



Healthy Families East Cape

He Tohu Huarahi Māori Bilingual Traffic Signs Programme Consultation

Submission June 2023

30 June 2023

Tēnā koe,

He Tohu Huarahi Māori bilingual traffic signs consultation

4. Road Safety and Injury Prevention: Bilingual Road signs that incorporate Māori language can contribute to road safety and injury prevention efforts. Clear and understandable signage helps drivers and pedestrians navigate the roads more effectively, reducing the risk of accidents and injuries. By advocating for bilingual signs, the NGO may aim to improve road safety outcomes and promote healthier and safer communities.

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A healthier Aotearoa starts in the places where we spend our time. In healthier environments, children learn better, workplaces are more productive, people are healthier and happier, and communities thrive. Each of the eleven Healthy Families NZ locations work to strengthen the prevention system through harnessing the power of locally led collaboration.

Healthy Families East Cape is one of these teams implementing the approach in Te Tairāwhiti and on the East Cape. Teams work alongside local leaders to identify, ideate and implement change to support people to make healthier choices in places where we spend our time, including; schools, workplaces, places of worship, marae, community spaces and more. Each location has chosen its own priorities for improving health and wellbeing based on the unique needs and strengths of the community it serves. Within the Healthy Families NZ workforce is the Kahui Māori, a collective with an explicit focus on improving equity and health outcomes for Māori, using frameworks that sit within a Māori world view, te Ao Māori.

By taking a systems approach to reducing risk factors of preventable chronic disease, the approach aims to improve health outcomes and increase health equity through key focus areas; improved nutrition, physical activity and mental health, smoke-free environments and reduced alcohol-related harm. The eleven Healthy Families NZ communities come from areas with higher-than-average rates of preventable chronic diseases such as type 2 diabetes, obesity and heart disease.

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RE: Consultation on the He Tohu Huarahi Māori bilingual traffic signs programme

The Healthy Families East Cape team appreciates the opportunity to provide written feedback on the He Tohu Huarahi Māori bilingual traffic signs programme consultation led by Te Mātāwai and Waka Kotahi.

Healthy Families NZ is a large-scale initiative that brings community and community leadership together in a united effort for better health and wellbeing. We aim to improve people's health where they live, learn, work and play by taking a whole systems approach to prevention. Healthy Families East Cape has an explicit focus on equity, improving health outcomes for Māori and reducing inequalities for groups most at risk.

Healthy Families East Cape is one of eleven sites of Healthy Families NZ locations, each chosen for having some of the worst health statistics in the country. Healthy Families East Cape covers from Ōpōtiki, around the East Cape, to Te Tairāwhiti and is funded by the Te Aka Whai Ora and is being led by Te Ao Hou Trust.

Healthy Families East Cape is committed to fulfilling the relationship between Māori and the Crown under Te Tiriti o Waitangi, the national document that defines a respectful and meaningful partnership between tāngata whenua and tāngata Tiriti. We actively support Te Tiriti o Waitangi articles in policy and legislation decision-making.

Healthy Families East Cape covers a large region, from Ōpōtiki to Gisborne, down State Highway 35 to Lottin Point and Tokomaru Bay.

Ōpōtiki District Council's region has a population of approximately 9,300 people, with 63% identifying as Māori (according to 2020 statistics). Te Tairāwhiti's population sits at 49,300 (June 2020) with 45% identifying as Māori. We have the highest Māori population compared to the rest of the country (according to 2020 statistics).

The Healthy Families East Cape strategic leadership roopu is responsible for providing strategic direction and leadership using and championing a systems-based approach to achieve healthier environments in the places where we spend our time.

The Healthy Families East Cape strategic leadership group is made up of representatives from across sectors and communities and includes the following members and organisations:

- Linda Steel, Te Ao Hou Trust Chief Executive (Chair)
- Josh Wharehinga, Gisborne District Council Deputy Mayor
- Lyn Riesterer, former Ōpōtiki District Council Mayor
- Stefan Pishief, Sport Gisborne Tairāwhiti Chief Executive
- Mel Turner, Te Whatu Ora Senior Portfolio Manager and Lead Healthy Families NZ
- Amohaere Houkamau, Rau Tipu Rau Ora General Manager
- Megan Tunks, Pou Oranga Ake, Te Pare o Toi
- Shannon Hanrahan, KŌ Kollektive Trust, Executive Chair

We are happy to provide further advice and clarification on any of the points raised in this submission.

The contact for this submission is Roimata Sinclair, Healthy Families East Cape Communications Advisor.

Email: roimata@healthyfamilieseastcape.co.nz

Ngā mihi, Healthy Families East Cape team and strategic leadership rōpū

A commitment to Te Tiriti o Waitangi

Healthy Families East Cape is committed to fulfilling the relationship between Māori and the Crown under Te Tiriti o Waitangi. Healthy Families East Cape prioritises the inclusion and protection of Mātauranga Māori as an important enabler of health and wellbeing for all New Zealanders. We collaborate with partners across our communities to improve Māori health outcomes. Māori participation and decision making at all levels of planning and implementation is critical. We actively support Te Tiriti o Waitangi articles in policy and legislation, and we value community voice and community interests driving decision making.

Waka Kotahi NZ Transport Agency, formerly known as the New Zealand Transport Agency, is a Crown entity in New Zealand that is dedicated to promoting safe and functional land transportation. As the agency responsible for administering the New Zealand state highway network, Waka Kotahi has a commitment to upholding the special relationship between Māori and the Crown as outlined in Te Tiriti o Waitangi (the Treaty of Waitangi).

Te Tiriti o Waitangi and the declarations made during its signing emphasize the importance of enabling Māori to exercise authority over their health and well-being (under article 2) and achieving equitable health outcomes for Māori (under article 3), in ways that allow Māori to live, thrive, and flourish as Māori (as stated in the Retinga Māori declaration¹). Waka Kotahi NZ Transport Agency acknowledges these responsibilities and is dedicated to fulfilling them.

By adopting bilingual road signage, Waka Kotahi demonstrates a profound commitment to honoring the special relationship between Māori and the Crown as established by Te Tiriti o Waitangi. This shift towards bilingual signage signifies Waka Kotahi's dedication to inclusivity, cultural recognition, and ensuring that Māori perspectives and language are given prominence in the transportation infrastructure of New Zealand.

Pae Ora – Healthy Futures

In addition to its commitment to fulfilling the special relationship between Māori and the Crown under Te Tiriti o Waitangi, Healthy Families East Cape also recognises the significance of Māori health and well-being as outlined in Pae ora² - the Crown's vision for Māori health. [Pae ora](#) provides

¹ The Ritenga Māori declaration (often referred to as the 'fourth article') was drafted in te reo Māori and read out during discussions with rangatira concerning Te Tiriti o Waitangi. The Ritenga Māori declaration provides for the protection of religious freedom and the protection of traditional spirituality and knowledge. (Te Puni Kōkiri 2001).

² Pae ora - Healthy Futures. <https://www.health.govt.nz/our-work/populations/maori-health/he-korowai-oranga/pae-ora-healthy-futures>

a holistic framework for Māori to live with good health and well-being, supported by a conducive environment that promotes a high quality of life.

Pae ora encourages collaboration and a broad perspective on health, going beyond narrow definitions and focusing on providing high-quality and effective services. It comprises three interconnected elements: mauri ora (healthy individuals), whānau ora (healthy families), and wai ora (healthy environments). These elements mutually reinforce each other and contribute to the strategic direction for Māori health in the future.

As champions of equity and health prevention, Healthy Families East Cape refers to and celebrates Pae ora - Healthy Futures as the Crown's key tool for future developments in Māori health. In a rapidly changing world where indigenous aspirations, strengthened Māori capability, technological innovation, and demographic transitions intersect, Pae ora serves as a guide for Māori health.

The interconnection between the adoption of bilingual road signs by Waka Kotahi and Pae ora is twofold. Firstly, bilingual road signs demonstrate a commitment to recognizing and respecting Māori culture, language, and identity, which are integral to mauri ora and whānau ora. By incorporating te reo Māori on road signs, Waka Kotahi supports the promotion of Māori language revitalisation efforts and fosters cultural inclusivity in the transportation infrastructure.

Secondly, by providing clear and informative road signage, Waka Kotahi contributes to wai ora - healthy environments. Well-designed road signs enhance road safety and ensure that drivers, including Māori communities, can navigate the transport network effectively. This promotes a safe and accessible environment for all, aligning with the principles of Pae ora.

By embracing bilingual road signs, Waka Kotahi NZ Transport Agency will exemplify its commitment to both the special relationship between Māori and the Crown under Te Tiriti o Waitangi and the vision of Pae ora, actively working towards promoting Māori language, culture, and health in the transport sector.

Whakamaua Māori Health Action Plan 2020 – 2025

As champions of equity and health prevention, we refer to Whakamaua: Māori Health Action Plan 2020-2025³, this is the implementation plan for He Korowai Oranga, New Zealand's Māori Health Strategy – its aim is to help us achieve better health outcomes for Māori by setting the government's direction for Māori health advancement over the five years.

The Whakamaua Māori Health Action Plan recommends eight priority areas for action for the next five years to enable change and set a strong foundation for the future. Achieving desired outcomes will be contingent on synergies across all priority areas and taking a whole-of system approach. Whakamaua emphasises the significance of Te Tiriti o Waitangi as a foundational document for public policy. The text of Te Tiriti, including the preamble and three articles, along with the Ritenga Māori declaration, are the enduring pillars of Whakamaua.

The Whakamaua Māori Health Action Plan 2020-2025 focuses on improving Māori health outcomes and addressing health inequities in New Zealand. While the specific plan itself may not directly mention bilingual road signs, we can draw connections between the plan's goals and the potential benefits of incorporating more te reo Māori onto the transport network through bilingual road signs.

³ Whakamaua Māori Health Action Plan (Ministry of Health 2020).

Interconnection between Bilingual Road Signs and the Whakamaua Māori Health Action Plan:

1. **Language Preservation and Revitalisation:** The Whakamaua Māori Health Action Plan acknowledges the intrinsic value and significance of the Māori language and cultural heritage. By incorporating te reo Māori onto road signs, the initiative actively supports the preservation and revitalisation of the language. This approach aligns with the broader objective of enhancing Māori identity and cultural well-being.
2. **Cultural Inclusivity and Equity:** The action plan underscores the importance of creating a health system that addresses disparities and promotes equity among Māori communities. The introduction of bilingual road signs promotes cultural inclusivity and equity by recognizing the linguistic and cultural diversity of the population. This measure ensures that Māori individuals, whānau, hapū, and iwi feel acknowledged, valued, and included in public spaces, fostering a sense of belonging and enhancing overall well-being.
3. **Community Engagement and Empowerment:** The Whakamaua Māori Health Action Plan emphasises the significance of community engagement and empowerment in health-related decision-making processes. Supporting bilingual road signs serves as a means of community engagement, enabling local communities, including Māori, iwi and hapū, to actively participate in shaping their environment. This collaborative approach strengthens community bonds, fosters social cohesion, and empowers communities to contribute to initiatives that directly impact their well-being.
4. **Cultural Safety and Health Promotion:** The Whakamaua Māori Health Action Plan places significant emphasis on cultural safety and the promotion of holistic health approaches. The inclusion of te reo Māori on road signs contributes to the creation of culturally safe environments. By normalizing and promoting the use of te reo Māori, bilingual road signs demonstrate a commitment to honouring Māori culture, language, and traditions. This endeavour has the potential to positively impact mental health, cultivate cultural pride, and enhance overall well-being.

In summary, the implementation of bilingual road signs aligns with the core principles and objectives outlined in the Whakamaua Māori Health Action Plan, supporting the preservation of the Māori language, fostering cultural inclusivity and equity, empowering local communities, and promoting cultural safety and holistic health promotion. A move towards bilingual signage celebrates pae ora in its entirety:

For these reasons Healthy Families East Cape supports the introduction of bilingual road signs and see that the new signs present a good opportunity to achieve the goal of incorporating more te reo Māori onto Aotearoa New Zealand's transport network.

Online Submission Questionnaire:

Do you think that the destination family of signs present a good opportunity to achieve the goal of incorporating more te reo Māori onto Aotearoa New Zealand's transport network?

Yes.

What are your thoughts on the use of colour to differentiate te reo Māori and English text on the destination family of signs?

Do you have any other feedback on the designs of this overall family or individual signs? Please see Annex 1 and reference any individual signs where applicable in your response.

Do you think that the dual sign option is a suitable way to display both te reo Māori and English messaging on Aotearoa New Zealand's transport network? Can you explain why or why not?

Do you think that the public and active transport family of signs present a good opportunity to achieve the goal of incorporating more te reo Māori onto Aotearoa New Zealand's transport network?

Yes.

What are your thoughts on utilising the one series up method to differentiate te reo Māori and English text on the public and active transport family of signs?

What are your thoughts on the use of colour to differentiate te reo Māori and English text on the bus and coach stop signs?

Do you have any other feedback on the designs of this overall family or any individual signs?

Please see Annex 2 and reference any individual signs where applicable in your response.

Do you think that the walking and cycling wayfinding family of signs present a good opportunity to achieve the goal of incorporating more te reo Māori onto Aotearoa New Zealand's transport network?

Yes

What are your thoughts on using colour to differentiate te reo Māori and English text on the walking and cycling wayfinding family of signs?

Do you have any other feedback on the designs of this overall family or any individual signs?

Do you think that the general advisory family of signs present a good opportunity to achieve the goal of incorporating more te reo Māori onto Aotearoa New Zealand's transport network?

Yes.

What are your thoughts on the use of the one series up method to differentiate te reo Māori and English text on the general advisory family of signs?

Do you have any other feedback on the designs of this overall family or any individual signs? Please see Annex 4 and reference any individual signs where applicable in your response.

Do you think that the motorway and expressway advisory family of signs present a good opportunity to achieve the goal of incorporating more te reo Māori onto Aotearoa New Zealand's transport network?

Yes.

What are your thoughts on the one series up method to differentiate te reo Māori and English text on the motorway and expressway advisory family of signs?

Do you have any other feedback on the designs of this overall family or any individual signs?

Please see Annex 5 and reference any individual signs where applicable in your response. What are your thoughts on the use of using sentence case for motorway and expressway signs, which enables colour to be utilised as the method of differentiation?

Do you think that the temporary family of signs present a good opportunity to achieve the goal of incorporating more te reo Māori onto Aotearoa New Zealand's transport network?

Yes.

What are your thoughts on the use of uppercase and sentence case font to differentiate te reo Māori and English text on the temporary family of signs?

Incorporating te reo Māori into temporary signs will make them larger. However, increasing the sign size allows the English text to be clearer. How do you think the larger temporary signs may affect transport users and road workers?

Do you have any other feedback on the designs of this overall family or any individual signs? Please see Annex 6 and reference any individual signs where applicable in your response.

The dual approach to temporary signs will increase the number of signs on the network. What are your thoughts as to how this might affect transport users and road workers?

Do you have any feedback on the proposed consequential and/or minor changes to be made to the TCD Rule?