

TE ARANGA MILESTONE FUNDING REPORT

To	Te Arawhiti		
Project Reference	Covid-19 Support Grant	Internal NIOT Project Code	TEA-1
Report Title	Final Report		
Report Date	18 February 2022		
Period Covered	01 September to 22 November 2021		

1. Executive Summary

At the time of the financial support request, Taranaki Māori rate of vaccination were comparatively poor to non-Māori. The targeted iwi-led intervention was urgently needed to close the gap. Funding of \$190,000 was granted to the Taranaki Māori Trust Board (TMTB) in September 2021 to provide resources to assist with the collective Covid-19 vaccination support activities for Ngā Iwi o Taranaki including.

- Communications outreach
- Response planning
- Vaccination uptake

A collective approach between Ngā Iwi o Taranaki, the Māori health providers and its partner network helped achieve a significant shift in the vaccination uptake as shown in the table below. We attribute this success to the hard work and dedication by all parties involved and the funding assistance received by the Covid support fund.

Change in vaccination numbers snapshot

	Population number	Dose 1 # achieved	Dose 1 % achieved	Dose 2 # achieved	Dose 2 % (fully vaccinated) achieved
22/11/21	15,904	12,309	77%	9,709	61%
01/09/21		2,761	17%	1,263	8%

2. Purpose

This final report to Te Arawhiti on behalf of the Ngā Iwi o Taranaki the resources required to ensure iwi are enabled to roll out targeted interventions that resonate with our uri.

Success Indicators:

- Responsive services that meet the needs of uri and whanau
- Increase in Taranaki Māori vaccination rates

Interventions & Success Indicators

Communications outreach

Collective branding and assets & creation of Covid marketing collateral	Collective brand assets were created and shared across iwi communication networks <i>Refer Appendix 1 Brand asset examples</i>
Campaign development and implementation	A shared google drive folder was created for Iwi comms to use social media content any of the social media (SM) pages and digital content, at any time that suits them. Links to key information to support the SM content accompanied by notes on what to do if receiving negative commentary. <i>Refer Appendix 2 Campaign Overview examples</i>
Manaaki/welfare calls and follow ups	Considerable time and effort were contributed by each of the Iwi in carrying out welfare phone calls to kaumatua and whanau on their iwi databases who resided in the Taranaki rohe to determine wellbeing and their support needs. As the number of cases rose in Auckland, calls were also extended to whanau residing there too. All iwi utilised a centrally developed call script, spreadsheet, and support options framework to contact uri to assess vulnerability, starting with Taranaki and then further afield. Consolidation of requests and fulfilment were handled by Te Aranga.

	<ul style="list-style-type: none"> • Over the period 4 – 11 September 340 welfare packs were delivered to whanau in Taranaki • A total of 15 referrals were received for other centres over that period (Tamakai Makaurau 11, Poneke 2, Whangarei 2) <p>NIOT also working with TuiOra to prepare and coordinate welfare checks for whanau. Tui Ora Kaiarahi connectors also provided support to whanau who were having difficulty accessing MSD services.</p> <p>Refer Appendix 3 for Iwi Call Script & Framework</p>
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Response planning

<p>Appointment of centralized team to plan, develop, manage, and implement</p>	<p>During the COVID-19 resurgence in August, Ohu Manaaki was reinstated assisted by the Te Aranga team. Its purpose was to plan, develop, manage, and implement the Ngā Iwi o Taranaki Covid response coordination framework. The operational roopu make up included.</p> <ul style="list-style-type: none"> • Iwi PSGE CE's, • Te Aranga team (Project Manager, Project Lead and Comms Specialist) <p>The roopu liaised with local and central government agency representatives and developed the Covid-19 Response Management Plan which included.</p> <ul style="list-style-type: none"> • Communications Plan • Manaaki Assistance Framework • Funding & Resources • Risk Assessment and Management • Data sharing memorandum of understanding <p>The roopu developed the Ngā Iwi o Taranaki Covid-19 Response Management plan to capture its key preparations pre-mobilisation, during Covid and post-mobilisation efforts.</p> <p>Refer Appendix 4 Covid-19 Response Management Plan</p>
<p>Contract a communications specialist</p>	<p>Te Aranga's communications specialist Bianca Ruakere: Clout Communications, was initially asked to plan and deliver Covid-19 communications as part of her role. However, it was apparent that Covid-19 required</p>

dedicated communications support, there a second communications specialist Tui MacDonald: Frank Communications was brought on board to plan and deliver Covid-19 communications.

Refer Appendix 5: Covid-19 Communications Plan

Reporting and representation
Meeting coordination action points & follow ups

Forums	Description	Sept	Oct	Nov
Ohu Manaaki hui	Provide updates, needs of uri, advance plan, and remedial actions (where required)	3 hui per week		
Te Kawau Maro hui	Updates, insights, workforce support needs	2 hui per week		
Iwi Chairs Forum	provide updates on strategies and tactics.	2-3 hui per week		1 hui per week
External parties (CDEM, TDHB) <ul style="list-style-type: none"> Ops 	process requests for rapid relief welfare support and Māori supplier accreditation, advocacy for Iwi & Māori health provider workforce & resource needs	3 hui per week	3 hui per week	3 hui per week
External parties (TDHB) <ul style="list-style-type: none"> Governance 	Provide insights and advocate for Iwi & Māori health provider resourcing needs (personnel, physical, financial)	Weekly		

Supporting Vaccine uptake

Vaccination campaign development	<p>The Covid-19 communications plan included tactics to raise the vaccination levels for Māori in Taranaki. The vaccination campaign included:</p> <ul style="list-style-type: none">• Vaccination clinics, pop-ups, marae based and mobile units delivering vaccinations across Taranaki• a google folder with all social media, relevant contacts, panui links, and relevant advisories for key personnel and iwi comms to access and utilize information as necessary.• Key messages• clinics and testing times & locations,• media releases,• locations of interest and daily Taranaki updates• WHY campaign <p>The WHY campaign was created to highlight <u>why</u> whānau from around our maunga chose to get their vaccine. Vaccination WHY campaign notes</p> <p>Approximately 112 clinics during the Sept-Nov period.</p> <p>Vaccination clinics per week. 6 x Tui Ora clinics 5 x Ngati Ruanui health centre clinics</p> <p>10 x Ngaruahine iwi health centre clinics 2 x Specific Ngati Ruanui yaks and vax clinics</p> <p><u>Vaccination clinics</u> Marae Pop-up Clinics Koniahi Kōrero – Te Pae o Tū Kaiawhitia on Te Korimako o Taranaki Led by Ngāruahine Iwi Health Services https://www.youtube.com/watch?v=SxwxvH21YZg</p>
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	<p>Pop Up Clinic FB live Led by Ngāruahine Iwi Health Services https://www.facebook.com/Ngaruahine/videos/1204510336710106 Te Aorangi Dillon, Trustee of Te Korowai o Ngāruahine Trust</p> <p>Yaks n Vax - Pop Up Clinic FB live Led by Ngāti Ruanui https://www.facebook.com/ruanuingati/videos/923108145272443 Rachel Rae, General Manager Te Rūnanga o Ngāti Ruanui</p> <p>Tui Ora supported by five Northern Iwi personnel – vaccination clinics, pop ups and mobile visits Te Kotahitanga o Te Atiawa FB live example - https://www.facebook.com/TeKotahitangaOTeAtiawa/videos/413404193735098 Liana Poutu, Chair of Te Kotahitanga o Te Atiawa</p> <p>Change in vaccination numbers snapshot</p> <table border="1" data-bbox="804 850 2047 1042"> <thead> <tr> <th></th> <th>Population target</th> <th>Dose 1 # achieved</th> <th>Dose 1 % achieved</th> <th>Dose 2 # achieved</th> <th>Dose 2 % (fully vaccinated) achieved</th> </tr> </thead> <tbody> <tr> <td>22/11/21</td> <td rowspan="2">15,904</td> <td>12,309</td> <td>77%</td> <td>9,709</td> <td>61%</td> </tr> <tr> <td>01/09/21</td> <td>2,761</td> <td>17%</td> <td>1,263</td> <td>8%</td> </tr> </tbody> </table> <ul style="list-style-type: none"> The numbers shown in the above table demonstrate the shift in numbers achieved by the collective approach between Ngā Iwi o Taranaki and the Māori health providers and its partner network. We attribute this success to the hard work and dedication by everyone involved and the funding assistance received by the Covid support fund. 		Population target	Dose 1 # achieved	Dose 1 % achieved	Dose 2 # achieved	Dose 2 % (fully vaccinated) achieved	22/11/21	15,904	12,309	77%	9,709	61%	01/09/21	2,761	17%	1,263	8%
	Population target	Dose 1 # achieved	Dose 1 % achieved	Dose 2 # achieved	Dose 2 % (fully vaccinated) achieved													
22/11/21	15,904	12,309	77%	9,709	61%													
01/09/21		2,761	17%	1,263	8%													
Brand assets, content creations and SM ads	Refer Appendix 1 Brand asset examples																	
Content targeted to rangatahi and other key groups	Developed and presented rangatahi & whanau content as awareness raising activities, namely social media and online/in person events																	

Campaign	Refer Appendix 2 Campaign Overview https://rb.gy/jwuqji
WHY campaign	Refer Appendix 2 for Vaccination WHY campaign notes
Taiohi Hour	Weekly online radio show 12-24 year olds Taiohi Hour on Te Korimako o Taranaki Special Guest Hon Peeni Henare Led by Tui Ora https://www.youtube.com/watch?v=EbzHvagsiA8
Rauora Ratapu	Super Rahoroi events held October, November Te Kotahitanga o Te Atiawa FB live example - https://www.facebook.com/TeKotahitangaOTeAtiawa/videos/413404193735098 Liana Poutu, Chair of Te Kotahitanga o Te Atiawa Super Rahoroi example – Te Kāhui o Taranaki https://www.facebook.com/TeKahuiOTaranakilwi/videos/558964381836591 Raymond Tuuta, Communications and Engagement Manager, Te Kāhui o Taranaki Super Rahoroi example – Tui Ora https://www.facebook.com/TuiOraTaranaki/videos/473112704018656 Russell Hockley, Kaimahi from Tui Ora Super Rahoroi example – Te Korimako o Taranaki https://www.facebook.com/TeKorimako/videos/4513986955350080 Tamzyn Pue, Te Korimako o Taranaki https://www.stuff.co.nz/pou-tiaki/300434982/taranaki-mori-aim-for-95-per-cent-covid-vaccinated
Young Buck Yarns	Young Bucks Yarn Led by Te Korowai o Ngāruahine Trust https://www.facebook.com/Ngaruahine/videos/1231035574060157
Fight for your whakapapa	Pamphlet drop to household letterboxes in Waitara, Opunake & Okato areas.

Manaaki wrap around at vaccination	Manaaki consisting of kai, coffee and sausage sizzle supplied at scheduled clinics, Marae and community mobile pop-up clinics
Communication campaign	<p>The Communications specialist developed and delivered a Covid-19 communications plan</p> <p>Collective campaign development, key Covid-19 and vaccination messages including:</p> <ul style="list-style-type: none"> • Ipanui, social media ads and content creation • Text-Alerts & Calls to local registered uri • Media releases • Incentives and prizes used to drive whanau uptake including; concert tickets, supermarket vouchers and visa prezzy cards. <p>Key issues identified via various info sharing forums, emails and intel was that vaccine hesitancy, misinformation, and vaccination access are likely to continue to be contributors to lower vaccination rates and uptake for Māori.</p> <p>Refer Appendix 5a: Communication examples https://bit.ly/3qNwRpX</p>

Financial Report				
Area	Description	Budget	Actual	Variance
Communications Outreach	Develop comms plan and campaign management, branding assets. Activations - campaigns, panui, social media, content creation, incentives Manaaki calls	64,000	68,997	+4,997
Response Planning	Appoint a centralized team & comms specialist Meeting coordination and follow ups Reporting and representation CEO representation and input into response planning and implementation	50,000	42,718	-7,282
Supporting vaccine uptake	Vaccination campaign development Brand assets, content creation and social media advertisements Signage Content creation \Manaaki support around vaccination initiatives	76,000	79,975	+3,975
	Total (ex gst)	190,000	191,690	1,690

Notes to the Budget

Refer Appendix 6 – Financial report transaction list

APPENDIX 1 – CAMPAIGN BRAND ASSETS

APPENDIX 2 – CAMPAIGN OVERVIEW <https://rb.gy/iwuqji>

APPENDIX 3 – IWI CALL SCRIPT <https://rb.gy/kyawau>

APPENDIX 4 – COVID RESPONSE MANAGEMENT PLAN <https://rb.gy/djantj>

APPENDIX 5 – NIOT COVID-19 COMMUNICATIONS PLAN <https://rb.gy/k2bpne>

APPENDIX 5 A - COMMUNICATION EXAMPLES <https://bit.ly/3gNwRpX>

APPENDIX 6 – FINANCIAL TRANSACTION LIST REPORT

APPENDIX 1 – BRAND ASSET examples

Vaccination Clinics

Marae pop-up Vaccination Clinics
 Join us for a coffee, kōrero and get your Covid-19 vaccination
 Aotearoa Pā - Tuesday 14 September
 Tauwhitiwhiti Marae - Monday 20 September
 Ngarongo Marae / Kotemarae Pā - Thursday 30 September
 Waioatara Marae - Friday 8 October
 Rangatapu Marae - Thursday 14 October
 All clinics are open 9.30am - 2.00pm
 Call or text Ivi from Ngaruahine Health Services today on (027) 200 9882
 Book your bubble today!

Whānau Māori Vaccination Clinic
 Calling Waitara and nearby whānau Māori Protect our whakapapa and get vaccinated!
 Where: Knox Church, 17 Grey Street, Waitara
 When: Wednesday 8 September
 Time: 9.30am - 3.15pm
 Book your bubble today!
 Call Tui Ora (06) 759 9553
 Codeword - WHAKAPAPA

Whānau Māori Vaccination Clinic
 A call to our Coastal whānau Māori
 Protect our whakapapa and get vaccinated!
 Where: Opunake Sandfords Event Centre
 156 Tasman Street, Opunake
 When: Tuesday 7 September, 10.00am - 2.45pm
 Book your bubble today!
 Call Tui Ora (06) 759 9553
 Codeword - WHAKAPAPA

COVID-19 VAX CLINIC INGLEWOOD
 TET STADIUM & EVENTS CENTRE
 11 ELLIOT STREET, INGLEWOOD
 Wednesday, 20th October
 9.30 AM – 3.15 PM
 WALK IN'S WELCOME
 BOOKMYVACCINE 06 759 9553

COVID-19 VAX CLINIC WAITARA
 KNOX CHURCH WAITARA
 17 GREY STREET, WAITARA
 FRIDAY, 22nd October
 9.30 AM – 3.15 PM
 WALK IN'S WELCOME
 BOOKMYVACCINE 06 759 9553

Ngā Iwi o Taranaki Collective

WALK IN COVID-19 VACCINATION CLINIC
 6.11.21 9am - 3pm
SUPER RĀHOROI
 ŌPUNAKE
 SANDFORDS EVENT CENTRE
 156 TASMAN STREET, OPUNAKE
 FREE SHOPPING TROLLEY & COFFEE
 BE IN TO WIN
 A SPECIAL THANK YOU TO OUR SPONSORS
 EVERYONE VACCINATED WILL GO IN THE DRAW TO WIN 1 OF 3 PRIZES
 GROCERY HAMPER, 5000 VOLICOR OR A LUDLOM GREASER

WALK IN COVID-19 VACCINATION CLINIC
 6.11.21 9am - 3pm
SUPER RĀHOROI
 NGĀMOTU
 Oruku Taijari Domain Hall,
 Ngāmotu Road, Moturoa
 FREE SHOPPING TROLLEY & COFFEE
 BE IN TO WIN
 A SPECIAL THANK YOU TO OUR SPONSORS
 EVERYONE VACCINATED WILL GO IN THE DRAW TO WIN 1 OF 3 PRIZES

Ngā Iwi o Taranaki Collective

Ngā Iwi o Taranaki Collective

TE ATIWAWA
 Taranaki Iwi
 NGĀTI MUTUNGA
 NGĀTI MARU
 TE KŌWHIRI O RAUIRI
 Ngāti Rauemi
 NGĀTI TAMA O TARANAKI
 Te Kōwhiri o Rauiri

APPENDIX 2 - 'Example WHY' VACCINATE CAMPAIGN OVERVIEW

'WHY Campaign'.

The image displays three social media posts from the 'WHY' vaccine campaign. Each post features a photograph of a family and a testimonial about their reasons for getting vaccinated. The posts are arranged horizontally and each includes the Ngā Iwi o Taranaki Collective logo at the bottom.

Post 1 (Left): A family of seven is sitting on a wooden deck. The text reads: "Why are we vaccinated? We do it to protect our whānau and our community." Below this is a Māori quote: "He karakia nā Kahanamoku: Mouri mai i rango Mouri mai i raro Mouri mai i teuho Mouri mai i teuho Te mouri nā Jo ki a koe Haumie hui e taiki e". The name is **TE WHĀNAU HUNTLEY** (Brad, Glenarr, Awanui-ā-rangi (13), Rāniera (12), Kahanamoku (11) and Ta'aroa (5)) from Taranaki, Te Atiawa, Ngāti Mutunga, Te Atiawa ki te Tairāhu.

Post 2 (Middle): A family of four is sitting on a wooden bench. The text reads: "I have a big whānau (of 10), and their waiora is my number one priority. We have had our first vaccine shot to give us some hope that we won't put our little tamariki, our wider whānau, and also our community in danger." The name is **JAYDEN WAIWIRI** from Taranaki, Te Atiawa.

Post 3 (Right): A family of three is sitting together. The text reads: "Our whānau is getting vaccinated as our way of contributing to the hauora and protection of our pēpi, whānau and hāpori. With pēpi number two on the way, I am especially vigilant and want to ensure my tamariki have the best chance of protection." The name is **KERENA WANO** from Te Atiawa, Taranaki, Te Whānau-a-Apanui.

Below each post is the **Ngā Iwi o Taranaki Collective** logo, which includes logos for Te Atiawa, Taranaki Iwi, Ngāti Mutunga, Ngāti Maru, Ngāti Raukawa, Ngāti Tama o Taranaki, Ngāti Hōia, and Te Kōwhiri o Rauaru.

Vaccination 'why' promo

This campaign was created to showcase why whānau from around our maunga have chosen to get their vaccine.

Iwi comms are welcome to use any of the posts on their own social media pages, at any time that suits them.

More posts will be added to the folder as whānau participate in this campaign.

Proposed links to go along with the posts

General booking website - bookmyvaccine.nz.

Check out karawhiua.nz for trusted information so you can make an informed choice about the Covid-19 vaccine.

[Latest Ngā Iwi o Taranaki pānui](https://latest-ngā-iwi-o-taranaki-pānui) with latest vaccination, testing and Manaaki Ohu information.

#protectourwhakapapa

What to do if you get negative commentary on the posts

You can use your judgement on how to manage these posts, but here are some tips if you require any.

- If there is swearing or unsavoury language, and it goes against your FB page's T&C's you can delete the comment.
- Sometimes the post is self-moderated by other commentors. If you are comfortable with the conversation, you can let it run its course.
- If the comments get out of hand, you can stop further comments from happening - <https://mashable.com/article/how-to-turn-off-facebook-comments>
 - You can add in a note to explain why you turned the comments off i.e. Kia ora, after moderating this post, [add iwi page] social team has decided to disable comments on this post. We don't take this lightly, but we will not allow this page to be the home for dangerous misinformation.
- If whānau are getting contact directly about the post they feature in. Delete the FB post and report the person's profile to FB - <https://learn.g2.com/how-to-report-someone-on-facebook>.
 - Also, let Tui MacDonald know so she can take the FB post out of the folder so it cannot be used again.
 - Contact the whānau to make sure they are ok and explain the measures put in place so their post doesn't feature again.

Any questions, please do not hesitate to contact Tui MacDonald – 027 252 7017, tui@frankcommunications.co.nz



Ngā Iwi o Taranaki Collective



APPENDIX 3 – IWI CALL SCRIPT & FRAMEWORK

Ngā Iwi o Taranaki script for phone calls

NOTE:

- It is important not to raise expectations and not to promise that we can do everything. Our Manaaki Ohu are helping to support whānau during L4 at this stage.
- At this stage we are collecting information and assessing the needs of our pāhake and checking in to see how they are.
- Note down what is needed and let them know we will follow up and get someone to contact them directly.
- If iwi reps or those calling whānau have any questions please contact Paul Cummings – paul@tearanga.org.nz, 027 755 4000

Steps	Prompts	Interventions
GREET/INTRODUCE/ CHECK IN	Greet them, ask if _____ is home. _____ from [xxx iwi], just calling to see how you are? Explain that we are calling to check on them and their whānau. Note: If the whānau member has already been called by another iwi, you can thank them for their time. You are welcome to stay on the call to chat.	
CONFIRM CURRENT DETAILS	Firstly, we want to make sure we have your correct details can get in contact with you. a. Address b. Phone c. Email d. Whānau members in household. i.Age ii.gender	To update Iwi register
SUPPORT ARRANGEMENTS Do you have support/contact with whānau?	Do you have support – Whānau, Neighbours, in your Bubble?	
CHALLENGES	Thinking about the challenges ahead due to COVID-19 do you have sufficient resources for: Housing Yes / No Food Yes / No Firewood Yes / No Accessibility Yes / No Hygiene supplies Yes / No	
TRUSTED INFORMATION	The Ministry of Health website is: covid19.govt.nz Māori Radio – Te Korimako o Taranaki	

Where to get the true information?	We will also be giving updates on our Facebook page. Would you like us to call back as a check-up?	
SCAMMER ALERT	Watch out for scams, people ringing you and asking for bank account details or credit card details. DO NOT give out to anyone.	
KEY MESSAGES FROM NGĀ IWI O TARANAKI (as at 24 August 2021)	<ul style="list-style-type: none"> • Delta variant is highly contagious and airborne. • So, it is important you 'Stay home and stay safe - don't roam around!' • If you are experiencing symptoms, please get tested - contact your GP or Healthline on 0800 358 5453. • Handwashing hygiene & physical distancing of 2m are very important • Face masks are a must when accessing essential services (supermarkets, pharmacies, petrol stations etc). • Keep a record of your movements - either manually or by Covid-19 tracer app. • At Level 4 marae are closed and public tangihanga are not permitted. Ministry of Health Guidance on deaths, funerals and tangihanga 	
OUR CONTACT	Leave personal contact and email	

NEXT STEPS

Once the call is completed. From the responses provided, can you indicate what Priority level you give this caller.

Once a whānau member is identified as vulnerable, each Iwi will assess the urgency of their needs. This will determine the appropriate stage of support. A suggestion for the priority order and options follows, together with timeframes for support:

Priority level	Description	Qualifiers
Red: Priority Level 1 – All Alert Levels	Emergency Support – Immediate response required	Meets vulnerability scale above, immediate resources required & accessibility issues
Orange: Priority Level 2 - Alert Level 3 & 2	Critical Support – 24-hour response required	Meets vulnerability scale above, resources required & accessibility issues
Yellow: Priority Level 3 - Alert Level 3 & 2	Urgent Support – 48-hour response required	Option 1 - Meets vulnerability scale above, resources required & accessibility issues Option 2 – Meets vulnerability scale above, resources required & no accessibility issues
Green: Priority Level 4 - Alert Level 3 & 2	Less Urgent Support – 120 hours / 5 days response required	Meets vulnerability scale above, resources required & no accessibility issues

Blue: Priority Level 5 - Alert Level 3 & 2	Non-Urgent Support – 168 hours / 7 days response required	Meets vulnerability scale above, resources required & no accessibility issues
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The following 3 stages of support are proposed. Once a priority order is assigned to the vulnerable whānau member, an assessment of ongoing affordability and available funding will be made. We should note that funding and available resourcing will need to be considered before the roll out of each stage.

POSSIBLE QUESTIONS

We have anticipated some of the questions you may receive from whānau who you are calling. Here is an FAQ with some answers that you can give, but they may need a follow up call from your iwi of Te Manaaki Ohu if required.

You don't have to read the answer verbatim, please shape this kōrero to who you're speaking with.

FAQs

Will I receive another kai pack like last time?

At this stage we are just assessing the needs of whānau at this time. Some people's situations may have changed since our last lockdown. So we are looking at their needs also and we'll get back to you shortly on this with an answer.

Can I get another hygiene pack?

These packs were sent out last time by your local Whānau Ora provider. Can you remember who it was?

- **Ngaruahine Iwi Health Services** [06 274 8047](tel:062748047) / [0508 367 642](tel:0508367642)
- **Ngāti Ruanui Healthcare Practice** [06 278 1310](tel:062781310)
- **Tui Ora Health Service** - 0800 TUI ORA (884 672)

I don't want my details shared with anyone?

This call is only used for the purposes of checking in on you to make sure if you are ok. We will not share your details unless you give us permission to do so.

Last Lockdown [Ngāti Maru] called me. Why am I now getting a call from [Ngaruahine]?

You are one of the many lucky whānau who are on our list to call.

APPENDIX 4 – COVID RESPONSE MANAGEMENT PLAN <https://rb.gy/djantj>

APPENDIX 5 – NIOT COVID-19 COMMUNICATIONS PLAN <https://rb.gy/k2bpne>

APPENDIX 5 A - COMMUNICATION EXAMPLES <https://bit.ly/3gNwRpX>

iPanui example - <https://bit.ly/3gNwRpX>

Social media example – tiles and support information

Whānau Māori Vaccination Clinic
Calling Waitara and nearby whānau Māori
Protect our whakapapa and get vaccinated!
Where: Knox Church, 17 Grey Street, Waitara
When: Wednesday 8 September
Time: 9.30am - 3.15pm
Book your bubble today!
Call Tui Ora (06) 759 9553
Codeword - WHAKAPAPA

Marae pop-up Vaccination Clinics
Join us for a coffee, kōrero and get your Covid-19 vaccination
Aotearoa Pā - Tuesday 14 September
Tawhitinui Marae - Monday 20 September
Ngarongo Marae / Ketemarae Pā - Thursday 30 September
Waiohira Marae - Friday 8 October
Rangatapu Marae - Thursday 14 October
All clinics are open 9.30am - 2.00pm
Call or text Ivy from Ngāruahine Health
Services today on (027) 200 9882
Book your bubble today!

Whānau Māori Vaccination Clinic
A call to our Coastal whānau Māori
Protect our whakapapa and get vaccinated!
Where: Opunake Sandfords Event Centre
156 Tasman Street, Opunake
When: Tuesday 7 September, 10.00am - 2.45pm
Book your bubble today!
Call Tui Ora (06) 759 9553
Codeword - WHAKAPAPA

Ngā Iwi o Taranaki Collective

Opunake & Waitara vaccination clinics

- Social media posts

Posts are embargoed until Thursday 3 September, 10.00am.

This to enable Tui Ora to brief their kaimahi on calls that will be coming in.

Note - Northern iwi reps have already started calling Coastal, Waitara and nearby whānau to book them slots over the phone. The FB posts will be another channel to encourage bookings.

Opunake - Tuesday 7 September, 10.00am – 2.45pm
Sandfords Event Centre, 156 Tasman Street, Opunake

Waitara – Wednesday 8 September, 9.30am – 3.15pm
Knox Church, 17 Grey Street, Waitara

Aim

- Get whānau to book their spot through Tui Ora (06) 759 9553
 - Using the codeword – WHAKAPAPA to access the two clinics

What to do if you get negative commentary on this post

As the upcoming clinics are targeted to whānau Māori, unfortunately we may receive negative feedback on our targeted efforts.

You can use your judgement on how to manage these posts, but here are some tips if you require any.

- If commentators accuse iwi of being racist, separatist, exclusive etc. You can reply with: Currently Māori vaccination statistics are very low. To help increase these we are encouraging our whānau to get their vaccination.
- If there is swearing or unsavoury language, and it goes against your FB page's T&C's you can delete the comment.
- Sometimes the post is self-moderated by other commentators. If you are comfortable with the conversation, you can let it run its course.
- If the comments get out of hand, you can stop further comments from happening - <https://mashable.com/article/how-to-turn-off-facebook-comments>
 - You can add in a note to explain why you turned the comments off
i.e. Kia ora, after moderating this post, *[add iwi page]* social team has decided to disable comments on this post. We don't take this lightly, but we will not allow this page to be the home for dangerous misinformation.

Any questions, please do not hesitate to contact Tui MacDonald – 027 252 7017, tui@frankcommunications.co.nz.