



Entry Cover Sheet

Commitment to Reducing Inequities

Māori and Pacific people living in Hawke’s Bay tend to have worse health outcomes than non-Māori / non Pacific people. Reducing inequities requires us to improve access, reduce barriers and design services that better meet the needs of patients.

	Entrants must complete all sections below:
Title of entry Maximum of 70 characters Be specific eg “Improving health literacy of obese patients”. Title length must not exceed 70 characters.	Kura Tuatahi – Ki Te Whakangao i nga Rangatira Mo Apopo (Investing in tomorrow)
Synopsis of entry Maximum of 150 words A brief paragraph providing an overview of your entry. Synopsis must not exceed 150 words.	Non communicable diseases (lifestyle illnesses) are the leading cause of premature death in the world today and are growing at an alarming rate. Maori are doing particularly badly in these statistics and the inequity gap is continuing to grow despite our best efforts. There is a growing awareness in this field of health that although healthy lifestyle interventions are having some impact on the Maori population as a whole, by far the biggest impact is made when we address these issues in our tamariki rather than waiting for them to become adults, who have already at that point, established poor health habits. Te Kura Tuatahi program was developed to deliver a sustained and targeted health and lifestyle intervention to Maori tamariki across Tamatea. It is a long term project. It’s goal is to see a new generation of Maori – strong, healthy and leading the way for their whanau.
Name of organisation/s Is entry submitted on behalf of one or a number of organisations? It is very important that you describe who is involved in this entry. This information is used in promotional materials, acknowledgements and inscribed onto awards, plaques and certificates.	Central Health Ltd
Contact person	Rob Ewers

Name of person/s who can be contacted in regards to this entry.	
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Commitment to Reducing Inequities

Māori and Pacific people living in Hawke's Bay tend to have worse health outcomes than non-Māori / non Pacific people. Reducing inequities requires us to improve access, reduce barriers and design services that better meet the needs of patients.

Your organisation	<p>Briefly tell us about your organisation:</p> <ul style="list-style-type: none"> • How it is structured and the services you provide; • Your workforce – how many people, the different roles/functions they provide; • What is your vision and values? <p><i>Aim to describe your organisation in 200 words or less.</i></p>
Commitment to Reducing Inequities	<p>Describe how you are reducing inequities:</p> <ul style="list-style-type: none"> • Be specific and concise; • Describe how you are making a difference to patient experience; • Describe how you have improved outcomes; • Consider including diagrams, photos or patient stories to help illustrate/explain your reducing inequities entry into the 2015 Hawke's Bay Health Awards; <p><i>Aim for 700 words or less in this section of your entry.</i></p>
Benefits and results	<p>Demonstrate improvement:</p> <ul style="list-style-type: none"> • The judges are looking for tangible results directly attributable to your quality improvement initiative; • Provide benchmark and current data to clearly demonstrate improvement; • Include any measures or KPIs which you are using to track progress and review impact and effectiveness; <p><i>Aim for 350 words or less in this section.</i></p>
Future plans	<p>Demonstrate continuous quality improvement:</p> <ul style="list-style-type: none"> • Are there any plans to extend this initiative? • What other improvement activity has this change generated? • Have there been lessons learnt or learnings that can be shared with others? <p><i>Please provide a brief summary of your future plans in 200 words or less.</i></p>

Commitment to Reducing Inequities

Kura Tuatahi – Ki Te Whakangao i nga Rangatira Mo Apopo (Investing in tomorrow)



Your organisation

The whakapapa of Central Health Ltd (established in 2009) stems from Te Whatuiapiti Trust (established in 1994), which was set up in response to strong calls from the local community to have their own health services provided by their own people. Over the years the range of services provided have developed from a small Community Health Service with one community nurse to an expanding, evolving organization with around 130 staff. The bulk of our services are delivered to Central Hawke's Bay and wider Hawke's Bay. Although, we are acquiring and delivering a growing number of national contracts too.

Central Health has a highly efficient and collaborative management structure supported by multi-skilled whānau orientated staff. We now deliver a broad range of health and social services to all peoples in Central Hawke's Bay, Hawke's Bay, and six District Health Board catchment areas. Our services strive to work together seamlessly. This approach enables us to 'wrap our services around' whanau and individuals who access any one of our services.

Our overall goal is to address the inequity in health which exists for Maori. We are passionate and have developed a strong culture of innovation. We utilize our own framework Te Patu Watawata to enable us to engage and deliver our holistic services to our population. We work tirelessly in the Central Hawke's Bay region to deliver services to the 'hard to reach' and particularly to Maori.

Commitment to Reducing Inequities

Non communicable diseases (lifestyle illnesses) are by far the leading cause of death in the world today and are growing at an alarming rate. Maori are doing particularly badly in these stats and the health equity gap is generally growing rather than shrinking. We know that the leading factors which contribute to these illnesses are physical inactivity, poor diet, and tobacco use. The Kahungu Hikoi Whenua (KHW) program is one strategy seeking to address this for Maori.

In 2009 Central Health became one of the founding members of KHW. In essence, KHW is a Maori focussed population health intervention for Hawkes Bay, empowering whanau and communities to take ownership of their own health and wellbeing by developing solution oriented initiatives to address the three leading 'lifestyle' factors impacting Maori Health. It also has a strong emphasis on improving whanau access to primary care, early detection & prevention of disease, and health literacy.

There is a growing awareness in population health that although healthy lifestyle interventions are having some impact on the Maori population as a whole, by far the biggest impact is made when we address these issues in our tamariki rather than waiting for them to become adults, who have already at that point, established poor health habits.

Drawing heavily from the extensive WHO report in 2007, 'Interventions on Diet and Physical Activity – What Works' and other national and international literature we decided as an organisation in 2012 to focus our limited KHW resources on our tamariki. This led to the development of our 'Nga Kura Tuatahi' project. The goal of this project was to tackle the health issues and inequities outlined above by developing and delivering a tailor made on site program for each school. At each school the program looks different depending on their specific needs and circumstances but the goal remains the same. Our goal is to provide a complete package of interventions to improve nutrition, establish a habit of physical activity, provide smoking prevention and also to provide access to free primary nurse led clinics on site, delivering early health interventions and health promotion.

We began by concentrating on the schools with the highest proportion of Maori. Once this was achieved, and to maintain the Maori focus we decided to expand the program to include all of Nga Kohanga in our region.

Innovations

To enable us to reach our goal we have developed several innovations along the way.

These include:

- Annual 10 week Touch Rugby Module for all schools to compete
- Kia Tunua (healthy cooking on a budget program for tamariki/whanau)
- Supermarket Tour toolkit
- Healthy Lunches Toolbox
- On site nurse led clinics (nurses working under standing orders to treat basic conditions without need to see GP or visit pharmacy)
- Social Media (Facebook) resource
- Re-assign our advertising budget to become the lead sponsor for Iron Maori Tamariki in Hawke's Bay.

As the word limit here is very tight I have included lots of photo's. I apologise for this. But, I believe the old adage is true 'a picture speaks a thousand words'. One thing that you can see clearly is how positive this program is, how much the tamariki enjoy it, not just impacting on their physical health but on their Manna. The benefits cannot be underestimated. These tamariki are establishing and setting behaviours and habits in place for a lifetime here and in so doing are altering the course of Maori health outcomes in our lifetime. These children are the ragatira of tomorrow.



The Terrace School

The Terrace School was our first mainstream school in this initiative having the highest proportion of Maori (70%).

The program has included:

- Twice weekly fitness sessions
- Healthy lunchbox program
- Kia Tunua, healthy cooking program
- Swimming lessons
- Basketball training.
- Direct links to our free primary nursing service.
- Touch Module
- Healthy lunches program. This has culminated in the school being awarded the NZ Heart Foundation's Healthy Heart Start Award (Healthy Heart Tick). This is an astonishing achievement for a school which up until last year only offered pies, sausages and chips etc for lunches.





Porangahau School

Porangahau School already had a good but limited healthy cooking program. We were able to secure funding to expand the school kitchen and cooking program. To support this we also provided Kia Tunua to the tamariki's whanau. We established a weekly nurse led clinic on site at the school and we were able to link the tamariki into the waka ama program and the large community garden. Together with the youth council we were able to fund installation of a new pro basketball hoop in the village.



Te Kura Kaupapa

Te Kura Kaupapa O Takapau is another of our priority schools. We have supported them to deliver nutritious school meals and they also compete in our touch module. In 2015 we established both a nurse led clinic and a respiratory nurse clinic in the Kura.

This year we delivered their second Kia Tunua healthy cooking program and we have just launched a full on site fitness program. We are hoping to get enough whanau involvement to enable us to work towards the NZ Heart Foundation's Healthy Heart Tick for the Kura next year.

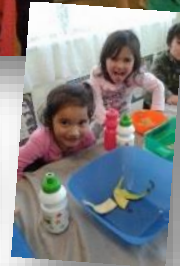


Nga Kohanga

Our 5 Kohanga's were added to the program in 2013.

Their package now consists of:

- Weekly health promotion.
- Onsite nurse led clinic at each site
- Onsite respiratory nurse clinic.
- Kia Tunua healthy cooking program for whanau
- Healthy lunchbox program
- Development of exercise program for moko's and staff.



Social Media

As a result of feedback from whanau we have developed a dedicated Facebook resource for the kohanga's. This provides us with a great way to promote messages and answer whanau questions.



Otane School

Otane school is the most recent addition to the program. We have established a weekly free nurse led clinic on site and also delivered:

- Health promotions in the school
- 10 week touch module.
- Kia Tunua
- Asthma Program
- This year we are sponsoring the whole school to take part in the Iron Maori Tamariki and we have developed a physical fitness program to support them to achieve this goal.



Auahi Kore



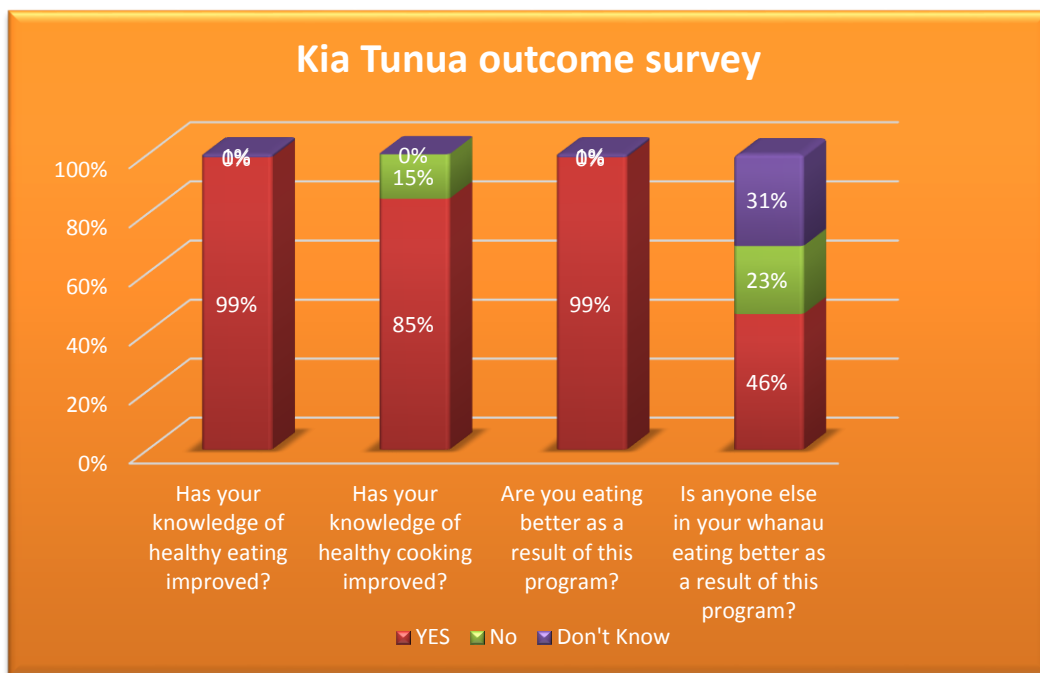
Auahi Kore has been integrated into the entire program, and our emphasis is on smoking prevention. We also provide free smoking cessation including NRT for whanau at all events and clinics.

Benefits and Results

So is the program working? We acquire feedback for all of our programs. This has demonstrated significant and sustained outcomes across the board and has indicated not only health gains for the tamariki but also for their whanau.

Healthy eating.

The Terrace School has been awarded the heart foundation tick and now with our support provides healthy lunches to all 270 of it's students. Our Kia Tunua healthy eating/cooking program has been very successful. We have currently delivered the program to a total of 104 tamariki and their whanau. These were surveyed and the results speak for themselves.



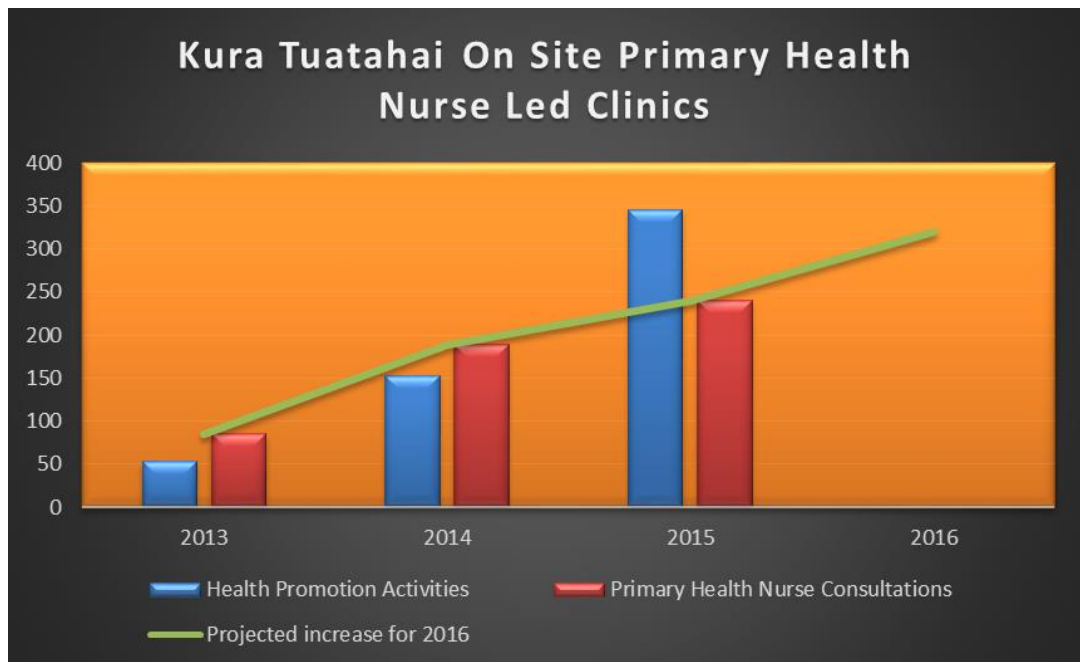
Physical exercise

Over the past year a total of 630 tamariki have taken part in one or more of our Kura Tuatahi activity programs. 8 primary schools in our region now take part in our Touch module. Survey results indicate high outcome levels.



Access to Primary Health Nurse Led Clinics

We now provide onsite nurses and free nurse clinics at all of our high enrolled Moari primary schools. We also provide onsite nurse clinics, including respiratory, for all of our region's 5 Kohanga's. Their utilization is steadily progressing.



We recently completed an anonymous survey on the older children to find out whether they felt their health was better and whether they felt more equipped to live a healthier life:

100% of those surveyed reported having increased skills and confidence to manage their own health.

100% of those surveyed reported that they felt they were receiving increased support to achieve wellbeing.



Future Plans

As you can see from the data the program is achieving spectacular results, not just for tamariki but for their whanau too. These gains will not be of any lasting benefit unless we continue with this sustained wrap around package of interventions to ensure the gains made become established throughout childhood and into adulthood. We are in it for the long haul and have set our sights on a brighter future for our tamariki where there is less health inequity and where no young Maori wahine has to walk down the isle without her papa or mama because they died too early from lifestyle illness.

Further developments being finalized include but are not limited to:

- Mobile ear clinics for the kohanga's
- Respiratory clinics in all our schools
- More Kia Tunua programs delivered per year to all sites
- More whanau involvement in Kia Tunua
- All schools and kohanga's achieve NZ Heart foundation tick.

.... And OK! You know you want it! Here's one last collage...

