

Āhei	an opportunity to access and enable, focus on positive outcomes than bad ones
Me karawhiua	messaging to go for it, don't wait
Pūrākau	use positive whānau, cultural, and global narratives
Whaiwhakaaro	allow for reflection, consideration, thoughtfulness; no quick decision if not ready
Tiaki tamariki	for the tamariki and mokopuna
Whāngai te kāinga	go hand in hand with information, nourishment, and vaccine

*Whānau must be cared for, we need to set up food hubs before they are needed – don't wait or it will be too late. Ngahiwi Tomoana*



1. Tihei Mauri Ora
2. Regional events and mobilisation
3. Communications

Once funding was received, we worked across Taiwhenua to establish a network that would identify and lead their responses; share learnings and report as we went

## What worked well

- Having Taiwhenua lead their own responses
- Weekly check ins to learn from each other as we went
- Resources to hold people/capacity and capability for COVID-19 leadership, planning and activities
- Establishment of locality hubs as a part of the COVID-19 Welfare planning
- Tracking regular data, this improved over time both quality and access (vaccination was the regular data being tracked)
- Resources were flexible and agile, to fit in with what was needed
- Sitting across leadership and response groups, from a national level (Iwi Chairs, COVID/ Pandemic groups), regional level (Regional leadership Group, COVID Welfare, Matariki and other governance groups) to a local community level
- Working in partnership across agencies, community, Marae and social/health sector.

### Reporting to date

This report focuses on the aggregated view of the approach, key achievements and learnings. This can be read with the report shared in March as this covers key details including activities and risks.

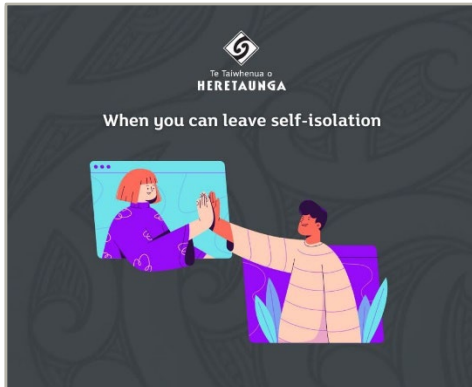
## Key achievements:

Kahungunu was able to lead out responses across the whole region

A range of local events and activities led to achievement of improved vaccination rates for Māori

Taiwhenua were integral to Welfare planning

1. 91% + Māori vaccination rates across Ngāti Kahungunu
2. Māori locality hubs established to support welfare response in Wairoa, Napier, Hastings, Central Hawkes Bay, Tararua



## What works

*Communities who are informed and can make decisions based on their needs and trust & confidence in the support offered*

Good incentives and acknowledgements



## Tihei Mauri Ora

Working in partnership to create solutions: supporting event logistics and networks for clinical support. Targeting key communities, Flaxmere, Camberley, Tamatea, Tamaki nui a Rua and across Wairoa district.

Creating logistics and procurement support for direct sources of kai to meet needs and welfare support.

Being point of contact for welfare support to ensure relationship and point of contact/relationship was strong.

## Improved vaccination rates

Across the region, a range of events and activities were created. This led to a significant Māori uptake of dose 1 and dose 2. Increases attributed to the Māori response were up by at least 27% for dose 1 and at least 20% for dose 2.

## 45+ COVID workforce

The response created a dedicated workforce, in COVID conditions, champions are important and play a valid role, however, leadership, planning, coordination and implementation support is essential

## 60 + Community events

Working with the health sector to build engagement and access. Community vax events, whānau fun day, tamariki/moko day, Marae and club clinics and a range of events to ensure Māori could attend and access information, support and vaccination.

## 8000 + hangi

Under Tihei Mauri Ora – over 8000 hangi were handed out across Kahungunu as a way to acknowledge whānau supporting our events and activities. Prior to Christmas, as the whānau day, hangi were provided for whānau



## TĪHEI MAURI ORA

### Planning

Working in partnership to create solutions. Across each rohe, there has been a need to ensure Māori leadership. The agreed response model informed locality hubs and the alignment of key objectives:

- Improved communications (and transparency) regionally, operationally and to support monitoring of any response
- A cohesive response that is scalable, fit for purpose, efficient and effective
- Manaaki Tāngata – ensuring the plan ensures ‘no one is left behind’ – a culturally led response

To achieve a common ground, there was a need to understand what was happening across communities, for agencies, for iwi and social/health providers. Some of the themes outlined:

- Being “on the same page” throughout the planning, coordination and implementation of any response
- Relationships are critical to this approach, but will remain in place and continue to support how we can work into the future
- Holding cross-sectoral relationships to ensure an integrated management approach to support implementation and management of a Covid-19 response
- Clear roles and responsibilities are essential to ensure connection, coordination, all know where to go and can access support through escalating issues up and knowing appropriate responses will follow
- Equity – ensuring equity at every layer and every stage of the response
- The Health sector as lead enables a culturally & community led model that is being clinically supported
- The importance of assessment, and ensuring both Pacifica and Māori lens from the outset
- The shift to “living with Covid-19”
- Creating an ‘authorising environment’ to make sure whatever it takes can happen
- Locally led – coordinating from the centre to locally led hubs – being clear on what is centralised and what is de-centralised
- A model of Locality plans; this could be a reset into creating the network for the next stage; and into community partnership for the longer term
- Learnings from other area are important: risks in isolating at home & how deaths can be prevented, managing kaimahi fatigue & creating connections with those needing support
- Learnings continue to be shared across each hub from what is happening nationally, regionally and locally to understand what is working asap
- This is a marathon not a sprint, and planning needs will change. Any plan will be a living document that will continue to adapt to what we face and what we know



Te Taiwhenua o  
**HERETAUNGA**

# **WELFARE SUPPORT FOR WHĀNAU IN HASTINGS ISOLATING WITH COVID-19**

**CALL 0800 WHAKAMANA**

Locality Hubs to oversee local responses:

The key aim was to hold a cohesive management and assurance of regional activity and planning and being agile, scalable and ensuring the best possible whānau outcomes. This included looking at mapping functions for each layer: Strategic, Operational and Locality planning, Resurgence planning and the coordination/management.

Each regional would have a leadership group with a Community Response Group (also needing a COVID Executive Group to prioritise and action matters (as needed)). To enable this, representation for Māori/Community/Taiwhenua led and clinically supported approaches were implemented. A co-leadership framework, to consider Central, Local Govt, PSGEs, Taiwhenua. The funding allowed for personnel to be involved and to be involved across each layer and seamless communications.

Welfare was a critical element to oversee to ensure Māori had access and improved equity. Much of this area was funded in terms of the provision of accommodation, food and provisions however the capability and capacity required was funded to enable participants. This has included working alongside the government, community and private sector to meet emerging welfare needs from the impacts of the COVID-19 pandemic.

The welfare approach and objectives were confirmed however; it was being built as it was used. Prior to Christmas and during the first few months of this year, welfare, particularly kai needs were high from whānau.

The provision of emergency welfare supportive services to the community has been based on the daily administrative /assessment structures in the response, in collaboration with partnering agencies, at both regional and local levels to support this concept. To ensure a community-centred approach to delivering welfare services, Communities have partnered with a number of other community services and not-for-profit organisations; and private organisations (such as PaknSave and Star Foods, direct procurement options). Upon activation of the response arrangements in the Plan, coordination activities and a support structure (including personnel and groups) appropriate to the emergency, including its location and welfare support needs, were implemented.

Key learnings include:

- Strong reach and stand up across every community – with direct leadership of welfare from Wairoa to Tamaki nui a Rua

- Assessment processes were taken from local hands / despite agreement and through national providers without consultation. The use of marketers and non-Māori were signalled as a key risk from the outset due to the need to create strong and ongoing relationships. Learnings from Tāmaki had also identified cultural and language barriers; which were to be managed by having appropriate cultural support.
- Logistics and procurement – a lot of time was needed to coordinate supply chains, access and unlock improved prices, create streamlined access to kai packages, development of key relationships – including national networks – to ensure continuous supply.
- Staff fatigue – due to demand, staff and volunteers were supporting 7-day week welfare access. Support became available through agencies, such as Corrections, Oranga Tamariki and NZ Police for logistics and support.
- Tailoring based on need – whilst provided packages of care as this was efficient and effective – ensuring tailored support such a pēpi / special needs were also available
- Assessment reporting: often limited information and details were provided. This created barriers, ie a deaf person could not answer calls. Some whānau were hesitant to provide information given the response was MSD led/as this could expose them if they were living at differing addresses.
- Centralised assessment – this model was trialled however not effective for all locations, some were happy with this support whilst others were seeking to assess from the outset to get the best possible information and ensure this informed how they supported whānau
- Managing expectations – as demand increased, there was a need to ensure that whānau were seeking support as early as possible as sometimes requests were coming in on the day and expecting a response. This was not always possible with the scheduling and delivery options; and with available resources.
- Whānau appreciation – whānau were appreciative and felt very supported throughout all COVID levels. High numbers in March and May, this has tapered off but predicted to increase again in June.



## We are here to help and protect

**Ngāti Kahungunu ki Tāmaki nui a Rua COVID-19  
Response team are here to support you during  
the Lockdown.**

**CALL - 0800 KKTNAR**

**Remember to use the COVID-19 Tracer App  
Stay Home - Stay Safe - Save Lives**

**Hayden Hape**   
**Chairperson Ngāti Kahungunu**  
ki Tāmaki nui-a-Rua



#PROTECT OUR WHAKAPAPA



**CALL US FOR  
SUPPORT. WHĀNAU**

**WE ARE HERE TO HELP CONNECT YOU  
WITH THE SUPPORT YOU NEED**

**CALL US 08004AHURIRI (0800 4248 7474)**

Unite  
against  
COVID-19

**ALERT LEVEL 4**

## Unregulated workforce

Tamaki nui a Rua was able to receive support from Mid-Central to create an unregulated workforce. Unfortunately, this approach was not encouraged across the rohe, with a focus on potential liability and supervision limiting the focus on creating this type of workforce. Te Taiwhenua o Whanganui ā Orotū was able to access support from Tamaki nui a Rua to create a workforce – one that could administer vaccinations and support in the direct clinics under a supervisor (1 to 5). Mid-central acknowledge the benefits in holding this workforce to maintain their staff levels and reduce potential fatigue.

## COVID-19 Workforce

Across each location, the following investment was made into holding COVID-19 resources.

Wairoa – investment into planning and coordination, welfare response – a single plan in Wairoa.

Napier – planning and leadership, coordination and administrative support, welfare planning and leadership and COVID team support for vax events/ community connection.

Heretaunga – planning and leadership, event planning and support

Tamatea – COVID-19 leadership and planning, COVID-19 team

Tamaki nui a Rua – planning and leadership, event planning and support, community support

Wairarapa – leadership and planning

Across the rohe, capacity and capability has enabled each location to stand up, lead and manage their own COVID-19 response. For instance, Tamatea was able to hire a team of three as they only had 1.5 FTE. The fund has been invaluable in securing resources and/or backfilling capacity to enable a direction of effort towards the response.

Current vaccination data:

As at 23:59 Sun 29 May 2022		Māori							
		65+	50-64	35-49	18-34	12-17	5-11	All Ages 5+	All Ages (12+)
Hawke's Bay	Dose 1 %	100	95	89	88	92	32	81	91
	Dose 2 %	99	94	86	83	86	9	74	88
	Eligible Booster %	88	73	52	31				
	Booster %	87	68	44	25				
MidCentral	Dose 1 %	108	97	92	94	94	38	85	95
	Dose 2 %	107	96	90	90	89	13	78	92
	Eligible Booster %	89	76	55	37				
	Booster %	95	72	49	33				
Wairarapa	Dose 1 %	103	96	95	89	96	36	84	94
	Dose 2 %	102	94	92	85	90	11	77	91
	Eligible Booster %	89	77	53	32				
	Booster %	90	73	48	27				



## REGIONAL EVENTS AND MOBILISATION

To address the issues of accessibility and create more ‘whānau-led’ events, initial discussions were focused on how and where whānau live and what might work, this included development of:

- Local events – accessible to Māori communities
- Supporting the health and social providers / DHBs in their clinics / outreach activity
- Creation of local events in Māori communities
- Regular vaccination clinics
- Mobilisation - street by street clinics
- Group events: Marae/rugby clubs/ touch / aged care / schools / workplaces

Events included drive through and community based events held during the Vaxathon. Alongside this, new big events were considered such as LAB and Six60 as a potential incentive for dose two for Summertime. Initial planned including contact with LAB took place however with the increase in numbers and advanced community numbers in Omicron, events were considered a high risk and unlikely to be planned and hosted in a timely manner that provided a strong incentive.

It is understood that the clinics and community vax events had strong support from non-Māori. This demonstrates that what is good for Māori is good for all; and can enable improved engagement and access within difficult situations.

#### WAIROA

Wairoa experienced significant flooding in March 2022

- Super vax days – Moko Day – x 3 community scale events
- Weekly community vax clinics to Christmas 21
- Clinical vax access from Jan 22 – local doctors
- Māori clinics from two Māori clinicians, present to share information about vaccination: Frasertown, Marae x 2, Community x 1
- Clubroom incentives and days: bring a whānau member and get an incentive for your club/ Marae (run from Oct – Dec 21)

#### WHANGANUI Ā OROTŪ

- Weekly vaccination clinics at Napier Pak n Save (Oct, Nov, Dec) – supported by Māori volunteers with pak n save, kai and other activities/incentives available
- Whānau / Moko day – 5 March 2022- super heroes day for Whānau



Moteo Marae Vaccination Clinic, 2022





## HERETAUNGA

- Weekly vaccination clinics on site (Oct, Nov, Dec) – kai and other activities/incentives available
- Scheduled vaccination clinics in 2022
- Whānau / Moko day – 5 March 2022– super heroes day for Whānau
- Street by Street: Flaxmere and Camberley to increase access to vaccination

- Testing stations: Camberley and Flaxmere to ensure access to testing as Omicron community outbreak was happening



#### TAMATEA

- Super vax days – Moko Day
- Weekly community vax clinics – 1 site fixed and 1 based on opportunity ie community / event / access
- Community reach – working with rangatahi and champions to attend sports, whānau and community events

#### TAMAKI NUI A RUA

- Weekly vaccination clinics on site – kai and other activities/incentives available
- Whānau day – scheduled to support access at Marae, schools
- Pop up clinics and Testing stations: across Tararua to manage initial outbreak / direct involvement with whānau for first cases to ensure testing / welfare support

**VACCINATION**  
Pop up clinic &

**RAPID ANTIGEN TEST** RATs  
Distribution

**Pahiatua**  
Thursday 24th of March  
Time: 3pm - 6pm  
Venue: Heartlands  
11 Mangahao Road

For bookings contact:  
Jamie Hape  
- 027 240 2247  
Dawn Vella  
- 027 300 7344

<b>WAIRARAPA</b>	<ul style="list-style-type: none"> <li>▪ Support of Wairarapa wide response</li> <li>▪ Community clinics / events</li> </ul>
<b>TIHEI MAURI ORA</b>	<ul style="list-style-type: none"> <li>▪ Weekly vaccination clinics on site – kai and other activities/incentives available in Flaxmere to pick up rates</li> <li>▪ Whānau day – scheduled to support access at Marae, schools</li> <li>▪ Testing stations: across communities to manage community outbreaks in Flaxmere</li> </ul>

Mobilisation took place through:

- Connecting with Champion events within communities
- Door to door in targeted communities
- Provision of after hours and weekend access
- Through the marae, sports and other collectives
- Essential Workforces (and their whānau – 52% of HB is required to work in L3) – work based vaccination/ good employer events, Higgins and Watties.
- Planning and Hosting Events – in local Māori communities or places they go too, ie Pak n Save Napier.



## Te Rohe o Te Wairoa, Hawke's Bay, Ngāti Kahungunu and the response to COVID-19 between February and May 2020

In November 2021, an article (Health Quality & Safety Commission NZ) was published outlining the Wairoa 2020 response. The learnings were collated and shared, much of this was already informed the current response. Intergeneration community teamwork was the pre-eminent achievement of the response according to Nigel How, chair of Ngāti Kahungunu Wairoa Taiwhenua and board member of Ngāti Kahungunu. All have different experiences, knowledge, networks, relationships and skills. In time of crisis our community survives because we work together to be responsive to need, creative in approaches and adaptable to changes.'

The article highlighted the following key learnings:

- Networked, intergenerational community teamwork
- A values-based approach – manaaki, whānau and aroha
- Calm leadership and effective communication is key – nationally and locally

- Tailored communications, localised solutions
- COVID-19 showed digital inclusion and digital equity is possible and it remains vital for rural and remote communities
- ‘How do we not turn this off?’ Keeping what has been learned is part of the challenge.

These are consistent with what we are finding through the COVID-19 21-22 Māori response.



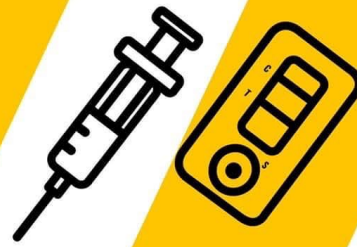
Photos capturing Karaoke, including car based karaoke, rangatahi workers manning the drive through which was supported by a range of food trucks, kai, coffee and giveaways. Prior to these Flaxmere drive-through clinics from Tīhei Mauri Ora – the vaccination rates were low for Māori and the wider community, these increased significantly. Each week new entertainment and support was available, this include partnerships with local clinical services to provide the vaccination kaimahi, churches and vendors



COVID-19 service held at Kohupatiki Marae in 2022

# VACCINATION

Pop up clinic &



# RAPID ANTIGEN TEST RATs

**Distribution**

## Dannevirke

Wednesday 23rd of March

Time: 4pm - 7pm

Venue: Manawarangi

1 McPhee Street

For bookings  
contact:

**Jamie Hape**

- 027 240 2247

**Dawn Vella**

- 027 300 7344



Rangitāne o Tamaki nui a Rua Inc.



Ngāti Kahungunu

ki Tāmaki nui-a-Rua



## COMMUNICATIONS

To address the issues of accessibility and sourcing good information tailored for Māori and across age-groups, each location developed the following communications approach:

Wairoa – this was centralised across the COVID-19 response through a developed network. Specific messages were created and options for informed consent to vaccination were developed with local Māori clinicians, this included:

- Kanohi ki te kanohi – ensuring whānau had access to people who had the knowledge and expertise
- Challenging sources of news / recognising that Māori have a right to mistrust health and government due to their experience and changing the narrative away from: Māori are being misled/are conspiracy theorists towards good quality information is available and can support decision making
- Regular engagement / updates and check ins to maintain contact and communications

Whanganui ā Orotū developed a range of communications for rangatahi and whānau Māori including clips targeted to support vaccination positive support. They also developed a way a 'campaign' to share information across their Marae members, this included:

- Their own resources and tools to communicate
- Use of public communications and connecting to identified sources / networks
- Creation of whānau based events – planning and implementation – creating an experience
- Access to support and services
- Creation of an 0800 number for COVID-19 support

Heretaunga held in-house communications support and accessed Tīhei Māuri Ora event planning support.

Tamatea working alongside their region, including Central District Council, to ensure key messaging was consistent and enabled access to support. They were also able to secure rangatahi champions who created:

- Clips and Tiktok material
- Tailored engagement for rangatahi Māori
- Community hub/vibe experience across pop up clinics

Tamaki nui a Rua engaged additional resources, with a full time Comms lead who oversaw their communications including:

- Rangatahi based comms including new platforms such as Tiktok
- Event planning and hosting – creating new incentives and marketing to attract rangatahi, tamariki and whānau
- Clips / multimedia

Wairarapa was a part of the Wairarapa collective which had a full time Comms team for the response that has specific Māori comms.

Tīhei Mauri Ora supported a part time resource and events planner to support:

- Marketing of events and activities
- Development of Community events

- Partnering with Communities ie Churches and Marae
- MC support for events

Communications were an important to:

- Engage whānau and communities / linking them to key information and events / activities
- Support whānau knowledge – how to prevent; how to isolate and where to access support
- Create relationships – rather than a two ticks approach, the approach was to create and form a relationship that is trusted no matter what stage of COVID-19 and to support in an ongoing way
- Engage with good sources of information
- Lead and engage across the response to ensure equitable outcomes at every stage

## LEARNINGS AND NEXT STEPS:

COVID-19 continues to evolve, with the two new strains now present in the community. COVID-19 leadership will remain critical to ensure a by Māori for Māori response and that through phases of COVID-19, whānau have access to support to achieve strong outcomes.

Currently, COVID-19 is set to peak again end June; with hospital and other resources are critical levels already. Alongside this, there is a sense of fatigue as people who worked through COVID-19 consider how their work fits in with their life and livelihood. Fatigue was an ongoing risk throughout the response, and up to Christmas 2021 was significant. In January, due to ease of lockdown restrictions and the shift to living with COVID-19, some activity reduced. This is positive for kaimahi but continues to impact on vaccination rates for:

- Tamariki Māori
- Rangatahi Māori
- Māori under 35 years
- Booster rates for Māori.

It is concerning that these numbers are not being maintained; and based on science could lead to higher impacts in catching and managing COVID-19. Alongside this, due to saliva testing, and borders reopening, there is a limited likelihood of understanding what COVID-19 strand people have. This is a higher risk to Māori who hold lower vaccination rates, high co-morbidity factors and have larger households.

A ‘By Māori for Māori’ response is essential to an ongoing equitable response. With increasing living costs, a potential decline in the economy and continuing to face a pandemic – localised leadership and solutions to oversee COVID-19 responses and recovery are essential. It is essential that the government adopt an ongoing approach that:

- Creates available COVID-19 resources
- Enables local/regional interests and leadership
- Ensure labour market shortages are tailored to encourage rangatahi Māori / build pathways for Māori
- A strong and ongoing welfare response: whānau experience these challenges each day not just during COVID-19
- The social / mental wellbeing phases inform recovery planning to ensure whānau support.