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# 'Kiwi kids are Weet-Bix™ kids'—body matters in childhood

Lisette Burrows 

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## Abstract

A wide array of health policies and initiatives have emerged in New Zealand recently in an attempt to resurrect a presumed 'lost', adventure-loving, physically capable and

non-obese

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imperatives in multiple ways, often linked to their differing social and spatial locations in home, school and community contexts. While their testimony points to small fissures in the Mission-On armoury, it is suggested that in a climate so thoroughly saturated with messages around healthy eating and exercise, it remains challenging for children to imagine themselves as the adventurous, confident, fun-loving ‘kiwi kids’ government desires to ‘bring back’.

Keywords: Health Obesity Children Body pedagogies

## Notes

1. Pseudonyms for both schools mentioned and children who were interviewed are used throughout.

### Related Research Data

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Source: SAGE Publications

On being critical in health and physical education

Source: Informa UK Limited

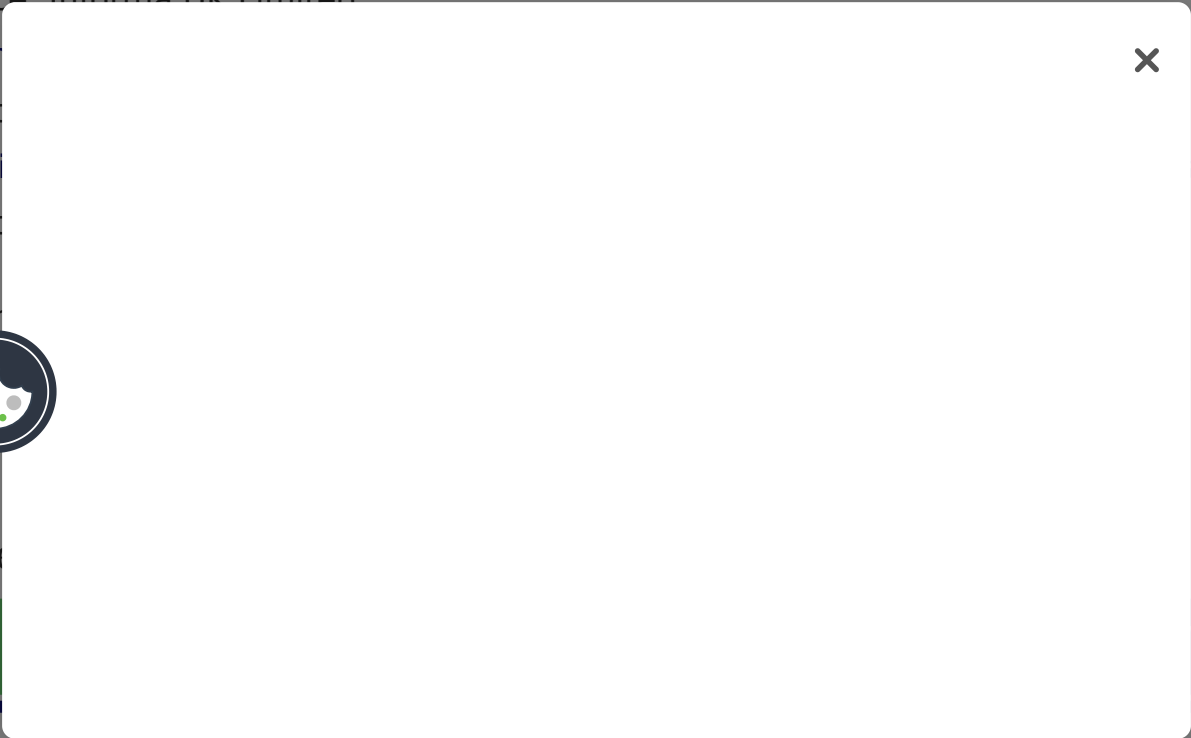
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