

IS THIS HOW WE WANT TO PROMOTE SPORT?!



When you think of the effect that Rugby Superstars are having on our children you would imagine they are good role models for physical activity and nutrition. This is being seriously compromised by the latest rugby promotion that has become a child craze, and has even made it to the six o'clock news –the Rugby Superstars collector cards. While it is great for children to support and feel part of rugby marketing campaigns this time unfortunately, it is linked to potato crisps.

Rugby Collector cards can be found in packets of Bluebird crisps – there are 50 to collect and they can be stored in a collector's booklet so popular that stocks have run out in Christchurch!! The concern with this promotion is that in order to collect the set, children are being encouraged to eat large amounts of a food that is high in fat and not recommended as an everyday food. Such a promotion works against the hard work that schools have been doing over the last year with the Mission-On project where they are promoting environments that support classroom learning around healthy eating and activity. Many schools are making great progress in providing healthy food in the canteen, healthy fundraisers and classroom rewards.

Potato crisps are 32% fat. If your child was only buying 40g packets of crisps, the smallest pack available for purchase as a single pack, they would have to consume 50 packs to complete the set, this is if they were lucky enough to get all the cards one after another, which of course is impossible! Let's say it took the average child 80 packs to get the set, they would have consumed 1kg of fat in the process! With the current problem with childhood obesity and our children not eating enough nutritious food to be getting the nutrients they need, this is a huge concern! It is not easy to fight such promotions; after all, they have been crafted by experts. Managing them and being creative about their impact is the challenge, for parents, teachers and health promoters alike!

The Feeding Our Futures TV marketing campaign is currently promoting the message that "snacks don't need to come in packets". Simple foods we can put together at home are more nutritious and less expensive than those that come in packets. And, getting our children in the kitchen to help encourages them to eat the healthy choices!

Wouldn't it be wonderful if our children were asking us to buy bags of fruit or bottles of milk to collect cards; we are encouraged by the success of the All Black Weetbix campaign, maybe you could start your own reward programme at home.

Healthy Nibbles

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For more information visit: www.cph.co.nz

Canterbury

District Health Board

Te Poari Hauora o Waitaha