

THE WHĀNAU PACK TO BE LAUNCHED REGIONALLY

A youth-focussed health education tool designed in the North King Country will be rolled out to the entire Waikato region in May.

Waikato District Health Board Population Health Services' Te Kuiti health promoter Hilary Karaitiana worked collaboratively with Ken Wells of Te Ngaru Ō Maniapoto Health Services, to involve community organisations in the development and production of 'The Whānau Pack' in their communities.

The Whānau Pack is a resource for parents of teenagers, which provides realistic advice on how to get through difficult issues with their children such as exposure to drugs, alcohol and other substances, teen pregnancy and sexual health, relationships and nutrition – to name a very few.

The booklet also offers contact details for a multitude of support agencies, should these factors become an issue in the families' lives.

"The Whānau Pack is something we are proud of and believe to be a very useful tool for parenting in the 21st century," said Mrs Karaitiana.

"Many people were involved in the creation of the resource in a lot of different ways, hence the

reason it's so special to us, and ultimately, to all of them as well.

"Teenage years can be a very trying time for the whole family, and to be able to offer any support at all through this phase in a person's life is awesome."

She said the evaluation results of the North King Country launch were overwhelmingly positive, hence the reason it was decided to share the tool among the rest of the region.

Every single middle and secondary school will be invited to take part in The Whānau Pack project, and individual copies will be made available to all students' families.

"Waikato District Health Board has a major focus on reducing inequalities and barriers to access, which means we want to make all our resources readily available and accessible to anyone who needs them," said Mrs Karaitiana.

And The Whānau Pack is no different.

In addition to the English version of the booklet, 5000 copies will be translated into te reo Māori for wharekura and students enrolled in Māori medium immersion classes.

"We recognised that the translation of these booklets is vital for the success of this project. Where appropriate, families



Ken Wells (left) & Hilary Karaitiana.

should have access to this sort of information in whatever form they feel most comfortable receiving it," said Mrs Karaitiana.

The Whānau Pack's major launch will be held in partnership with the New Zealand Police in Hamilton during Youth Week, May 27 – June 1, 2008.

Launches will also be held throughout Waikato's smaller centres.

More information will be posted about the project and launch on www.waikatodhb.govt.nz in early April.

NEW BRANDING FOR PHA

Thanks to all those who returned their comments on the proposed new PHA branding. It has now been officially adopted and includes a Māori translation – Kāhui Hauora Tūmatanui. It will soon be on the website, will be added to stationery as reprints are required and, of course, is featured for the very first time in this newsletter!

The icon portrays the fact that the PHA is all about people and the public. The incorporation of the stylised koru in the mind and body of each figure highlights the importance of total health and wellbeing.

The use of the koru, also relates to the fact that Māori are a priority within the aims and goals of the PHA. Consequently this also makes the icon uniquely New Zealand in origin and appearance.

Clean simple type faces have been used to ensure clarity at a range of sizes. This also increases the life span of the logo as it decreases the effect of changes in styles and trends that will occur in the

future. In addition, this type face has been specially tweaked so that it is original and unique to the PHA, and therefore less susceptible to plagiarism.

The green represents growth, harmony, balance, freshness, renewal, health and life. The silver represents strong foundations, the earth, distinction, elegance and style.

Twenty-five-year-old year old graphic designer Tamara Miles (Raukawa/Nga Puhū) designed the logo. Tamara has a BA in Visual Communication and apart from her work in the visual communications department of the Waikato District Health Board, also does freelance design work.

"My aim was to build on the excellent reputation of the PHA by strengthening its public image," says Tamara. "I wanted the logo to be simple, clean, clear and above all lasting. When I heard my concept presentation had been selected as the final logo I was really excited. It is great to be recognised, especially for doing something I love!"



Tamara Miles.



PROFILE – MARK HAIMONA

Mark Haimona (Te Arawa, Ngati Kahungunu) is a Māori project manager/coordinator at Water Safety New Zealand.



Mark Haimona

Kia ora. Over the past three years I've been working with Water Safety New Zealand (WSNZ) in my role as project manager/coordinator for the Māori Water Safety Strategy. The main purpose of my position is to reduce the number of drowning and water-related injuries to Māori in Aotearoa.

This position allows for the development of targeted initiatives and projects that meet the needs of Māori at a national, regional and local level.

Water safety education has been identified as a key priority in this delivery. Through education there is provision of knowledge and skills to encourage awareness and safer practices in and around water. The development of quality resources on a national level for Māori will continue through the 2008 year with the introduction of resources to kura kaupapa, primary and intermediate schools. WSNZ will also continue to work with entertainer, Pio Terei and NZ surfing champ, Daniel Kereopa to promote water safety at events and through media channels.

Under the current drowning prevention and injury prevention strategies, an increase in water safety awareness in the community has no doubt contributed to better behaviour in and near the water. The 2006 year had the lowest national drowning toll since records began in 1980, at 87. The Māori drowning toll has also reduced from 28 in 2003 to 19 in 2006. Positive outcomes have surfaced in other areas too, such as working with personnel from national and regional organisations that promote water safety to communities. Organisations such as ACC, National Kohanga Reo Trust, Nga Kaihoe O Aotearoa, Iwi, WSNZ members, Plunket, Safekids, Injury Prevention, Māori health services, schools, police, fire service and city council groups.

I believe effective drowning prevention for Māori is about retaining a cultural view based on utilising local water environments to develop skills and resources that advance the wellbeing of Māori in, on and near the water.

Updates on water safety news, resources and initiatives for Māori can be found on the WSNZ website or www.maoriwatersafety.org.nz

For further information you can contact me by email: mark@watersafety.org.nz or mobile: 027 6840408.

FUN AT THE KAWHIA KAI FESTIVAL

The Kawhia Traditional Māori Kai festival is an annual event held on Waitangi weekend in early February.

It is an awesome day, full of cultural activities and a huge tasty array of delicious, mouth-watering, traditional and modern Māori kai.

There is band entertainment, and the stall-holders who cook up a storm in their undercover shelters.

Occasionally Māori kapa-haka groups gather on stage to give an arousing performance that pulls the mass of visitors from the food stalls and sends a shiver of excitement through the audience.

Multitudes of kids throng to the wharf and beach a few metres away to cool off in the tide, while a cruise vessel journeys up and down the harbour, taking people on history cruises.

For many Tainui people, the Kawhia Traditional Māori Kai festival has become a day for renewing ties with whanau and friends, while re-connecting with their spiritual homeland. For others, it is an opportunity to participate in a friendly Māori experience.



Fun, food and sun at the Kawhia Traditional Māori Kai festival.

MĀORI PUBLIC HEALTH WORKFORCE

On March 4 the Māori workforce hui was held at Te Hapai te Hauora, Auckland. The purpose of the hui was to discuss the implementation of the generic competencies for Public Health in Aotearoa-New Zealand (PHA).

The workshop was facilitated by Grant Burghan - Ngāti Wai (Hauora.com) and Helen Rance (Public Health Association) with Vivian Head (consultant for the Ministry of Health). The outcome of the hui is a Māori Public Health workforce summit is to be held in June 26-27 in Rotorua. Kathrine Clarke (CEO Te Hapai te Hauora) along with other representatives from Māori providers, DHBs and NGOs were unanimous about the need for further discussion at the upcoming summit.

A copy of the generic competencies for Public Health in Aotearoa-New Zealand can be accessed from www.pha.org.nz



Attendees at the Māori Workforce hui workshop.

CONFERENCE 2008: TAPU... NOA

Tapu...Noa - Environmental, Physical or both
Waitangi, Northland 2 - 4 July 2008

Put this date in your diary now – the
2008 PHA conference!

The 2008 Public Health Association
conference is being held in Waitangi from
2-4th July 2008.

Te Tiriti o Waitangi is the founding docu-
ment of Aotearoa/New Zealand and also a
living document for public health practice.

Holding the 2008 conference at Waitangi
will encourage us all to reflect upon the im-
portance of Te Tiriti in our mahi and encour-
age us all to embrace the spirit and intention of Te Tiriti.

The goal of the conference is "Putā ki te whai ao, ki te ao marama..."
Participants will experience a journey of learning through reflection
and personal commitment.

We welcome you to be a part of this exciting journey of learning and
exploration.

Our conference is titled Tapu.. Noa.. Environmental, Physical or
both.

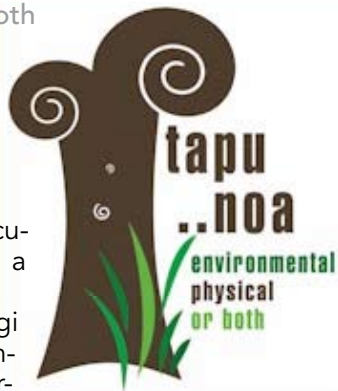
Broadly translated, this refers to health and safety across social, cul-
tural, political and physical environments.

These finely balanced concepts have been used by Maori for genera-
tions as a 'health code or system' which has practical applications
for public health.

The four conference themes are:

- Te Ao Hurihuri – public health in the modern world
- Matauranga – filling your kete of knowledge
- Kaitiakitanga – our environment
- Manaakitanga – looking after yourself and each other.

More information about the conference and how to register can be
found at: <http://www.pha.org.nz/phaconference.html>



2008 HAUORA MĀORI SCHOLARSHIP

Applications are invited for
the Ministry of Health Hauora
Māori Scholarships 2008.

The purpose of the scholar-
ship is to build Māori workforce
capacity in the health sector by
assisting students to undertake
or complete an NZQA accred-
ited course in health and dis-
ability studies.

We would appreciate your as-
sistance in promoting the schol-
arships to your community.

The closing date for applica-
tions is 5pm Friday, 11 April
2008.

HOW TO APPLY:

Download applications from:
www.moh.govt.nz
or send request via email to
MPDSadministrator@moh.govt.nz

Applications to be sent to:
Hauora Maori Scholarship
Administrator
Sector Capability &
Innovation Directorate
Ministry of Health
P O Box 5013
Wellington
MPDSadministrator@moh.govt.nz
Fax: (04) 495 4496.

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31 MAY
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www.worldsmokeday.co.nz

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