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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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