Umu Pasifika
Food Safety for Pacific Peoples
Denver, Colorado
September 06
Overview

- Introduction to NZ and NZFSA
- Project background and approach
- Literature review
- Working with Pacific peoples
- Disseminating the information
• Sheep 36 000 000
• Beef 18 300 000
• Dairy 3 200 000
• Deer 3 500 000
• Humans 4 000 000
Vision

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

To protect consumers and enhance New Zealand’s position as a trusted supplier of food
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
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.
<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samoan</td>
<td>115000</td>
<td>50%</td>
</tr>
<tr>
<td>Cook Island Maori</td>
<td>52600</td>
<td>23%</td>
</tr>
<tr>
<td>Tongan</td>
<td>40700</td>
<td>18%</td>
</tr>
<tr>
<td>Niuean</td>
<td>20100</td>
<td>9%</td>
</tr>
<tr>
<td>Fijian</td>
<td>7000</td>
<td>3%</td>
</tr>
<tr>
<td>Tokelauan</td>
<td>6200</td>
<td>3%</td>
</tr>
<tr>
<td>Tuvaluauan</td>
<td>2000</td>
<td>1%</td>
</tr>
</tbody>
</table>
1st step

• Set up a project with Melino Maka, Tongan community leader

• Member of Food Safety Advisory Board
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
Next steps

• Survey PHUs for other resources
• Literature review to investigate case studies
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)
Rates of Gastroenteritis Hospitalisation for the Auckland Region by DHB Ages 0-4, 2004

- Maori
- Pacific
- Other

DHBs:
- Waitemata
- Auckland
- Counties Manukau
- Rest of NZ
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
Literature review - recurring themes

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

- Great comments about our community engagement
- Big demand for resources
- Recognition of Feleti
Last words...Foodsafe Feleti says