



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, mobilizing energy and building momentum, and confirming 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 go 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.