

HEALTHY FAMILIES EAST CAPE HALF-YEAR REPORT



OUR KAUPAPA

We want to see a world in which all people in Tairāwhiti and the Ōpōtiki district are healthy and thriving.

Healthy Families East Cape provides a platform for system change for health prevention in Tairāwhiti and the Ōpōtiki district. We're bringing together a diverse group of local leaders and changemakers who want to work in a coordinated and collaborative way for better health and wellbeing.

We hold a core belief in the kōrero 'nothing about me, without me'. We believe in the potential of people to come together around a common purpose to drive change in their communities, places or across systems. We call this collective action. We believe these seeds have been sown and the time is ripe for change.

Healthy Families East Cape provides a safe space for experimentation for locally-led prevention initiatives, exploring new approaches and trying new ideas, engaging with diverse communities and challenging existing systems and power structures. We generate learning opportunities and support the growth of leadership at multiple levels, and help to grow a culture of learning and evaluation.

The past 6 months have provided a lot of validation that a systems approach to preventing chronic disease is a much needed piece of our ecosystem for the transformation work that is required. As this report shows there is plenty of positive momentum building.



A photograph showing a man and two children working in a field. The man is on the left, wearing a dark shirt and grey pants, walking through rows of young green plants. Two children, a girl in a blue and white striped shirt and a boy in a green tank top, are in the middle ground, also working in the field. The background is filled with lush green foliage. The text "Solutions that are owned by community, not delivered at community" is overlaid in large white font across the center of the image.

**Solutions that
are owned by
community,
not delivered at
community**

HOW WE WORK

LOCALLY-LED SOLUTIONS

We engage with people with lived experiences, and a variety of cultural perspectives and worldviews to shift where the power is held.

INNOVATIONS THAT DELIVER IMPACT

We enable initiatives to be driven by local leaders and changemakers and are responsive to local needs.

LEARNING PARTNERSHIPS

We work across sectors and communities through collaborative efforts to change and challenge the current systems.

We generate deep, challenging insights of how change happens and the impact of change efforts.

We develop strong relationships built on trust, mutual-learning and collaboration.

We equip leaders with the skills for equity-driven systems change, such as the ability to engage with complexity, collaborate across differences, and see inter-connectedness.

Healthy Families East Cape co-hosted a Fishbowl event with Tāiki E! to kōrero about food security, innovation and sovereignty, as part of Global Entrepreneurship Week 2020.



OUR STRATEGIC LEADERSHIP GROUP

Change starts with a small group of passionate people that challenge the status quo. Over time, they attract and mobilise others, gaining support to achieve lasting change. Our role is to maintain and strengthen strategic leadership across Tairāwhiti and Ōpōtiki district to improve people's health where they live, learn, work and play.

Our strategic leaders have a bespoke role to play as active leaders, advocates and influencers. They are critical friends and champions for sustained prevention across systems, sectors and settings.

Our strategic leaders are:

- Linda Steel – Te Ao Hou Trust CEO, Co-Chair
- Lyn Riesterer - Ōpōtiki District Council Mayor
- Reweti Ropiha – Turanga Health CEO, Co-Chair
- Josh Wharehinga – Gisborne District Council Deputy Mayor
- Stefan Pishief – Sports Tairāwhiti CEO
- Amohaere Houkamau - Rongowhakaata Iwi Trust General Manager
- Nicholette Pomana - Hauora Tairāwhiti District Health Board Senior Portfolio Manager
- Melanie Turner - Ministry of Health Senior Portfolio Manager, Healthy Families NZ
- Dorothy Taare-Smith – CCS Disability Action Senior Service Co-ordinator



BUILDING LEADERSHIP FOR SUSTAINED PREVENTION



Ōpōtiki District Council Mayor Lyn Riesterer is the latest member to join the Healthy Families East Cape strategic leadership group.

Ōpōtiki District Council Mayor Lyn Riesterer is the latest member to join our strategic leadership group. Te Ao Hou Trust CEO Linda Steel and Turanga Health CEO Reweti Ropiha co-chair the group, whose members are leaders from across the health and disability sector, iwi, local government, sport and recreation and NGOs.

Together our members bring a strong collective commitment to health prevention, finding community-led solutions and working more collaboratively for the benefit of the health and wellbeing of the people living in our region.

Our strategic leaders are:

- Critical friends and champions of Healthy Families East Cape (not governance)
- Activators of strategic opportunities (not overseeing a strategic plan)
- Advocates for trying new approaches (not accountable for performance management)
- Influencers (not operational)
- Active leaders (not passive information sharers)
- About leverage (not linear).

MEET THE TEAM BEHIND THE MAGIC

Our team live across the East Cape and Te Tairāwhiti from Ōpōtiki to Gisborne. We share a passion and commitment for the health and wellbeing of our whānau and communities.



Agnes Walker *Ngāti Porou, Te Whānau ā Apanui, Te Whakatōhea*
Manager



Heron Tangohau *Te Whānau ā Apanui, Ngāti Porou, Te Aitanga ā Hauiti, Te Whakatōhea, Rongowhakaata, Te Aitanga ā Mahaki, Tūhoe, Ngāi Tahu*
Systems Innovator



Hope Hata *Te Whakatōhea, Ngāi Tai, Tūhoe, Tainui*
Systems Innovator



Toni June *Te Whānau ā Apanui, Ngāti Kahungunu, Ngāti Tuwharetoa*
Lead System Innovator



Cherish Wilkinson *Ngāti Porou, Rongowhakaata*
Strategic Communications Manager

NAU MAI TO ANNA TOLICH OUR NEW TAIRĀWHITI REGIONAL PLAY SYSTEMS LEAD



We are delighted to welcome Anna Tolich to the Healthy Families East Cape whānau as the new Regional Play Systems Lead, a role that is co-funded and hosted by Sport Gisborne Tairāwhiti.

She joins us after eight years of having the best job in the world as a stay-at-home mum to two little ones and running a part-time landscape design business in Gisborne and has a background in landscape architecture.

OUR ROADMAP TO PREVENTION

We have created our roadmap to prevention. It provides a high-level snapshot of the direction for the implementation of the Healthy Families NZ approach in Te Tairāwhiti and the Eastern Bay of Plenty.

The areas we are focusing on include food security and food sovereignty, play and being active, placemaking, and building resiliency.

01

FOOD SECURITY AND FOOD SOVEREIGNTY

Everyone eats. In a community where our tamariki are overweight and undernourished, we strive for a future where everyone has access to affordable and nourishing kai. We envision a local and sovereign food system that is circular and sustainable, and protects our natural resources.

02

PLAY AND BEING ACTIVE

Many of us want to live in vibrant neighbourhoods, where we can easily get to work, and access school, shops and services. We want to feel safe and comfortable moving around, in ways that are good for our health and take care of the planet. We strive to reinforce these ideas using tactical urbanism techniques such as pilots, pop-ups, street parties, play streets and interim treatments to environments to make it easier and faster to transition our streets to safer and more liveable spaces.

03

PLACEMAKING

We will leverage our unique physical, cultural and social identities to strengthen the connection between our people and the places we share. We will capitalise on our unique physical, cultural and social identities, assets and potential to create quality public spaces that contribute to our health and wellbeing.

04

BUILDING RESILIENCY

We know for certain that the effects of COVID-19 will create worldwide disruption, with the after effects felt for decades to come. How we respond to this as a nation and a region will shape the future for our tamariki and mokopuna. We will embrace change and we will move forward with confidence. Together we will support our communities to exercise their authority to improve their health and wellbeing.

Our Roadmap to Prevention

Creating healthier environments in the places we live, learn, work and play



Placemaking

Pride and Belonging

Streets designed for people

Smokefree



Safe, fun, charming and welcoming

Access to affordable, local, nutritious kai

Food Security & Sovereignty

Empowered and engaged

Circular and sustainable



Socially connected

Maramataka and mahinga kai

Move naturally

Play & Active Living

Active transport

Resiliency

Safe water supply

Play

Mātauranga me Tikanga Māori

Environmental health

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.



Healthy Families East Cape hosted a pop-up play event at Cobham School to learn more about what helps or gets in the way of tamariki moving and playing more.

Reimagining our Streets

Reimagining our Streets is an initiative that reinforces using tactical urbanism techniques such as pilots, pop-ups, street parties, play streets and interim treatments to environments.

Health conditions affected by a lack of physical activity include being overweight and obesity, coronary heart disease and stroke. By prioritising health and the quality of people's experience of our streets can help to make it faster and more easier to transition our streets to safer and more liveable spaces.

Who was involved?

Survey participants
 Turanga Health
 Reimagining our Streets steering committee -
 Gisborne District Council
 Trust Tairāwhiti
 Sport Gisborne Tairāwhiti
 Turanga Health
 CCS Disability Action
 Parafed Gisborne
 Metcon Mauri and
 Cobham School

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 Reimagining our Streets research phase key themes

Project set up

Creation of steering committee
Agreed initial problem definition and project scope
Survey distribution to gather community thoughts and experiences of play in Tairāwhiti
Setup pop-up play event to gather tamariki thoughts and experiences of play
Collated/analysed data about current play and active transport system
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 explore the play and active transport system and confirm next steps
Back boning application to Tu Manawa Active Aotearoa funding
Brokering relationships between players in the system
Established 0.5 FTE Regional Play Systems role co-funded by Healthy Families East Cape and hosted by Sport Gisborne Tairāwhiti
Play Week 2020 promotion to build awareness of the importance of play

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.
- Partners adopting walkthroughs to share and test findings, mobilize energy and build momentum, and confirm next steps.
- Partnership and collaboration strengthened through co-funding a Regional Play Systems role.
- Deepening relationships between local government and disability advocacy organisations has seen the acceleration of wheelchair access to public spaces.
- Strengthened a joint understanding of the case for change. The process identified the environmental changes and issues that may impact on the system and highlighted the needs of certain members of the community, namely tamariki, Māori, disabled and elderly.
- Helped us visualise the system as a whole and show the individual value and cumulative impacts of its many moving parts.

Key Learnings:

- Taking the time to prepare and plan.
- Trusting the process.
- Having multiple engagement and communications channels to bring our system partners with us on the journey.
- Communicating complex concepts, information and systems in a visual form enables and encourages a wider range of people to understand and interact with our work.

Challenges we encountered:

- Learning as we went and asking our partners to come with us on a completely different way of developing an initiative sometimes meant we went slower.
- It's difficult to determine how long each phase will take.
- Most of the project partners had limited design experience and we had to build capability as we went.

Enablers for this work:

- We had support from our strategic leadership group to broker relationships and cleared barriers. They also provided feedback and guidance throughout the process.



Te Mahinga Kai o Tairāwhiti

Te Mahinga Kai o Tairāwhiti is the name of the cross-sector collaborative effort to grow an affordable, nourishing and sustainable local food movement in Te Tairāwhiti.

It's a grass roots movement for change, driven by local people, seeking to support and develop local solutions to the challenges we face in food and health. The project was initiated by Healthy Families East Cape in partnership with Te Mahinga Kai o Tairāwhiti collective. Together, the Te Mahinga Kai o Tairāwhiti food movement is creating a strong, vibrant and resilient food community in Tairāwhiti.

Who was involved?

Insights and background food mapping interviews -

Horouta Whānau Ora Collective
 The Heart Foundation
 NZ Food Innovation
 Susie Lee - community volunteer
 The Salvation Army
 Gisborne District Council
 Hilton Collier - Ag First/Pakihiroa Farms/EIT Te Tairāwhiti
 Equippers Church
 Apiculture NZ
 Te Whare Wānanga o Awanuiāraangi
 EIT ki Uawa
 Countdown Gisborne
 Ministry of Social Development
 First Fresh
 Trust Tairāwhiti
 Corsons
 Ministry of Primary Industries
 Tipu Collective
 Tāiki E!

Te Mahinga Kai o Tairāwhiti steering committee -

Rongowhakaata Iwi Trust, Hikurangi Enterprises, Supergrans Tairāwhiti, Gizzy Kai Rescue, Hauora Tairāwhiti DHB, Trust Tairāwhiti and Cobham School.

What did we do?

Framing

Socialised a systems approach to health prevention
Explored what a co-design approach might offer

Project set up

Creation of steering committee
Agreed initial problem definition and project scope
Conducted desktop review of policies, plans and strategies impacting the local food system
Collated/analysed data about current local food system
Key informant interviews to generate deeper understandings
Team synthesize data to develop insights, map the system, and help to craft new problem definition
Regular communications with steering committee and project team

Insights, opportunities and concepts

Walkthroughs with steering committee and members of the community to explore the food system and confirm next steps
Released Tairāwhiti insights report and food system background mapping report
Reported findings from food mapping phase to steering committee for endorsement to move to the next phase, kitchen table talks and co-design of ideas and prototyping.
Created a community support database that was derived from the food mapping phase
Setup Fishbowl event for the community to talk about food security, sovereignty and innovation
Distributed a PDF of the maramataka resource to over 150 people

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.
- Enabled us to hear directly from people across the local food system and understand the experience from diverse perspectives including policy, regulation, health, business, farming, agriculture, schools, community organisations and enterprise.
- We shared findings through walkthroughs which enabled people to take in complex information and provide real-time feedback and input.
- Health equity sits at the centre of our approach. Ensuring we hear the Māori community voice continues to shape and influence our work.
- Engagement process included seeing reserved whānau confidently sharing their ideas, thoughts and experiences about our local food system.

Key Learnings:

- Taking the time to prepare and plan.
- Trusting the process.
- Having multiple engagement and communications channels to bring our system partners with us on the journey.
- Co-design and social innovation practitioners were generous giving their time and feedback helping us refine our process and thinking and linked us to others and best practice.

Challenges we encountered:

- Taking a systems approach is energy intensive and requires multiple skill sets. Resourcing can be challenging if there are 1-2 people working on the project full-time with limited budget for external support.
- It can be difficult to build and maintain relationships with local government with its many departments.

Enablers for this work:

- Our partners were generous with their time, staffing, input and honest feedback.
- Having a dedicated project space provided the team somewhere to host meetings, prepare and display and store large amounts of material generated.

GOING FORWARD

In this half-year report we wanted to share with you some of the highlights of the mahi we've been able to get off the ground so far. It highlights the biggest taonga that we have and that is community. The value of being connected to our community and making sure we are working together on collaborative solutions. That sense of community is something we need to value, nurture and grow into the future.

COVID-19 has keenly revealed how many parts of our community and the natural world were already suffering as a result of the existing systems and structures.

We don't want 'to go back' to this normal, rather, we want to travel a new path. We must leave a better world for our tamariki and mokopuna.

By being together in this current crisis we will emerge stronger together after it.

But the work has only just begun. We need you! We need local leaders and community changemakers to help lead out and mobilise community around these impactful initiatives.

If that sounds like you we'd love to meet you!



prevention is the
future of health