



Healthy Weight: Parents' perspectives

A Better Start / E Tipu E Rea Study

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Overview

- Aim of study
- Participants
- Demographics
- Preliminary findings

Aim

- To increase understanding of how parents and whānau view healthy weight in infants/toddlers (0–2 years) and preschoolers (3–5 years).

Participants

- 19 focus groups (N=180)
- December 2016 - August 2017

Table 1 – Ethnic composition of focus groups

Māori (5 groups)	33 Māori, 2 Samoan, 2 Tongan, 1 Cook Island Māori
Pacific (6 groups)	64 Pacific
NZ European (4 groups)	34 NZ/other European, 1 Chinese, 1 Vietnamese
Indian (3 groups)	28 Indian, 5 Fijian, 2 NZ European, 1 Pakistani
Teenage parents (1 group)	4 NZ/other European, 2 Māori, 1 Samoan

Table 3 – Demographic profile of participants (N = 180)

	Frequency	Percent
Gender (Parent/Caregiver)		
Female	141	78.3
Male	39	21.7
Age group (years)		
13 – <20 (teenagers)	6	3.3
20 – <30	41	22.8
30 – <40	64	35.6
40 – <50	29	16.1
50+	36	20
Ethnicity*		
Māori	40	22.2
Samoan	32	17.8
Tongan	22	12.2
Cook Island Māori	14	7.8
Niuean	11	6.1
Indian	27	15
NZ European	40	22.2
Other European	5	2.8
Other	14	7.8
Born in NZ		
No	84	46.7
Years lived in NZ, median	11	

# Adults in household, mean (range)	3	(0-9)
# Children in household, mean (range)	2.5	(0-10)
Education		
No school qualification	23	12.8
High-school qualification	46	25.6
Post-school qualification (Trade, Diploma or Certificate)	55	30.6
University Degree	54	30
Marital status		
Single/never married	32	17.8
Married/de facto/civil union	123	68.3
Widowed	6	3.3
Separated	13	7.2
Divorced	4	2.2
Employment status		
Student	22	12.2
Homemaker	50	27.8
Full-time or part-time employed	72	40
Retired	14	7.8
Not currently employed	20	11.1
Partner's employment status		
I don't have a partner	34	18.9
Student	2	1.1
Homemaker	12	6.7
Full-time or part-time employed	102	56.7
Retired	9	5
Not currently employed	17	9.4

***Unless otherwise indicated and participants could nominate more than one ethnicity**

Printed cards for ranking

- Cost of healthy foods
- Culture encourages eating
- Events and festivals
- Has trouble sleeping
- Not enough time to exercise
- Sports is too expensive
- Takeaways are easy to access
- Time to prepare healthy foods
- Too much screen time
- Big is seen as beautiful

Relative influence of provided factors on child weight x ethnicity

	Māori	Pacific	Indian	Pākehā	
1	Cost of Healthy Food	Cost of Healthy Food	Cost Healthy Food	Time	Cost of Healthy Food
2	Takeaways	Screen Time	Takeaways	Screen Time	Culture
3	Time	Time	Takeaways	Poor Sleep	Takeaways
4	Culture	Culture	Culture		Time
7	Lack Exercise	Lack Exercise	Poor Sleep	Lack Exercise	Screen Time
6	Poor Sleep	Cost of Sport	Cost of Sport	Poor Sleep	Lack Exercise
5	Screen Time	Cost of Sport			Cost of Sport
8					

Relative influence of factors on child weight by theme

Cost	Cost of healthy foods Takeaways are cheaper Cheaper food is often unhealthy e.g. fatty cuts of meat
Convenience (takeaways)	Takeaways are easier to access
Time poor	Time to prepare healthy foods Working / busy parents Not enough time to spend with kids e.g. cooking, feeding, quality time Waiting time at doctors
Taste	Taste i.e. sweet, salty Taste of healthy foods Fussy eaters

Eating too much	<p>Portion sizes</p> <p>Energy in > energy used</p>
Inactivity	<p>Too much screen time</p> <p>Has trouble sleeping / lack of sleep</p> <p>Not enough time to exercise</p> <p>Sports are too expensive</p>
Cultural factors	<p>Culture encourages eating</p> <p>Events and festivals</p> <p>Big is seen as beautiful</p>
Spirituality	

Social influence	<p>Others' opposing views</p> <p>What other children eat i.e. peer pressure</p> <p>Family structure / Other family members giving food e.g. grandparents</p> <p>How parents eat / What you enjoy influences your children</p>
Parents' problems	<p>Lack of routine</p> <p>Lazy parents</p> <p>Uneducated parents</p> <p>Parents with other priorities e.g. addictions, partying</p> <p>Emotional wellbeing of parents</p>
Lack of support	<p>Food preparation involving whole family's assistance</p> <p>Children participating</p> <p>Childcare is expensive</p> <p>Supporting health eating as a family</p> <p>Housing and environment</p> <p>Lack of balance: work, life and care for my child</p> <p>Lack of access to culturally appropriate services</p> <p>Pressure / stress on parents to provide the 'right' foods & exercise</p>

<p>Loss of culture</p>	<p>Lack of access to culturally appropriate info and resources Extensive cooking time needed for Indian cooking Traditional vs Western foods Economic manipulation of Pasifika culture / group psychology Loss of skill and knowledge to grow own food / Knowing how to garden</p>
<p>Poor nutrition literacy / conflicting information</p>	<p>Lack of health literacy Lack of food literacy Cooking skills Healthy, affordable food options e.g. different types of salads, cooking methods Parental guilt Mindset – ideology around kai Confusion about information available due to: generation gap, cultural gap, system gap, lifestyle and different beliefs.</p>

The complexity of daily food provisioning decisions for a happy child*

$$\$ \div [(N_A \times Vol_x) \times (B\&V_C - I) \div ((T \times S) - (C \times H_0))] \div (F_A \times F_\$) = H_C$$

\$	Money available to buy food
N _A	Number of people to feed; need to take into account their Appetites, Allergies and preferences, e.g. for sweet and salty tasting foods
Vol _x	Volume of food needed per number of meals and snacks per day
B&V _C	Beliefs and Values moderated by Culture
I	Nutrition guidelines and conflicting Information and Ideologies
T×S	Time available for food planning, preparation and cooking, serving, dining and cleaning up; moderated by Stress
C×H ₀	Capability (to be organized, nutrition literacy, cooking skill) moderated by Help available
F _A ×F _{\$}	Access to Food and type of food Available; and cost of foods
H _C	Desired result is Happy Child(ren)

*Preliminary analysis of Maori parent focus groups