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

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school students suggests that children engage with, enact and disrupt health 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.

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Source: Early Child Development and Care



Body at Work: Michel Foucault and the Sociology of Sport

Source: Sociology of Sport Journal

Obesity prevention: the role of policies, laws and regulations

Source: Australia and New Zealand Health Policy

'I could do with a pair of wings': perspectives on physical activity, bodies and health from young Australian children

Source: Sport Education and Society

Prescribing Practices: Shaping Healthy Children in Schools

Source: The International Journal of Children's Rights

"Being Healthy": The discursive construction of health in New Zealand children's responses to the National Education Monitoring Project

Source: Discourse Studies in the Cultural Politics of Education

Do We Fatten Our Children at the Television Set? Obesity and Television Viewing in Children and Adolescents

Source: PEDIATRICS

The good life: New Zealand children's perspectives on health and self

Source: Sport Education and Society

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Is A Weight-Centred Health Framework Salutogenic? Some Thoughts on Unhinging Certain Disturbing Ideologies

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