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# Umu Pasifika Food Safety for Pacific Peoples

Denver, Colorado  
September 06





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# A Global Country





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# Overview

- Introduction to NZ and NZFSA
- Project background and approach
- Literature review
- Working with Pacific peoples
- Disseminating the information





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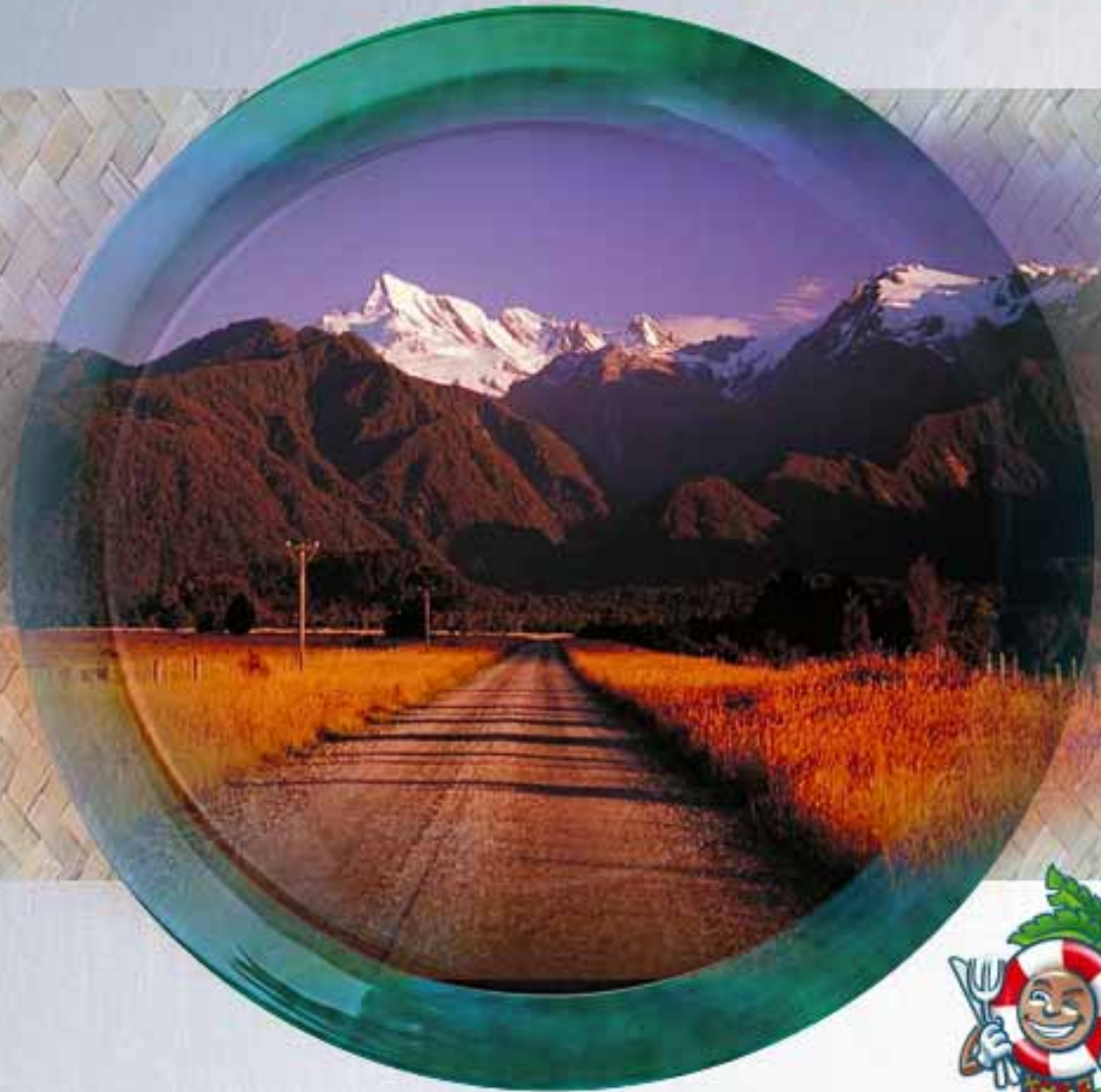


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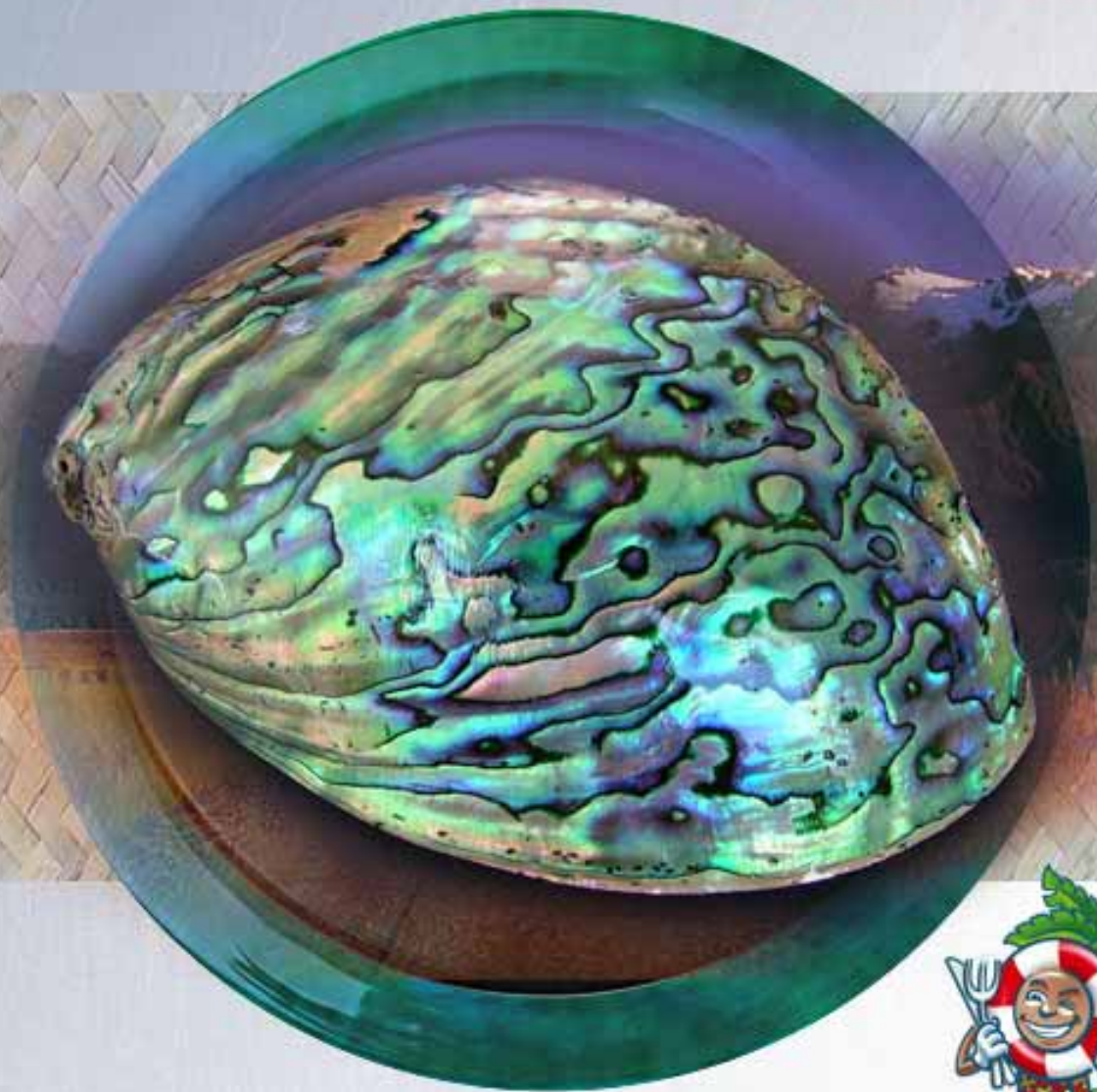


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# NZ Statistics

- Sheep 36 000 000
- Beef 18 300 000
- Dairy 3 200 000
- Deer 3 500 000
- Humans 4 000 000







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# Vision

*A world-leading  
food regulatory programme  
that has the confidence  
of all stakeholders*





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# Mission

*To protect consumers  
and enhance New Zealand's position  
as a trusted supplier of food*





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# New Zealand Food Safety Authority

## Strategic Outcomes

- Healthy New Zealanders
- New Zealand's economic growth and prosperity enhanced through high-performing sectors
- Safe, freer, rules-based trade





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# Umu Pasifika – Why?

- We thought Pacific Islanders were over represented in foodborne illness statistics
- Cultural factors seemed to play a part
- Past survey showed low level of knowledge





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# Pacific Island Statistics

Samoan	115000	50 %
Cook Island Maori	52600	23
Tongan	40700	18
Niuean	20100	9
Fijian	7000	3
Tokelauan	6200	3
Tuvaluan	2000	1





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## 1st step

- Set up a project with Melino Maka, Tongan community leader
- Member of Food Safety Advisory Board





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## Other important relationships



- Formed partnership with Vaka Ola in Auckland
- Pacific Health, Porirua
- Liaised with other government agencies - MINPAC and Associate Minister of Pacific Island Affairs







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## Next steps

- Survey PHUs for other resources
- Literature review to investigate case studies





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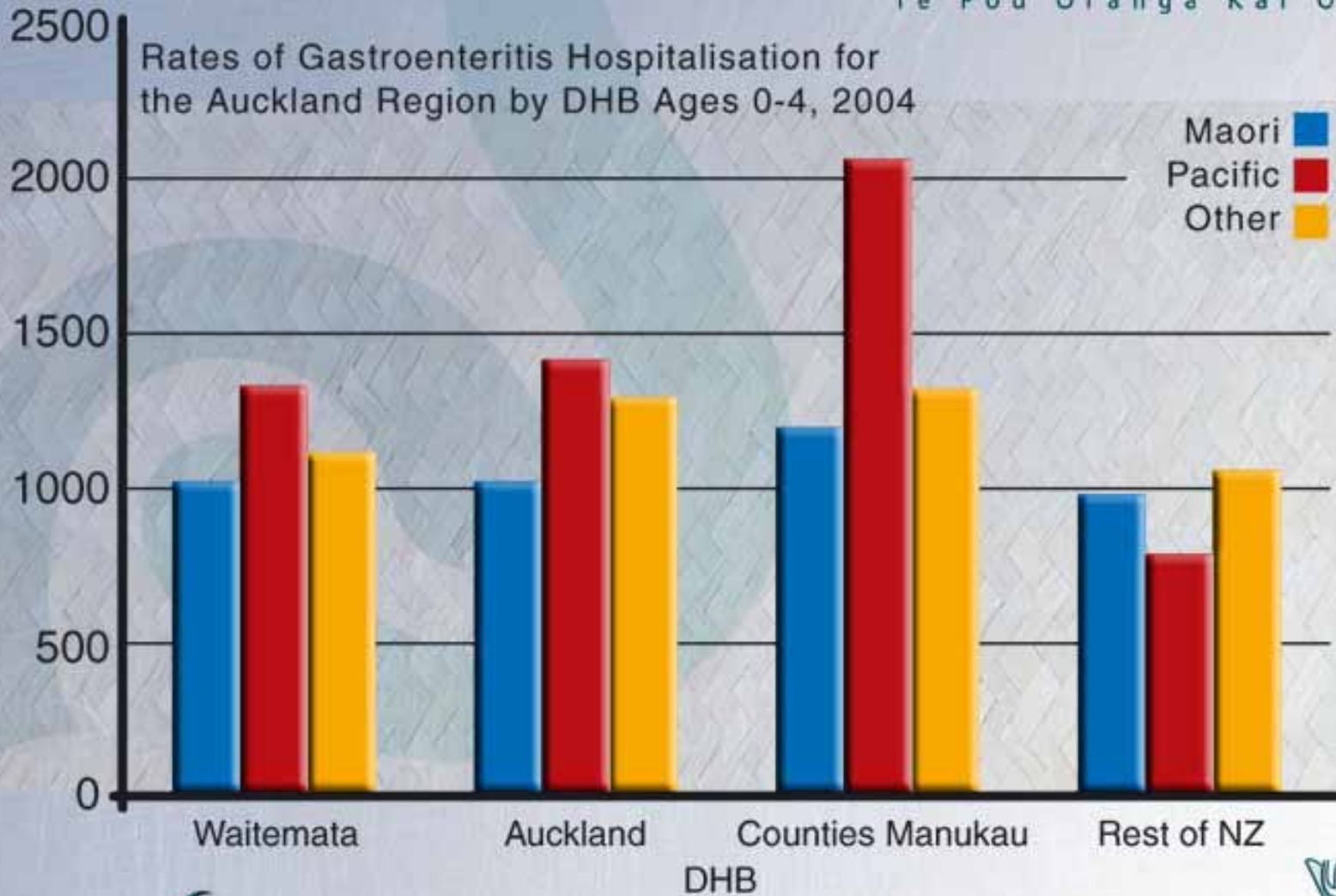
# Literature review results

- Confirmed that Pacific people are over-represented
- Made up a half to a third of admissions for some diseases (13% of Auckland population)





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# Literature review results

- Over the past 5 years Pacific women accounted for 6:10 pregnancy listeriosis cases in Auckland
- Ciguatera outbreak every year with 29 cases in 8 years





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# Literature review - recurring themes

- Bringing umu food and seafood in from the Islands
- Pregnant women eating raw seafood
- Homekill
- Taking food from events





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# Umu Pasifika – How?

- Held two community umu and fono – Auckland & Wellington to:
  - get support of community leaders
  - raise awareness of food safety
  - demonstrate safe food practices
  - take photos for the resources





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# Cultural dynamics

- We found palangi could not attend meetings without invitation
- Important that a Pacific Islander accompanied or represented NZFSA
- Pacific Islanders not a homogenous group, made up of several, distinct cultures







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# Developing the resources

- Consulted with Pacific experts and community on the content, cultural appropriateness
- Technical experts argued about the content
- Booklet, DVD, poster, fridge magnet, sticker, displays





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# Introducing Feleti





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# Resources



Foodsafe Feleti says

**CLEAN**  
**COOK**  
**COVER**  
**CHILL**

www.nzfsa.govt.nz 0800 693 721



**Foodsafe Feleti says**

**CLEAN**  
Wash and dry before use.  
Clean and dry cutting boards, knives and other kitchen utensils.

**COOK**  
Cook minced meat and sausages thoroughly (meat should not be pink), and cook poultry until juices run clear.

**COVER**  
Keep food covered before and after it is prepared.

**CHILL**  
Keep raw and cooked food separate in the fridge. Use a chilly bin with an ice pack outside to keep food cool.

When you eat at the bottom of the fridge don't eat anything else first.  
Remember hand washing is so important your hands are always clean. If you wear gloves, change them as often as you would wash your hands.  
Keeping food out of the temperature danger zone. Keep hot food hot, or cool it quickly.  
If you have been sick in the last 24 hours, or have been looking after a sick person, don't prepare food for large groups.

www.nzfsa.govt.nz 0800 693 721



UMU Pasifika  
Food Safety for Pacific Peoples



UMU Pasifika  
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# Getting the message out

- Launch at NZFSA's conference
- Community meeting in Porirua to present the resources and thank people
- Mainstream and Pacific magazines
- Radio ads on Pacific radio station
- Conferences, Pacific events





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# Feedback

- Great comments about our community engagement
- Big demand for resources
- Recognition of Feleti





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Last words...Foodsafe Feleti says

