cooking of meals."* (m)

*"Have a vege garden and get the children involved."* (m)

*"Get them involved in the decisions to buy and which meal to have."* (o)

*"Let them prepare and choose what they like to eat."* (p)

Make meals and healthy food more interesting/be creative with presentation of food/make it fun (mentioned by 8% of parents and caregivers) ...

*"Make their plates look more attractive."* (m)

*"Design a happy face on their plate."* (o)

*"Make it fun, make it yum."* (p)

*"Make it fun especially if you have a child that doesn't like vegetables."* (m)

*"Make the food fun, make it into shapes."* (p)

*"Novelty ways of preparing the food."* (m)

*"Prepare healthy food in a delicious manner."* (a)

*"Disguise food they mightn't like in something attractive."* (m)

*"Make meals more appealing."* (m)

*"Prepare fruit and vegetables in a different way to make it more interesting, eg, fruit kebabs."* (p)

*"Make healthy food fun and appealing."* (o)

Encourage them to eat healthily/eat more healthy foods/eat a balanced diet (mentioned by 8% of parents and caregivers) ...

*"Try to encourage them to eat healthy options."* (m)

*"Encourage them to eat healthy food."* (p)

*"Keep on encouraging them."* (p)

*"Encouraging to eat right foods."* (p)

*"Encourage to eat more good foods."* (m)

*"Encourage good eating habits."* (o)

*"Encouraging him to eat well."* (o)

*"Encourage her to keep eating healthy foods."* (a)

*"Encourage them to make healthy choices."* (o)

Discourage bad eating habits/less takeaways/junk food/fatty foods/sugary foods (mentioned by 7% of parents and caregivers) ...

- "Have less takeaways." (p)
- "Minimise the bad foods." (o)
- "Encourage him to eat less of fried food." (p)
- "Less sugary foods." (o)
- "Less fries." (m)
- "Discourage consumption of snacks." (a)
- "Don't buy fatty food." (p)
- "Discourage sugary and fried foods." (o)

Encourage them to eat fruit/vegetables (mentioned by 6% of parents and caregivers) ...

- "Motivate her to eat vegetables." (p)
- "Encourage them to eat apples or other fruit." (o)
- "More fruit and veges." (o)
- "Eat more vegetables." (p)
- "Serve up more veges." (m)
- "Have fruit available for children to snack on." (m)
- "Encourage him to eat more fruit and vegetables." (m)
- "Make fruit and vegetables available to him." (p)

Offer a wide variety of foods/introduce new foods (mentioned by 5% of parents and caregivers) ...

- "Prepare a variety of meals." (m)
- "Change the menu and introduce new types of food." (o)
- "Introduce them to a variety of healthy foods." (p)
- "Get them to try small amounts of new foods." (m)
- "Get them to try a wide variety of foods, then stick with the ones they like." (o)
- "Give them a choice of things to eat." (p)
- "Have a healthy variety of foods for them to snack on." (o)
- "Introduce new foods that the children have not tried." (o)

Key: m = Maori, p = Pacific peoples,  
a = Asian peoples, o = European/Other

Other strategies parents and caregivers suggested to get children to eat and drink healthily given by less than 5% of parents and caregivers were ...

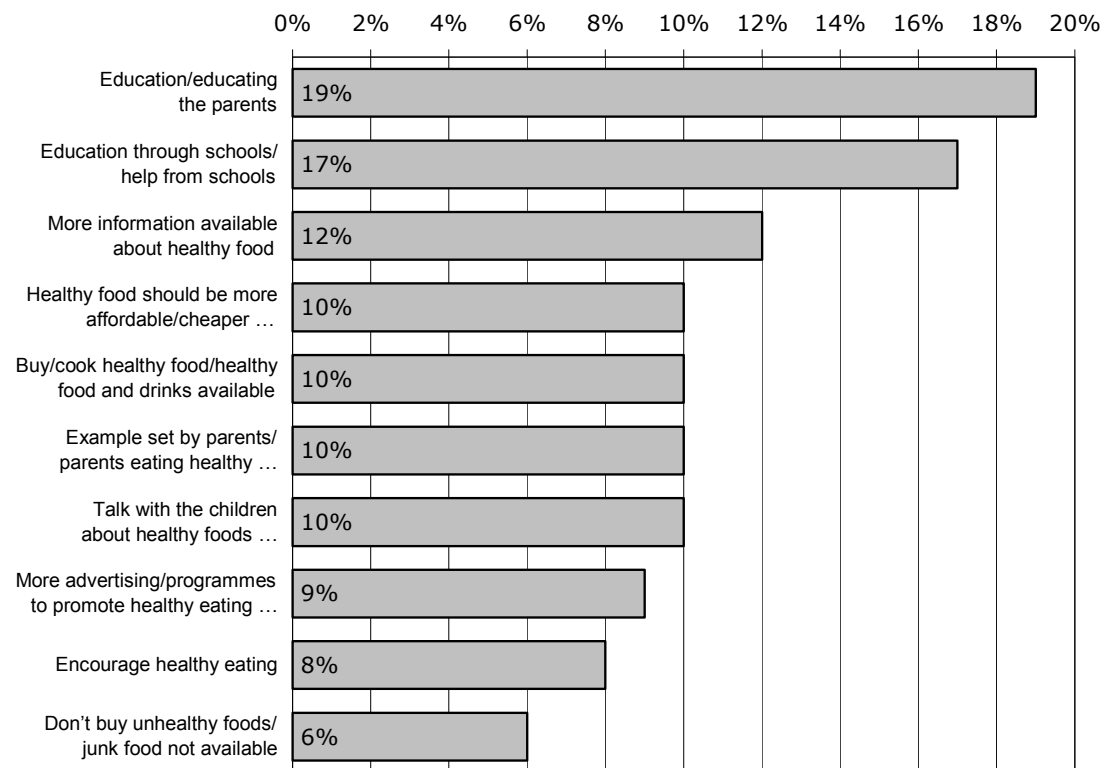
- Encourage them to drink water/milk.
- Eat meals together/families eating the same food/no TV at mealtimes.
- Offer rewards for healthy eating.
- Watch what they eat/monitor what is given to them/have control over what they're eating/how much they're eating.
- Force them to eat/drink healthily/make them do as they are told/don't give them a choice.
- Don't force them/put pressure on them to eat things they don't like/give them choice.
- Change their eating habits slowly.
- Healthy food should be cheaper/more affordable.
- Control advertising on TV/limit TV viewing.
- Prepare healthy lunches/snacks for school.
- Get them doing more exercise/sport.
- Junk food/takeaways only for a treat.
- Less fizzy drinks/limit sugary drinks/caffeine.
- Develop good eating habits from an early age.
- Nothing/we are already eating healthily.
- Read what is on the label/be aware of food content.
- Don't give the kids money to spend on junk.
- Have regular meals.

#### 5.4 Support parents and caregivers need to get children to eat and drink healthily

#### What kind of help do you think parents/caregivers need to get children to do these kind of things to help them eat and drink healthily ... top 10 mentions

Parents and caregivers were asked what kinds of help they think they need in order to use strategies that will get children to eat and drink healthily. The chart alongside and the table following show the top ten things mentioned.

- Just under one-fifth (19%) of parents and caregivers said the types of support they needed included *education/educating the parents*, while 17% said *education through schools/help from schools*. Just over one-tenth (12%) of parents and caregivers suggested there should be *more information available about healthy food*. One-tenth (10%, each) of parents and caregivers said *healthy food should be more affordable/cheaper*, they should *buy/cook healthy food/healthy food and drinks available*, they should be good role models – *example set by parents/parents eating healthy* – they should *talk with the children about healthy foods* – and they should *talk with the children about healthy foods*.



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers talking about 13 to 16-year-olds were more likely to say the support they needed included role modelling – *example set by parents/parents eating healthy* – and that they should *talk with children about healthy foods*, and less likely to mention *more information available about healthy food* than parents and caregivers of younger children.

- Parents and caregivers of European/Other ethnicity were more likely than those of other ethnicities to say *education/educating the parents*. Maori parents and caregivers and those of European/Other ethnicity were more likely to say *education through schools/help from schools*, and less likely to mention *buy/cook healthy food/healthy food available*, than Pacific and Asian parents and caregivers.

Asian parents and caregivers were more likely than other parents and caregivers to say the support they needed included *more information about healthy food* and that they should *talk with the children about healthy food*, and less likely to say *healthy food should be more affordable/cheaper*.

- Parents and caregivers in less deprived areas (low and mid deprivation) were more likely than those in the most deprived areas to say the support they needed included *education/educating the parents* and *education through schools/help from schools*. Parents and caregivers in the least deprived areas were more likely than those in more deprived areas (mid and high) to say there should be *more information available about healthy food*.

**What kind of help do you think parents/caregivers need, to get children to do these kind of things to help them eat and drink healthily ... top 10 mentions**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Education/educating the parents	17	20	20	10	9	14	24	22	22	13	19
Education through schools/help from schools	19	16	16	16	10	9	19	19	18	13	17
More information available about healthy food	14	14	9	12	6	22	11	16	11	9	12
Healthy food should be more affordable/cheaper	13	8	11	16	7	1	11	9	13	10	10
Parents/caregivers could buy/make available more healthy food and drinks	12	10	10	6	17	21	9	12	10	9	10
Parents/caregivers could set an example by eating healthily	8	8	14	10	8	13	10	11	8	10	10
Parents should talk with the children about eating healthy foods	9	9	13	8	16	22	8	8	10	12	10
More advertising/programmes to promote healthy eating	9	9	8	6	6	12	10	11	9	6	9
Encourage healthy eating	8	8	7	8	11	10	7	6	9	9	8
Don't buy unhealthy foods/junk food not available	5	7	7	5	9	5	6	5	8	6	6
<b>Base</b>	<b>346</b>	<b>454</b>	<b>333</b>	<b>287</b>	<b>330</b>	<b>78</b>	<b>437</b>	<b>228</b>	<b>199</b>	<b>706</b>	<b>1133</b>

The main kinds of help the parents and caregivers thought they needed to get children to eat and drink healthily were:

Education/educating the parents (mentioned by 19% of parents and caregivers) ...

*"More education."* (m)

*"It's about educating the parents to know what is healthy."* (o)

*"Basic education."* (o)

*"Education to promote more healthy living."* (m)

*"More education on healthy food choices."* (m)

*"Parents should educate themselves at home."* (m)

*"Education, if parents don't know how can they help their kids."* (o)

Education through schools/help from schools (mentioned by 17% of parents and caregivers) ...

*"Healthier tuck shops."* (m)

*"Learning at school about eating well."* (m)

*"Encourage the kids at school with programmes about healthy eating."* (p)

*"Programmes in school that reinforces the importance of healthy eating and nutrition."* (p)

*"Through school, teacher can show them what sorts of things to eat."* (o)

*"They need to educate them at school about healthy eating."* (o)

*"Schools more active about what children bring for lunch."* (m)

*"Help through notices from school."* (m)

*"Schools not having junk food available."* (p)

*"School rewards for healthy lunch eating."* (o)

More information available about healthy food (mentioned by 12% of parents and caregivers) ...

*"More pamphlets and information available."* (m)

*"Information in an interesting way."* (o)

*"Put more labels up at the supermarkets for parents to read."* (p)

*"Hotline for parents to ring regarding lunch ideas."* (p)

*"Parents need information on what foods are really healthy and what are not."* (p)

*"More information about healthy foods through brochures."* (m)

*"Give them brochures to read."* (m)

*"Parents need more information from outside - books, internet."* (a)

*"Having information available like posters so I am able to explain better what kind of food to eat."* (a)

Healthy food should be more affordable/cheaper/healthy food is too expensive (mentioned by 10% of parents and caregivers) ...

*"Make fruit and veges cheaper."* (m)

*"Remove GST from price of fruit and vegetables."* (o)

*"Milk should be cheaper than fizzy drinks."* (o)

*"Cheaper to eat unhealthy foods than it is to eat healthy foods."* (p)

*"Making healthier foods more affordable for low budget families."* (m)

*"Having enough money to buy healthy food can be an issue for low income families."* (o)

*"Prices of healthy foods need to be reduced."* (o)

*"Make healthy food cheaper than junk food."* (m)

*"Make the better cuts of meat cheaper."* (m)

*"When fizzy drinks are half the price of milk the government needs to subsidise some of our food so it is more affordable."* (o)

*"Free fruit and veges provided."* (p)

Parents/caregivers could buy/make available more healthy food and drinks (mentioned by 10% of parents and caregivers) ...

*"Keep healthy food in the house."* (a)

*"Buy healthy food and have it available at home."* (a)

*"Prepare healthy food."* (p)

*"Give more vegetables to them."* (p)

*"Have healthy snacks available."* (m)

*"Have healthy choices available."* (o)

*"Provide healthy options."* (o)

*"Cook good healthy food."* (a)

*"Have good basic food in the house."* (o)

*"Having healthy food available all the time."* (o)

Parents/caregivers could set an example by eating healthily (mentioned by 10% of parents and caregivers) ...

*"Eat healthily yourself."* (m)

*"Make changes, we can't expect them to eat healthily if we don't."* (m)

*"By eating the same food as the kids."* (p)

*"Lead by example in what you eat."* (o)

*"Have a meal together."* (p)

*"Set the example and your children will follow along."* (p)

*"You have to set an example and then ask the child to follow your guidelines regarding food."* (a)

*"Change in their own eating habits, children do what they see, parents need to set an example."* (m)

Parents should talk with the children about eating healthy foods (mentioned by 10% of parents and caregivers) ...

*"Talking about it with the kids."* (o)

*"Talk with children about good and healthy food."* (a)

*"Make them aware of the types of food that they are eating."* (p)

*"Talk to them reminding them to eat less takeaways."* (p)

*"Always talk to them, give them advice, let them know what to eat and drink."* (p)

*"Make sure that children are aware of what is good for them to eat and what is bad - what healthy eating is."* (p)

*"Talk a lot to your kids and teach them to eat the right food."* (p)

*"Remind them to drink water and eat fruit."* (a)

More advertising/programmes to promote healthy eating/media campaigns (mentioned by 9% of parents and caregivers) ...

*"More advertising on TV pushing good eating."* (m)

*"Campaigns on healthy eating."* (o)

*"Ads on TV promoting healthy eating."* (o)

*"Promotion of healthy products."* (m)

*"TV ads are good, more in the newspapers."* (m)

*"Using children's magazines and TV to advertise healthy foods."* (o)

*"Advertise more healthy food during the cartoons."* (m)

*"More healthy eating programmes on TV."* (o)

Encourage healthy eating (mentioned by 8% of parents and caregivers) ...

*"Encourage them to eat healthily."* (m)

*"Motive them to eat healthy food."* (p)

*"Encourage them to eat healthier food."* (p)

*"Get them into the routine of eating healthily."* (m)

*"Encourage them to eat what is good for them."* (o)

*"The whole concept of just encouraging healthy eating."* (o)

*"Offering incentives."* (p)

Don't buy unhealthy foods/junk food not available (mentioned by 6% of parents and caregivers) ...

*"Don't have unhealthy food available."* (m)

*"Avoid foods that are unhealthy."* (p)

*"Stop buying fizzy drinks and lollies."* (p)

*"Give them less junk food."* (p)

*"Restrict junk food available."* (o)

*"Throw the junk food out."* (m)

*"Stay away from sugar and junk food."* (m)

*"Less processed foods."* (o)

*"No rubbish food."* (a)

*"Limitation on availability of unhealthy food."* (m)

Key: m = Maori, p = Pacific peoples,  
a = Asian peoples, o = European/Other

Other mentions of the kind of help the parents and caregivers thought they need to get children to eat and drink healthily given by less than 6% of parents and caregivers were ...

- Courses/classes/workshops for parents.
- Less advertising of unhealthy foods/limit advertising on TV when children are watching.
- How to prepare quick/easy/cost effective/healthy meals.
- Advice from health professionals - Plunket/dieticians/doctors/nurses/dentists.
- Support from the community - agencies/groups/church.
- Support from family members/friends.
- Healthier foods available/promoted/on display in the shops/supermarket.
- More/clearer information on packaging of foods/read the information on packaging.
- Need good role models.
- Healthy food more tasty/attractive/interesting/more variety.
- Involve the children in cooking/meal planning/shopping.
- More exercise/involvement in sports/watch less TV.
- Need more time to prepare healthy meals.
- Nothing/help is already there/don't need help.

