

7. THE ROLE OF PARENTS/ CAREGIVERS AND OTHERS IN HEALTHY EATING FOR CHILDREN

Parents and caregivers were asked how big or small a role they thought that parents and caregivers and others should have in ensuring that children eat and drink healthily. Their responses are shown in the tables following.

7.1 Extent to which parents and caregivers think they and others should play a role in children eating and drinking healthily – overall

Parents and caregivers were most likely to single themselves out as the group that should play a "big role" in making sure that children eat and drink healthily. Almost all (99%) parents and caregivers said they should play a big role, with 91% saying this should be a *very big role*.

Parents and caregivers also thought that food manufacturers should have a "big role" to play, with 81% thinking this and 40% saying it should be a *very big role*.

Parents and caregivers thought that schools (76%) and GPs and other health professionals (75%) should have a "big role" to play, with over one-third (35% for each of these groups) saying this should be a *very big role*.

Around seven out of ten (71%) parents and caregivers thought that broadcasters should have a "big role" to play, although more parents and caregivers thought this should be a *big role* (43%) than a *very big role* (28%).

Around six out of ten parents and caregivers thought that Government (63%), the whole community (64%), social and welfare agencies (59%), supermarkets and dairies (58%), and sports clubs or organisations (58%) should have a "big role" to play.

How big or small a role do you think that each of these groups should have, to bring about healthy eating and drinking by children?

	A big role %	A very big role %	A big role %	Not big but not small either %	A small role %	A small role %	A very small role %	None/should not be involved in this %	Don't know %
Parents and caregivers	99	91	7	1	<1	<1	<1	-	<1
Schools	76	35	41	17	6	5	1	1	<1
Food manufacturers	81	40	40	13	5	4	1	1	<1
Government	63	28	36	22	10	6	3	5	<1
GPs and other health professionals	75	35	40	18	6	5	1	<1	1
The whole community	64	25	39	23	10	7	3	2	1
Supermarkets and dairies	58	20	38	22	17	12	5	3	1
Broadcasters (TV/radio)	71	28	43	15	11	9	2	3	<1
Places that sell fast food/takeaway food	50	21	29	24	19	14	5	7	1
Restaurants where people eat on the premises	48	16	32	26	22	16	6	5	<1
Sports clubs or organisations	58	20	38	24	15	10	4	3	<1
Social and welfare agencies	59	23	37	22	13	9	4	5	1
Churches	33	11	22	25	28	18	10	13	1
Base	1133								

Fewer parents and caregivers thought that this should be a "big role" for churches (33%), restaurants (48%) and fast food and takeaway outlets (50%).

Most parents and caregivers who did not think these types of organisations should have a "big role" to play did not have a view either way (saying *not big but not small either*), rather than thinking that the role of these types of organisations should be a "small one" or that they should not have a role (*none/should not be involved in this*). The only exception to this were the views about churches, with 28% of parents and caregivers saying churches should have a "small role" and 13% saying they should not be involved.

7.2 Extent to which parents and caregivers think they and others should play a role in children eating and drinking healthily – by age of child

The table alongside shows the views of parents and caregivers about the extent to which they and other organisations and agencies should play a role in making sure that children eat and drink healthily for each of the three children's age groups. The responses show that parents and caregivers' talking about children of different ages had very similar views about the role they and others should play. The only differences in parents and caregivers' views were:

- Parents and caregivers talking about 5 to 7-year-olds were slightly more likely than parents and caregivers talking about older children to say that *restaurants where people eat on the premises* should play a "big role" in making sure that children eat and drink healthily.
- Parents and caregivers talking about 8 to 12-year-olds were slightly less likely than other parents and caregivers to say that *food manufacturers, supermarkets and dairies, and sports clubs or organisations* should have a "big role".
- Parents and caregivers talking about 13 to 16-year-olds were slightly less likely than parents and caregivers talking about younger children to say that *the whole community and broadcasters (TV/radio)* should have a "big role".

How big or small a role do you think that each of these groups should have, to bring about healthy eating and drinking by children?

	Parent/caregiver of child 5-7 years old					Parent/caregiver of child 8-12 years old					Parent/caregiver of child 13-16 years old				
	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %
Parents and caregivers	99	<1	<1	-	1	99	1	<1	-	<1	98	1	1	-	<1
Schools	76	18	4	2	1	78	16	6	1	<1	74	17	7	2	<1
Food manufacturers	82	13	5	<1	1	78	15	5	2	<1	83	11	6	1	<1
Government	63	22	9	5	1	66	22	9	3	<1	61	21	11	7	<1
GPs and other health professionals	73	21	5	1	1	77	15	7	1	<1	75	18	6	<1	1
The whole community	67	19	11	2	1	65	24	8	2	1	59	25	12	3	1
Supermarkets and dairies	59	20	18	1	1	55	22	20	4	1	60	25	11	4	<1
Broadcasters (TV/radio)	72	16	10	2	1	73	14	11	2	<1	67	17	12	4	<1
Places that sell fast food/ takeaway food	48	26	20	5	1	50	22	20	7	1	51	24	17	8	<1
Restaurants where people eat on the premises	51	26	18	5	1	48	23	25	4	<1	46	29	21	5	<1
Sports clubs or organisations	62	25	11	2	1	55	24	17	4	<1	59	23	15	3	<1
Social and welfare agencies	62	21	11	5	1	58	21	15	5	1	58	23	13	5	1
Churches	33	28	27	11	1	35	24	27	12	2	31	24	28	16	<1
Base	346					454					333				

Reader Note: The categories "a very big role" and "a big role" are combined in this table, as are the categories "a small role" and "a very small role". The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

7.3 Extent to which parents and caregivers think they and others should play a role in children eating and drinking healthily – by ethnicity of parents and caregivers

The table on the next page shows the views of parents and caregivers about the extent to which they and other organisations and agencies should play a role in making sure that children eat and drink healthily by the ethnicity of parents and caregivers. The main differences in the views of parents and caregivers of different ethnicities were:

- Parents and caregivers of European/Other ethnicity were less likely than other parents and caregivers to say that *schools, Government, GPs and other health professionals, the whole community, places that sell fast food/takeaway food, sports clubs or organisations, and churches* should have a "big role" in making sure that children eat and drink healthily.
- Maori parents and caregivers were more likely than parents and caregivers of other ethnicities to say that *food manufacturers* should have a "big role".
- Asian parents and caregivers were more likely to say that *broadcasters (TV/radio)* should have a "big role" and less likely to say that *social and welfare agencies* should have a "big role" than parents and caregivers of other ethnicities.
- Maori and Pacific parents and caregivers were more likely than Asian parents and caregivers and those of European/Other ethnicity to say that *supermarkets and dairies* should have a "big role".
- Pacific and Asian parents and caregivers were more likely than Maori parents and caregivers and, in particular, those of European/other ethnicity to say that *restaurants where people ate on the premises* should have a "big role".

How big or small a role do you think that each of these groups should have, to bring about healthy eating and drinking by children?

	Maori					Pacific					Asian					Euro/Other				
	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %
Parents and caregivers	99	1	1	-	-	97	2	1	-	1	97	1	-	-	2	99	1	<1	-	-
Schools	83	12	3	3	-	86	7	6	1	1	87	11	1	-	2	71	20	8	1	-
Food manufacturers	87	9	3	1	<1	78	12	7	2	1	83	14	1	1	2	79	14	6	1	-
Government	76	14	5	4	<1	77	14	5	3	1	75	19	3	1	2	56	25	13	6	-
GPs and other health professionals	82	13	4	1	1	87	6	6	-	1	83	9	7	-	2	70	23	7	<1	<1
The whole community	74	15	8	3	1	79	14	5	<1	1	77	18	3	-	2	57	27	13	3	1
Supermarkets and dairies	67	21	10	2	<1	66	16	11	5	1	59	20	17	2	3	54	24	19	3	-
Broadcasters (TV/radio)	75	14	9	2	-	74	15	8	2	1	84	5	9	1	2	67	17	13	3	-
Places that sell fast food/takeaway food	58	22	16	4	<1	61	14	16	8	1	62	19	12	4	3	44	27	21	7	<1
Restaurants where people eat on the premises	56	22	20	3	<1	61	17	18	4	1	63	16	18	1	2	41	29	23	6	-
Sports clubs or organisations	66	19	11	4	<1	70	19	7	2	1	66	21	11	1	2	53	26	17	3	-
Social and welfare agencies	62	20	12	6	1	62	21	12	3	1	48	31	15	3	3	60	21	14	5	1
Churches	41	25	23	12	<1	63	21	12	3	1	51	23	15	9	2	24	27	33	15	1
	287					330					78					437				

Reader Note: The categories "a very big role" and "a big role" are combined in this table, as are the categories "a small role" and "a very small role". The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

7.4 Extent to which parents and caregivers think they and others should play a role in children eating and drinking healthily – by deprivation index

The table alongside shows the views of parents and caregivers about the extent to which they and other organisations and agencies should play a role in making sure that children eat and drink healthily by the deprivation index of the area they live in. The main differences in the views of parents and caregivers living in these different areas were:

- Parents and caregivers living in the most deprived areas were more likely than those living in the least deprived areas, and slightly more likely than those living in areas of mid-deprivation, to say that *schools*, *Government*, and *churches* should have a "big role" in making sure that children eat and drink healthily.
- Parents and caregivers living in the most deprived areas were slightly more likely than those living in less deprived areas (low and mid deprivation) to say that *supermarkets and dairies* should have a "big role".
- Parents and caregivers living in the least deprived areas were less likely to say that *restaurants where people eat on the premises* and *sports clubs or organisations* should have a "big role", and slightly less likely to say that *GPs and other health professionals*, *the whole community*, and *places that sell fast food/takeaway food* should have a "big role", than other parents and caregivers.
- Parents and caregivers living in areas of mid-deprivation were slightly more likely than other parents and caregivers to say that *food manufacturers* should have a "big role".

How big or small a role do you think that each of these groups should have, to bring about healthy eating and drinking by children?

	Deprivation Index 1-3					Deprivation Index 4-7					Deprivation Index 8-10				
	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %	A big role %	Not big but not small either %	A small role %	None/should not be involved in this %	Don't know %
Parents and caregivers	100	-	-	-	1	99	1	-	-	-	97	2	1	-	<1
Schools	70	22	5	2	1	76	16	8	1	-	84	11	5	1	<1
Food manufacturers	80	12	6	1	1	84	12	3	1	-	78	14	6	1	1
Government	58	25	12	5	1	62	23	9	7	-	72	16	8	3	1
GPs and other health professionals	71	20	7	<1	1	76	19	5	1	-	78	14	6	<1	1
The whole community	59	25	11	3	2	66	23	9	2	<1	68	20	10	2	1
Supermarkets and dairies	56	22	20	2	1	56	23	16	4	1	61	22	13	4	1
Broadcasters (TV/radio)	68	18	11	3	1	71	15	12	2	-	73	13	12	2	<1
Places that sell fast food/takeaway food	47	25	21	7	1	51	24	19	5	1	53	23	16	8	1
Restaurants where people eat on the premises	43	29	22	5	1	48	24	25	3	-	54	23	18	5	1
Sports clubs or organisations	54	25	19	2	1	62	23	12	3	-	61	22	12	3	1
Social and welfare agencies	59	24	13	4	1	58	21	16	6	1	61	20	12	6	2
Churches	23	27	35	14	1	32	28	25	15	-	47	21	21	9	2
Base			346					454					333		

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