

WORK WE'RE SEEDING, GROWING, SUPPORTING



Everyone Eats Ōpōtiki

Everyone Eats Ōpōtiki (EEO) is the name of a cross-sector collaborative effort to grow a vibrant, affordable, nourishing and sustainable local food movement in the Ōpōtiki district. It's a grassroots move for change, driven by local people, seeking to support and develop local solutions to the challenges we face in food and health.

Who was involved?

Ōpōtiki focus groups and survey participants
 Ōpōtiki garden group
 Ōpōtiki kiwifruit growers
 EEO steering committee -
 Whakaatu Whanaunga Trust
 Toi Te Ora Public Health
 Waikato/BoP Division Cancer
 Society NZ
 Te Pou Oranga o Whakatōhea and
 Te Ao Hou Trust & the Eastern BoP
 Whānau Ora Collective.

What did we do?

Framing

Socialised a systems approach to health prevention
 Explored what a co-design approach might offer
 Shared learnings and insights from EEO research phase key themes

Project set up

Creation of steering committee
 Agreed initial problem definition and project scope
 Formed cross-sector project team and key stakeholders identified
 Collated/analysed data about current food system
 Organised focus groups and key informant interviews and workshops
 Analysis of key themes from focus groups and interviews and insight development
 Regular communications with steering committee and project team

Insights, opportunities and concepts

Walkthroughs with steering committee and members of the community to share and test findings and confirm next steps
 Reported findings to steering committee for endorsement to move to Phase 2, to co-design a shared vision for an Ōpōtiki kai roadmap and directory
 Back boning application to MSD's Food Secure Communities grant funding
 Brokering relationships between players in the local food system
 Providing a venue for a local community garden group to convene hui
 Back boning a community garden project for reactivation and socialising their ideas

Key impacts (so far) from taking a systems approach

- Mobilizing a core group of cross-sector leaders and changemakers to bring diverse expertise and perspectives into the process from the beginning.
- This process allowed us to get alignment on what the food system was and focus on ensuring that all people living in the Ōpōtiki district have access to affordable, nourishing kai.
- The process identified the environmental changes and issues that may impact on the system and highlighted the food insecurity issues.
- Design methods enabled us to produce outputs with strong visual appeal, which are easier to digest and navigate.
- We're starting to build energy and momentum in the community working together and not taking a silo response to food insecurity.
- Taking a systems approach enabled us to hear directly from people impacted in the food system and understand the experience from diverse perspectives.

Key Learnings:

- Adopting a place-based approach has many advantages.
- Working in Ōpōtiki (a mostly Māori community), it was important that the project team was diverse and could build trust. This meant existing relationships and being familiar with previous initiatives in the region were important.
- The Healthy Families East Cape strategic leadership group Co-Chair and Te Ao Hou Trust CEO was engaged in the work.
- The team used established reporting processes to tell the story of the work in an engaging and visual way.

Challenges we encountered:

- Placing a premium on engaging and involving people in the process can take time and resources and it can mean slowing down to speed up.

Enablers for this work:

- EEO was motivated to adopt a co-design approach.
- The place-based focus helped identify the importance of community strengths.