

spent in moderate-to-vigorous PA, and a decreased in average daily steps (- 500 steps/day). At 6-months, dietary outcomes were maintained, while daily steps and sedentary time slightly decreased from 3-months. There were small changes on weight and BMI at 3- and 6-months.

**Conclusions:** This intervention showed improvements on diet, potentially at the cost of PA behaviour. Participants indicated that changing both behaviours was too hard, suggesting that in time-poor and stressed populations changing one behaviour at the time could be more feasible and effective. Recruitment and retention barriers exist in this hard-to-reach group, which should be considered in future studies.

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### Sedentary behaviours and adiposity in 10–13 year olds: How long, how much and what?



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**Background and significance:** The role of a healthy diet and physical activity in obesity prevention is well-established, but the importance of different constructs of sedentary behaviours is uncertain. This study sought to investigate relationships between volume, patterns and types of sedentary behaviour and adiposity in children.

**Methods:** An observational case-control study of obese and healthy-weight 10–13 year olds (130 male, 104 female) recruited via media advertisements was conducted. Adiposity was quantified using percent body fat measured using dual-energy X-ray absorptiometry and waist-to-height ratio (WHtR). Use-of-time was assessed using accelerometry and the Multimedia Activity Recall for Children and Adolescents (MARCA). Time (volume), type

(television, videogame, computer, eating, passive transport) and bout length (patterns) of sedentary behaviours were measured. Moderate-to-vigorous physical activity, total daily energy expenditure, sleep, age, average annual household income and Tanner stage were included as covariates in partial least squares analyses, stratified by gender.

**Major findings:** Television time ranked as the most important type of sedentary behaviour, demonstrating positive associations with adiposity in both genders. Prolonged bouts of sedentary behaviour and time playing computer/video games were positively correlated with adiposity, but only in boys. In girls, non-screen sedentary behaviour was inversely associated with adiposity. Total sedentary time was only inconsistently linked with fatness after appropriate adjustments.

**Concluding statement:** These data confirm that limiting television time is an important target for childhood obesity interventions. Furthermore, other characteristics of sedentary behaviour beyond total volume also show sex-specific associations with adiposity. Therefore, further research is needed to inform current volume-based sedentary behaviour guidelines.

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### Raising healthy kids – The New Zealand Health Target for childhood obesity



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In New Zealand as in many other countries obesity rates have increased in all ages, genders and ethnic groups over the last 30 years. Obesity is particularly concerning in children as it is associated with a wide range of future health conditions, and can also affect a child's immediate health, educational attainment and quality of life. This presentation describes development and implementation of the Childhood Obesity plan and the associated health target.

On the 30th June 2016 the New Zealand government launched a new health target called 'Raising Healthy Kids'. This health target is one of two targeted interventions in the Childhood Obesity Plan that focuses directly on obese preschoolers and their families. The plan consists of a package of