

Mai Wiru Regional Stores Policy

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For years, Anangu at community level have been demanding action on food accessibility (including affordability) and food availability (including range and quality) in local community stores. The need for a regional stores policy on the APY Lands was first identified in the 1987 report of *Uwankara Palyanyku Kanyintjaku—An Environmental and Public Health Review*.

Consequently, in 2002 the Mai Wiru (Good Food) Regional Stores Policy was developed under the auspices of Nganampa Health Council, and in conjunction with Ngaanyatjarra Pitjantjatjara Yankunytjatjara Women's Council, as a result of a directive from Anangu Pitjantjatjara Yankunytjatjara (the land holding body). The process to develop the Mai Wiru policy was driven by Anangu from its inception. Wide-ranging community input and representation has been achieved through a participatory planning process, and the 25-member steering committee. The steering committee is representative of every community of the APY Lands. Following the development of the policy, a strategic implementation plan was developed and implementation of the policy began in early 2006.

Mai Wiru was a first of its kind because it is a regional policy for remote Aboriginal community stores with a health focus and a potential for legislative enforcement under the powers of the local land holding body, APY. As the policy is a primary health intervention (to tackle the increasing prevalence of diet-related illness) the nutritional impact of the policy will be highlighted and discussed. This will include: the impact on product placement within the store and how this affects sales. This is particularly concerning when product placement is used to promote sales of nutritionally poor items; the successful introduction of fortified white bread and meat pies with the 'Red Heart Tick'; anecdotal evidence that people will choose fresh healthy food if it is available; importance of providing comprehensive orientation for store managers to the guidelines of the policy to ensure compliancy; preferred supplier agreements with cash rebate systems to community stores and, finally, the importance of the store committee in each community.