



Te Pou Oranga Kai O Aotearoa



Te Pou Oranga Kai O Aotearoa

New Zealand

*A Successful
Education Programme*



Te Pou Oranga Kai O Aotearoa

New Zealand



Te Pou Oranga Kai O Aotearoa



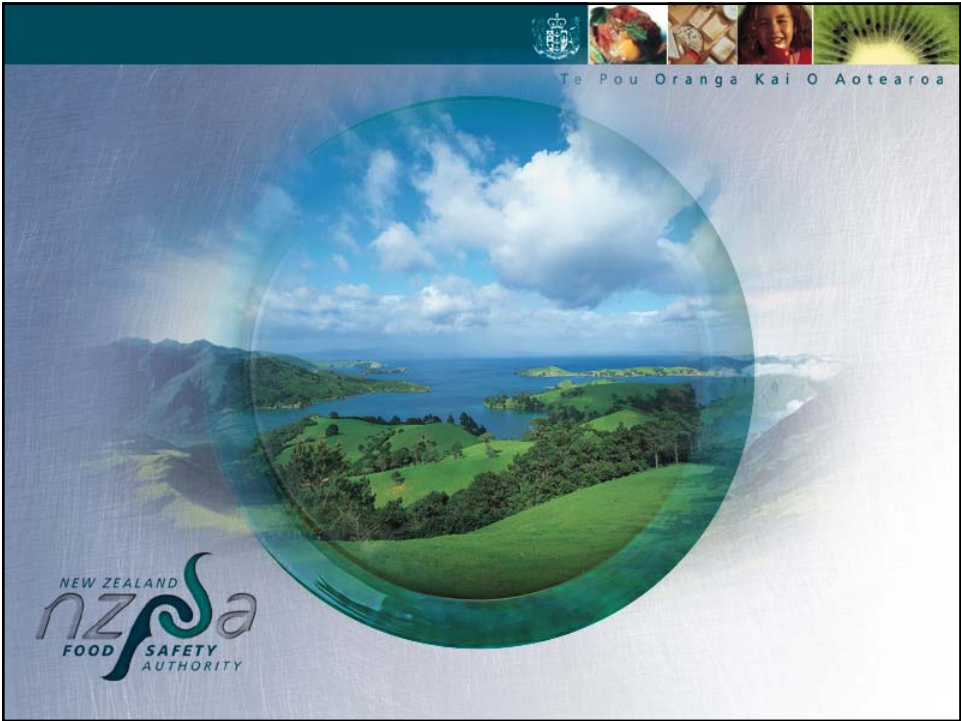
New Zealand

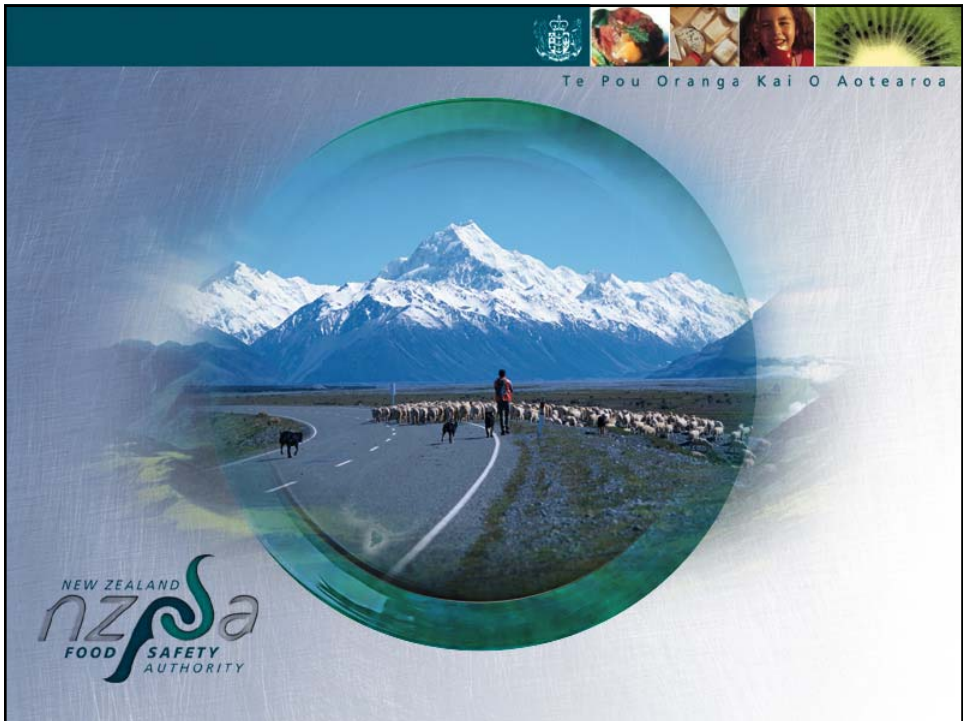
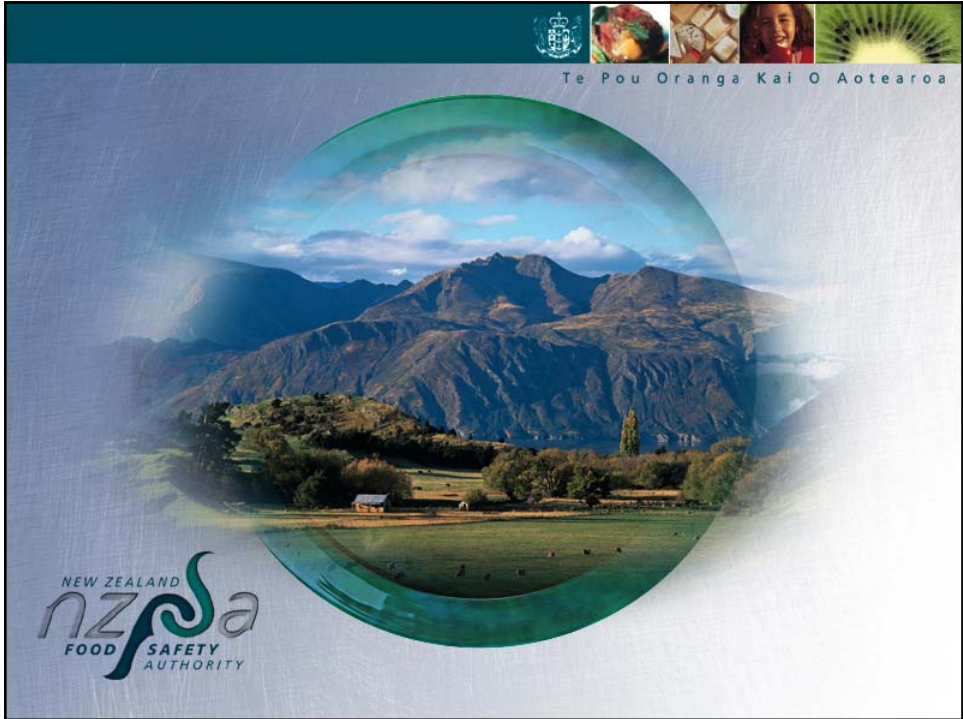
A small country at the bottom of the world?

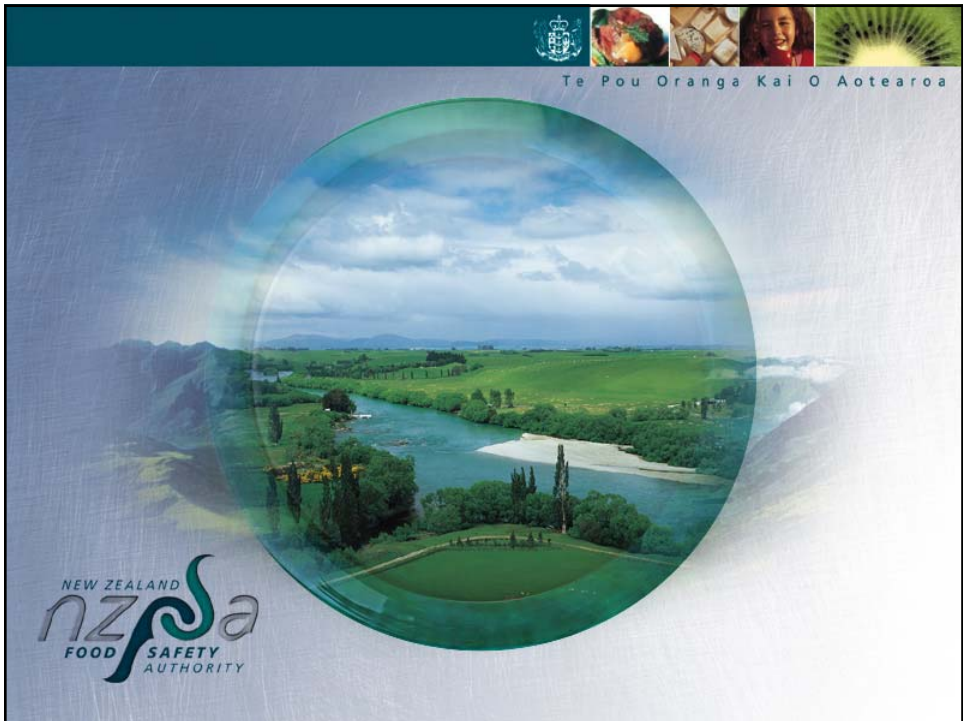
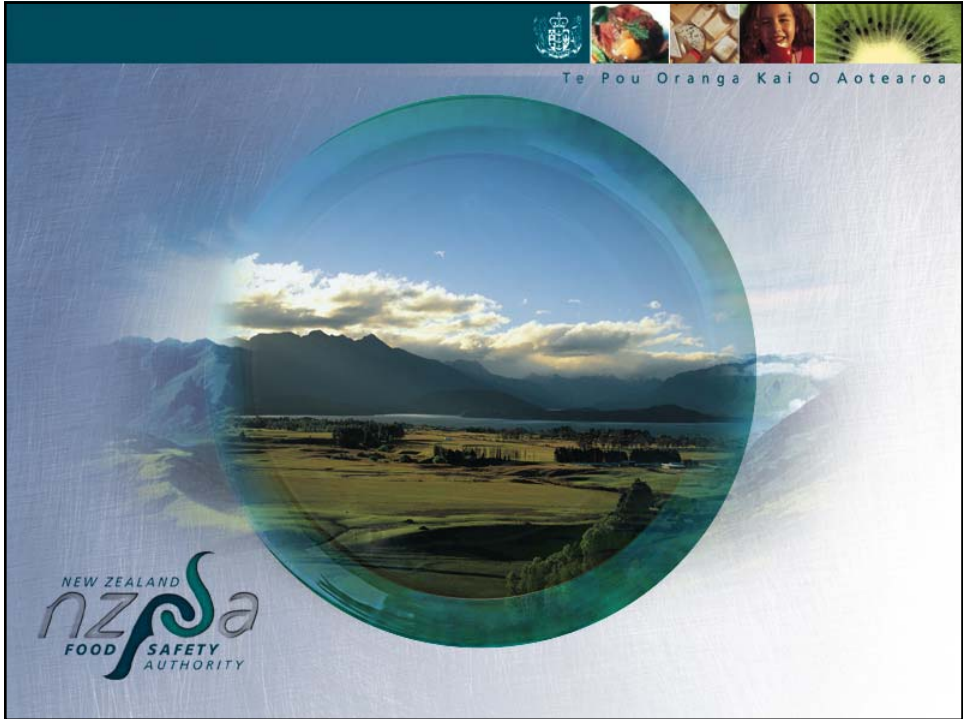


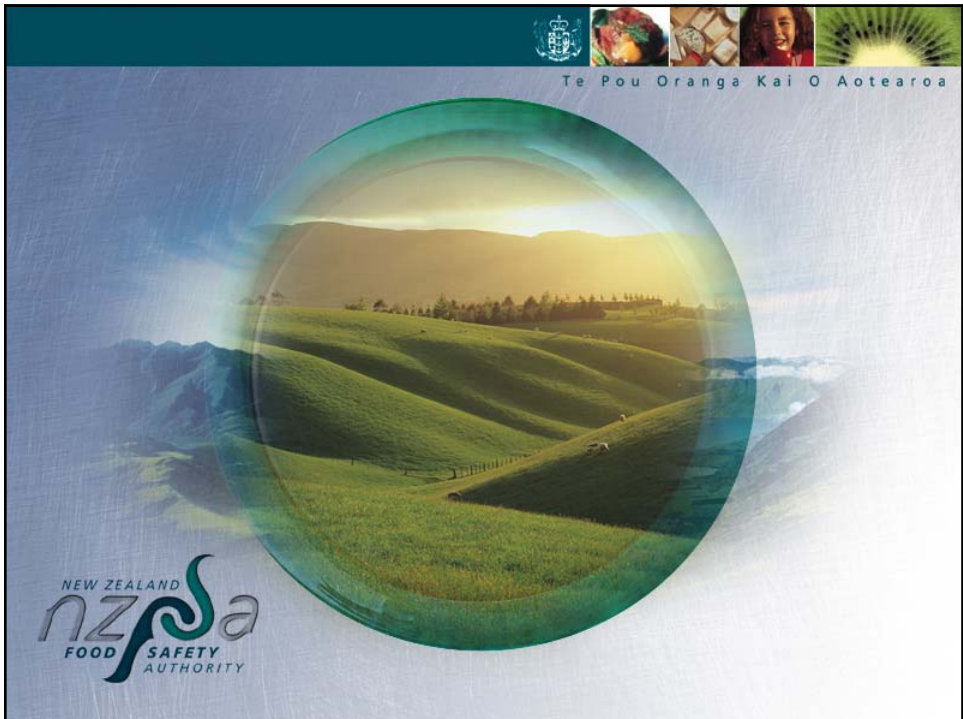
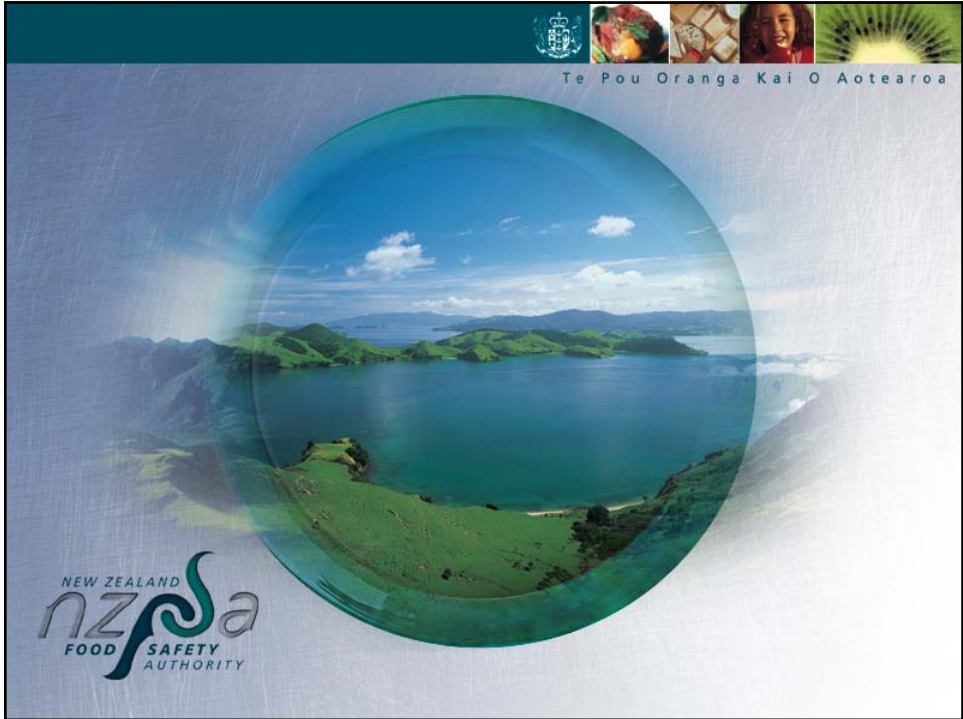
Te Pou Oranga Kai O Aotearoa

A Global Country

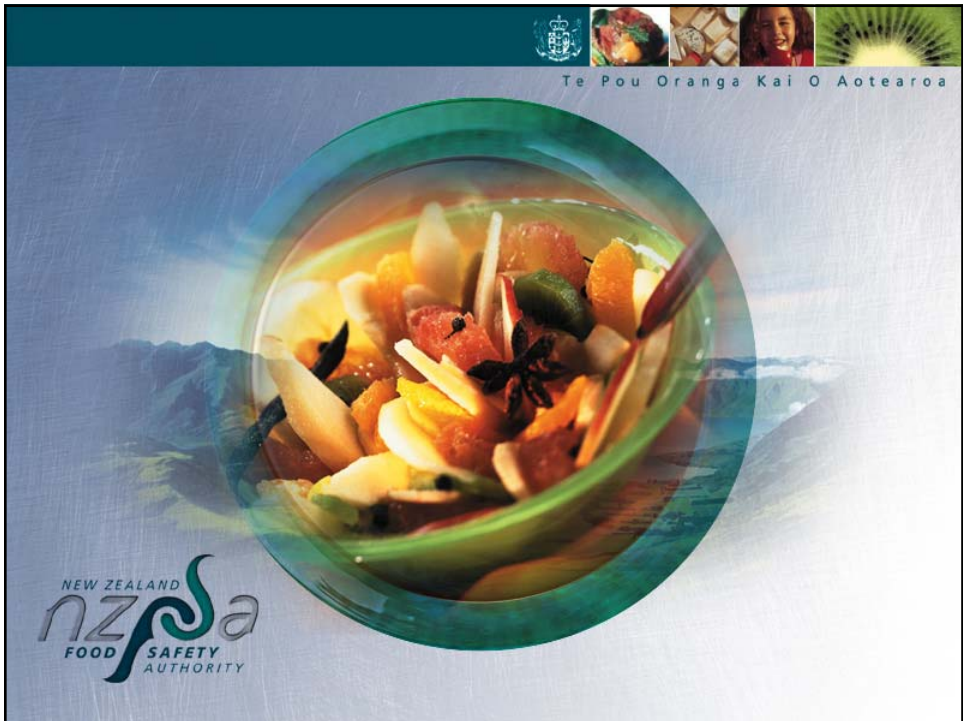
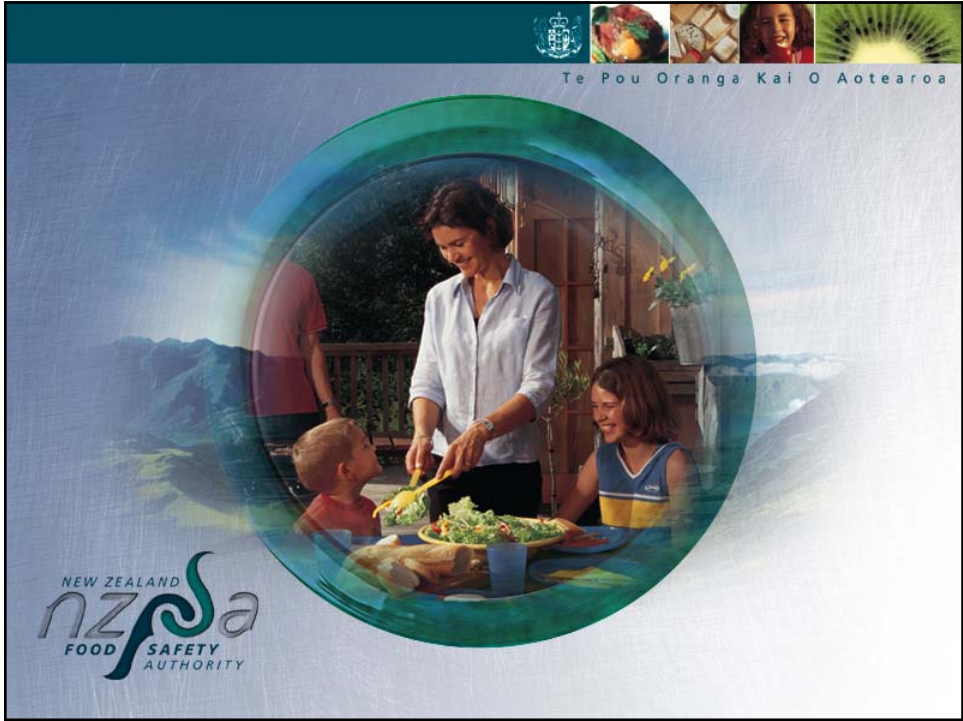


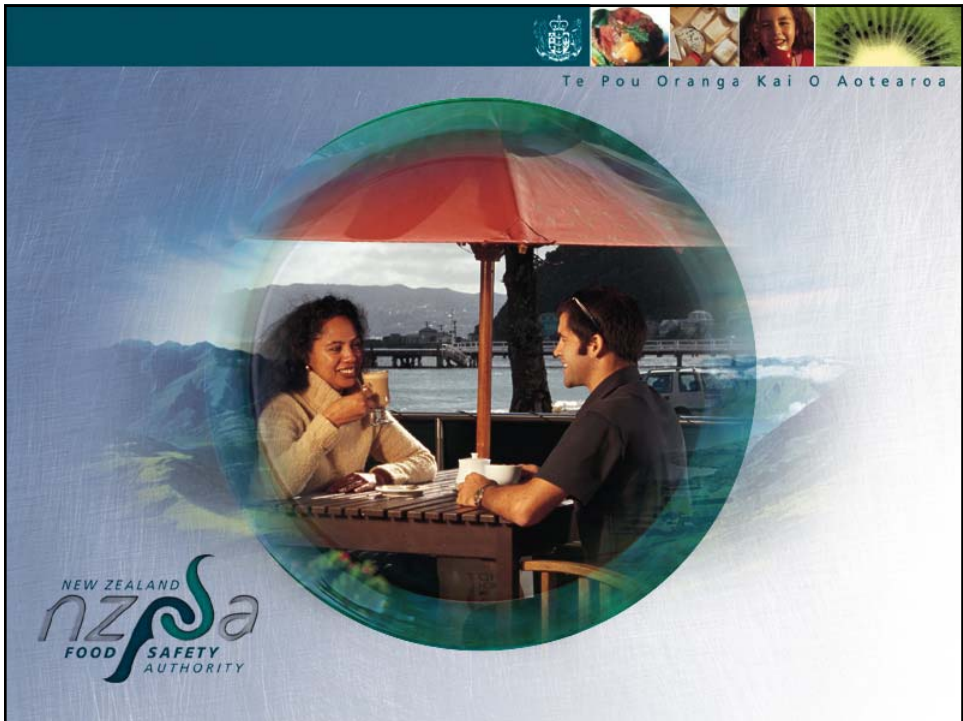
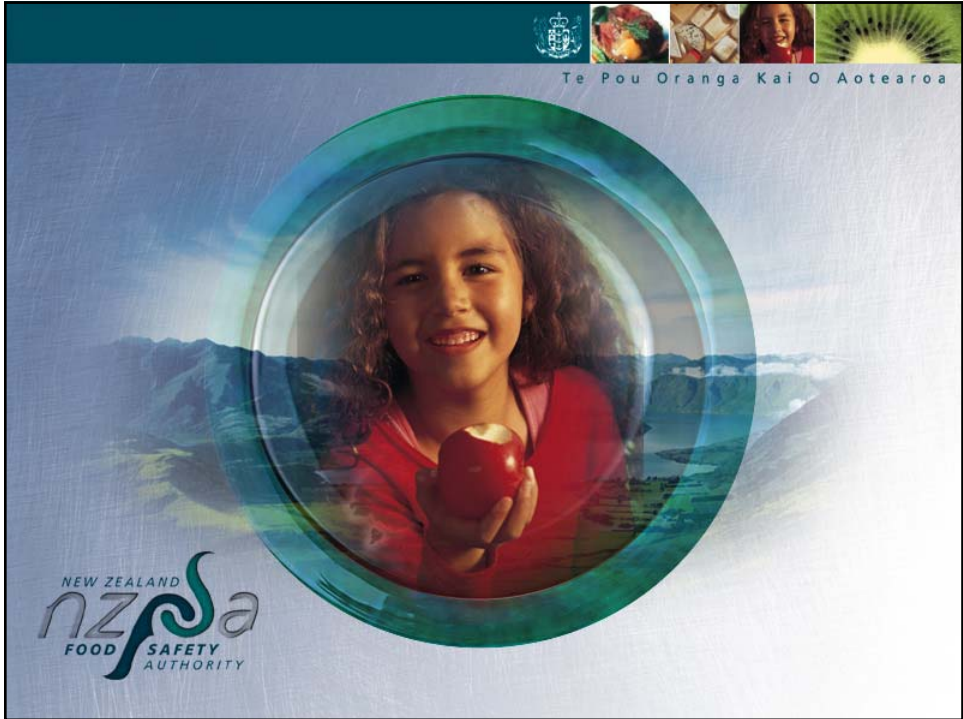




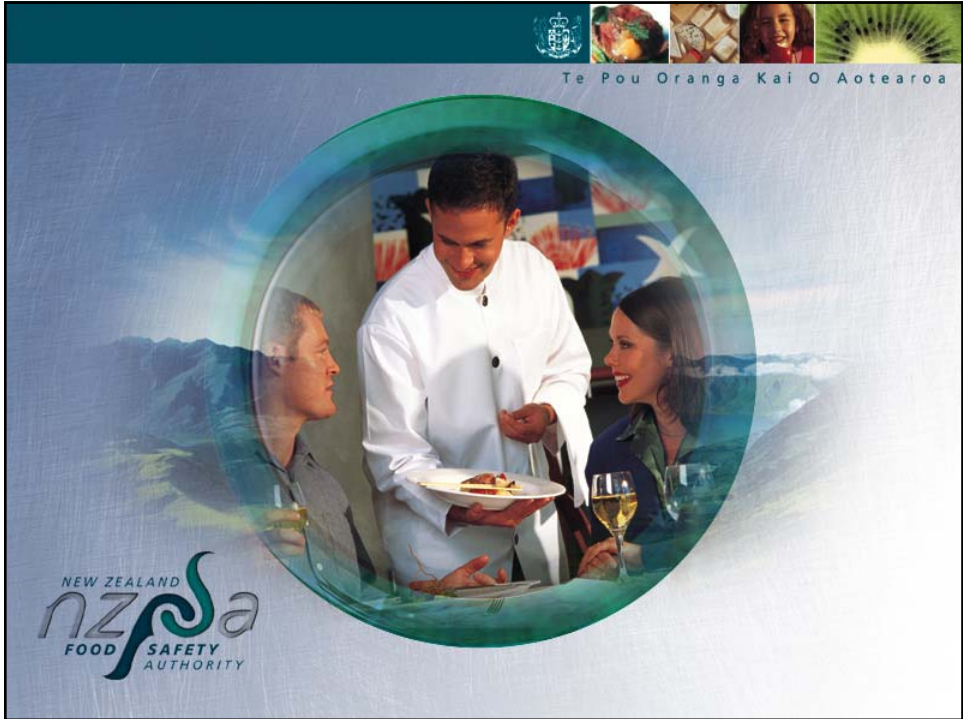














Te Pou Oranga Kai O Aotearoa

Call to Action



Te Pou Oranga Kai O Aotearoa

Listeria outbreak hits twenty!

World Headlines

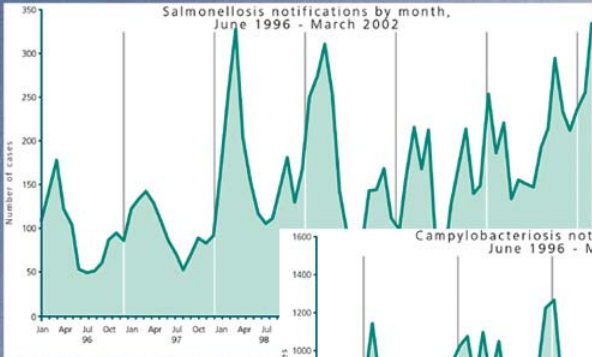
Children suffer from E coli 0157:H7

Mad cow toll rises

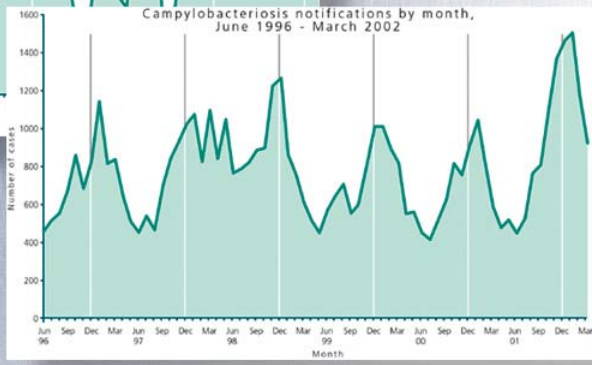




Te Pou Oranga Kai O Aotearoa



Increasing Levels



Food is vital to New Zealand Economy





Te Pou Oranga Kai O Aotearoa

Tourism figures
continue to
increase

*New Zealand
is a Desired Location*



Te Pou Oranga Kai O Aotearoa

What should we
Do About It?





Te Pou Oranga Kai O Aotearoa

So, who's *Problem* is this?



Te Pou Oranga Kai O Aotearoa

New Zealand *has a public health system but in other areas "user pays"*

Industry *believes education is a Government responsibility*

Dual Food System *is fragmented*





Te Pou Oranga Kai O Aotearoa

What did **We Do?**



- Industry
- Ministry of Health
- Ministry of Agriculture and Forestry
- Consumers



Formed a Committee



Te Pou Oranga Kai O Aotearoa

Working Group with Sub Committees

Education

Membership

Technical

Promotion

Logo Use Approval

Partners and Partner Organisations



Te Pou Oranga Kai O Aotearoa





Te Pou Oranga Kai O Aotearoa

What works for New Zealanders?



Be SunSmart

Seek shade between 11am and 4pm

When in the sun
Slip into cover up clothes
Slop on SPF 30+ broad spectrum sunscreen
Slap on a sunhat
Wrap on sunglasses

Only Pigs look good pink

The summer sun's fierce UV rays can soon turn you pink. Especially with the thinning ozone layer, absorbing out less than it used to do. Sunburned skin can lead to melanoma - other skin cancer types. And New Zealand has the highest rate of melanoma deaths in the world.

So, don't make a pig of yourself!

Slip, slop, slap & wrap!

Make sure your whole family is SunSmart! That way you'll have fun this summer without anyone getting embarrassed.



Te Pou Oranga Kai O Aotearoa



Te Pou Oranga Kai O Aotearoa

Top New Zealand Toyota Ad 2001



Bugger!



Te Pou Oranga Kai O Aotearoa

What doesn't work for
New Zealanders?

SHOCK HORROR!





Te Pou Oranga Kai O Aotearoa



THE FASTER YOU GO, THE BIGGER THE MESS.

Look Again!

**THE FASTER YOU GO
THE BIGGER THE MESS**

**IF YOU DRINK THEN DRIVE,
YOU'RE A BLOODY IDIOT.**



Te Pou Oranga Kai O Aotearoa

What appeals to us!





Te Pou Oranga Kai O Aotearoa

cook clean

cover chill



Simple Messages



Te Pou Oranga Kai O Aotearoa



clean • cook • cover • chill



Te Pou Oranga Kai O Aotearoa

KEEP FOOD SAFE



clean • cook • cover • chill

New Zealand Foodsafe Partnership

recognises the contribution of

The Barbecue Factory

as an Associate Partner

..... 11 May 2001



Te Pou Oranga Kai O Aotearoa

Growth





Te Pou Oranga Kai O Aotearoa

Growth
must be sustainable



Te Pou Oranga Kai O Aotearoa

What have we
Achieved





Te Pou Oranga Kai O Aotearoa

Achievements

Four successful summer campaigns

Television, Radio, Newspaper, Magazines Articles

Brochures and Posters – Supermarkets, Childrens Groups, Holiday Areas, Camping Grounds

Student Packs

Carry Bags

Milk Cartons



Te Pou Oranga Kai O Aotearoa

Evaluations

Recall of Campaign/Promotion

85%

An Average of

60%

of People Reported a Behaviour Change





Te Pou Oranga Kai O Aotearoa



Regulatory Program



Food Production, Processing and Export



Food for Sale on Domestic Market



Where to Now?





Te Pou Oranga Kai O Aotearoa

Where to Now?

5 Year Strategy



Foodsafe Week this December – launched by the new Minister for Food Safety, Annette King with a picnic in the grounds of Parliament.

Administrative and Secretarial Support



We're on our way



Te Pou Oranga Kai O Aotearoa

Thank You
but before I go...





Te Pou Oranga Kai O Aotearoa



Te Pou Oranga Kai O Aotearoa



Thinking Globally -- Working Locally



A Conference on Food Safety Education