



TE KAHU O TAONUI

Me mahi tahi tātou

Te Kahu o Taonui Report

Funder: Te Arawhiti – 2021 COVID 19 Support Grant, \$100k

Introduction

It has been two years since the original COVID-19 reached Aotearoa. From the outset, Iwi of Te Tai Tokerau came together as a collective to protect our whānau and have been working tirelessly to prepare our communities, whānau, hapū and marae.

Funding Purpose

The purpose of this fund was to resource the following activities in terms of communications:

- **Response planning**
 - Updating Te Kahu o Taonui pandemic response plan
- **Supporting vaccine update**
 - Extending existing communications strategy with a particular focus on increasing vaccination rates
 - Visiting areas with low connectivity to spread information about the COVID-19 vaccine; and
 - Assisting with vaccination logistics

The main focus for the team was on encouraging vaccinations, including some of the inherent challenges that framed the deliverable. Some of these include but are not limited to:

1. Significant mistrust and mis/dis information among our communities.
2. Ensuring whānau were prepared at a household level for a Covid breakout.
3. Ensuring whānau were able to access vaccinations, testing services and welfare where required.

Our communications team have focused on building connections (focusing on the power of community), tribal strengths and activities (including localised whakatauki and korero from our Iwi Chairs), the sharing of Iwi Chair press releases that helped to publicly demonstrate kotahitanga. Consistent messaging from our Iwi collective regarding the importance of vaccinations and whānau care and that ultimately, whānau needed to make the right choices that worked for them. For many who chose not to or were unable to vaccinate, Te Kahu o Taonui were consistent in ensuring there was broad and inclusive messaging. This messaging included a focus on rongoā, alternative options as well as providing strong, consistent voices from trusted faces and trusted spaces.

Deliverables

Summary of how Te Kahu o Taonui have met Te Arawhiti deliverables in order to fulfil this grant.

1. Initiate vaccination strategy

- Development of a Vaccination Communications Strategy Plan for Te Kahu o Taonui and implementation
- The Vaccination Communications Strategy focused on the strength of Iwi Chairs working together as a collective to support the activities of Iwi, Māori hauora and health providers
- Amplifying the work Iwi were doing at a local and regional level, this included community, whānau, hapū and Iwi

2. Gather online content to share across media platforms

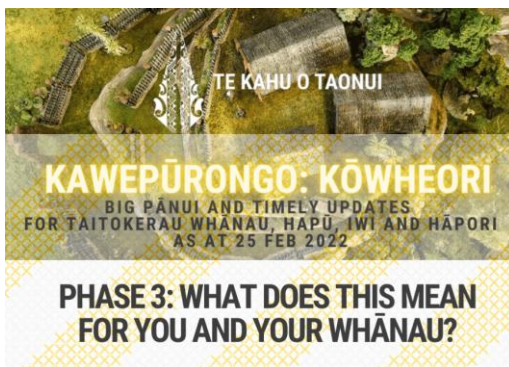
- Collating resources that whānau could find helpful, including a centralised port of all Iwi social media platforms as per this link <https://www.tkot.org.nz/updates/fb-feeds>
- Supporting other local campaigns such as:
 - Take 2 for the Team



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- Hikoi to 100
 - Arataua Media's Anga Whakamua
 - Kaimanaaki Programmes
 - Te Hiku Iwi Development Trust
 - Sharing their information across our channels.
- Te Hiku Media have also been an excellent source of media content to help build trust, and engagement with whānau. Our communications team worked closely with Te Hiku Media to share a range of helpful [online kōrero](#) to help dispel misinformation and encourage whānau to vaccinate in order to protect their whakapapa.
 - Any gaps in information identified in existing content coming we endeavoured to fill by developing our own content that was simpler and easier for whānau to understand. Such as:
 - [Te Kahu o Taonui Rapid Antigen Testing 101](#)
 - [Te Kahu o Taonui Iwi Support Lines and Special Edition E-Pānui](#)



- **Phase 3 means that there are now thousands of cases of Omicron in NZ,** and that the health system now relies on us all to self manage as much as possible.

3. Identify Iwi vaccination sites across Te Taitokerau

Te Kahu o Taonui have been intentional in our strategy to complement and support our Iwi partners across the rohe.

- We have been consistent in sharing information at:
 - Nearly every single vaccination event, kaupapa, livestream where Iwi share their hopes, aspirations and tools to their uri.
 - Each weekly pānui has a section featuring all vaccination events in Taitokerau from all providers ([click here to view example](#))
 - Partnering with Hapai te Hauora in [embedding their Pā Ora tool on our website](#) that showed vaccination and testing sites as well as locations of interest and bordered areas on one centralised map
 - Broadening into other platforms such as LinkedIn and Twitter to increase reach nationally. To see the broad range of information we share including sharing our Iwi vaccination site info [visit our FB page](#)



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PĀKAINGA PREPARE TO PROTECT COVID HOME MANAGEMENT KIT IDEAS

SAFETY

- MASKS
- GLOVES
- HAND SANITISER
- CHARGED PHONE
- PHONE PLAN
- DISINFECTANT
- CLEAN DRINKING WATER
- CHILD CARE PLAN
- VENTILATION & WARMTH
- SUPPORT PERSON
- RUBBISH BAGS
- CLEANING PRODUCTS
- COMPRESSION SOCKS

COUGH / THROAT / SINUS

- TISSUES
- KAWAKAWA OR OTHER BALM
- ICEBLOCKS
- VICKS OR EUCALYPTUS FOR STEAMING
- BOWL & TOWEL FOR HEAD STEAMING OR VAPORISER
- OXIMETER
- SPARE BATTERIES FOR GADGETS
- THROAT SPRAY
- THROAT PROBIOTICS
- THROAT LOZENGES
- SALINE NASAL RINSE
- SALINE NASAL SPRAY



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COVID-19 VACCINATION CLINICS

CLINIC HOURS: 9AM - 2PM 2022

- MON FEB 14 KOHUKOHU CLINIC**
- TUE FEB 15 HOREKE CLINIC**
- WED FEB 16 MANGAMUKA CLINIC**
- THU FEB 17 PAWARENGA CLINIC**
- FRI FEB 18 RAWENE HOSPITAL**
Honey Street Entrance
- SAT FEB 19 OPONONI *9am - 3pm**
Manea Centre Carpark

*Children MUST be accompanied by a parent or guardian
For more information phone 09 4057709 ext 709

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Te Ha Oranga
February 3

POUTO & TE KOPURU YOU'RE UP!

Our rave kaimahi are coming through with our mobile vax clinics today!

TORONGARE COVID-19 VACCINATION CENTRE
5 WALTON STREET, WHANGĀREI
- OPENING WEDNESDAY 26 MAY -

BOOKINGS ESSENTIAL. FREEPHONE 0800 272 4842

4. Established an Iwi workforce page

Over the last 12 months, we have:

- Utilised our FB and E-pānui to connect.
- Created centralised places for updating communities on mahi opportunities across Iwi.
- Supported and showcased Kaimanaaki roles.
- Leveraged networks to support communities getting access to training and development opportunities.

5. Release media updates

A link to all press releases is [here](#):

Te Kahu o Taonui Stand Unified with Te Upoko o Te Ika Iwi in their stance against Convoy 2022
February 24, 2022
[Read More](#)

Kia Mataara! Te Kahu o Taonui urge uri to stay proactive and resilient in the face of Omicron within Taitokerau
February 14, 2022
[Read More](#)

Te Kahu o Taonui Fully Supports The Decision To Move Waitangi Commemorations To An Online 'Virtual' Experience'
January 31, 2022
[Read More](#)

Te Kahu o Taonui Support and Praise Border Control Efforts Whilst Remaining Vigilant as Taitokerau Border Now Open
December 17, 2021
[Read More](#)

Te Kahu o Taonui Welcome Collaboration with New Zealand Police In Protecting Northland
December 5, 2021
[Read More](#)

Waitangi National Trust Media Release: No in-person events at Waitangi Treaty Grounds during Waitangi Week 2022.
November 30, 2021
[Read More](#)

- Te Kahu o Taonui Chairs released a series of critical joint press releases to ensure the Crown did more to support and protect our communities to ensure whānau were prepared for the onslaught of COVID-19 when it did finally reach the North. The most significant [being our Te Kahu o Taonui Declaration against Covid-19](#).
- Overall, our Chairs wanted to ensure that they were united in their calls for supporting Waitangi in not hosting events to protect the public, proactively work with the Police to protect the Borders of the North, ensure that the public remain vigilant in their practices when returning to the North and to prepare for Omicron.



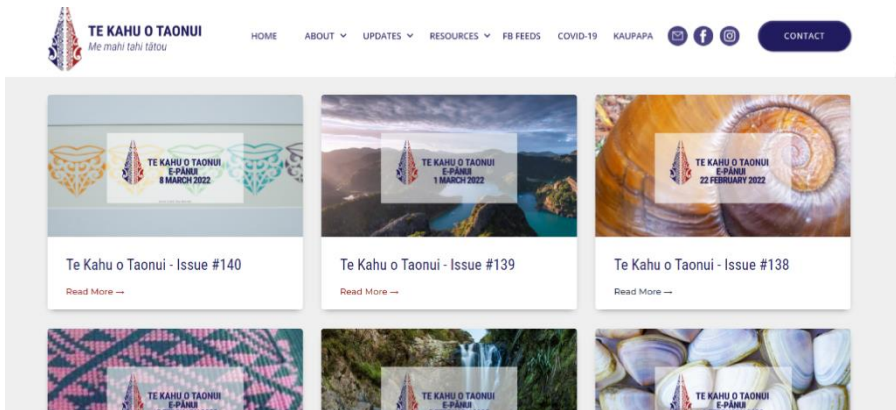
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6. Weekly release of updated national communications

Te Kahu o Taonui have released our 140th E-pānui, which is a series of curated articles and updates from across Te Taitokerau and Aotearoa. Every pānui provides a weekly overview of all COVID numbers across the motu and the region as well as pertinent healthcare service updates and items around what other Iwi are doing in their efforts to battle COVID.

Access to all E-pānui is [here](#):



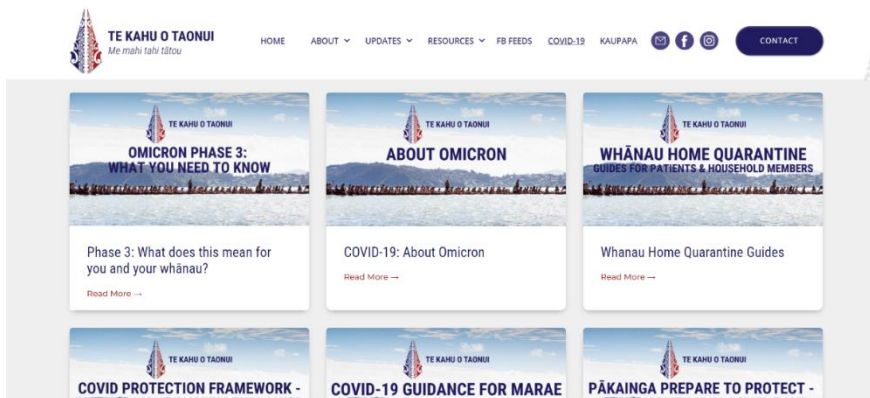
7. Centralised vaccination information on our website

Te Kahu o Taonui developed a regional and national repository of all updates on Covid-19 and Omicron on our website. Our information is regularly refreshed via updates from the Iwi Communications Collective, the DPMC, John Whaanga/MOH the Northern DHB and also our Iwi updates.

Having everything in one place in an uncomplicated way to navigate has been helpful and a value-add to on share the information across Iwi. Given this information was on-shared, it also provided:

- Consistent messaging
- Key and targeted focus messaging
- Local information
- A local style of voice that connected with whānau.

You can access all of our vaccination information [here](#)





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8. Develop a space where whānau can share their experiences

A targeted and focused social media campaign has been an essential tool in connecting with whānau. Facebook and Instagram have been our primary ways of connecting with whānau, however, from a communications perspective and as a collective, it is more important that whānau refer to and connect with their own Iwi/Marae pages.

Our approach to social media has been to share helpful information and we have received feedback and request for awhi via private message or comments directly on our FB page.

In terms of future focus, a potential follow-on from this mahi would be to collate whānau experiences with COVID and utilise them as discussion opportunities to help increase vaccination rates in our region as we transition from pandemic to endemic.

Our communications team also directly supported Ngāti Kuri, Whakawhiti Ora Pai, Te Hiku Iwi Development Trust and Ngāti Whātua in the delivery of communications to their uri and communities.

9. Sharing information across media platforms

Te Kahu o Taonui rely heavily on the communications shared by our Iwi communications Leads across Te Taitokerau and also media partners, such as: Te Hiku Media, Ngāti Hine Radio, Radio Tautoko and Te Karere and also, amplifying our Iwi Chairs views on vaccinations on national platforms. The Radio Waatea interview with Harry Burkhardt–Iwi Chair is [here](#) and the Omicron update from our Iwi Chair can be found [here](#)

10. Evaluate our progress

The Omicron variant has been a game changer. When Omicron numbers rose and reached over 20,000 daily cases, the number of Māori contracting the virus increased dramatically. There was a shift by whānau in realising the enormity of the situation and what was taking place. Our focus was on ensuring:

- Whānau were fully informed
- Whānau were prepared as much as possible
- Whānau had ready access to welfare support and to know what to do if they contracted the virus
- We also were [proactively promoting vaccinations in particular boosters](#) to ensure that whānau can strengthen their immunity
- Concentrated on a deeper focus in storytelling from our Chairs and their hopes to protect and fortify whānau against COVID-19
- Continued to ensure whānau had access to trusted and reliable information from our organisation and our Iwi partners

Other

Te Kahu o Taonui also took the opportunity to work closely with the Karawhiua campaign and developed a series of Iwi kōrero and imagery to share across Te Taitokerau. Our team partnered with:

- Taitokerau uri Te Rawhitiroa Bosch for imagery
- Eli Smith for kupu/whakatauki.

To amplify our message, we used:

- Billboards across Whangarei, the Kaipara and other parts of Northland
- Imagery used was of our Chairs as well as grassroots whānau
- We utilised korero o te kāinga to illustrate pro-hauora and pro-vaccination sentiments but in a way that would not alienate whānau
- The journey in putting this together has been profound. We have been asked to provide an essay on the development of our billboard designs to be used as a TPK/Te Hiringa Hauora case study.



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Below is a sample of our work, but you can [view all designs here](#).



E tū te huru mā, haere mai e noho. E tū te huru pango, hanatū e haere.

Taiohi mā – let's do it for our elders. We are their future.

Visit [Karawhiua.nz](#)

THAT'S US  TE KAHU O TAONUI 



Tauranga kōtuku rerengatahi. Tiakina Te Taitokerau!

Visit [Karawhiua.nz](#)

Te Rūnanga  Ngāti Whātua  Te Haeranga  TE KAHU O TAONUI 



“Ko kore tētahi aha atu raini pena horekau whai patanga ana tō tū!
You can never win anything unless you are there to do something!”

Kahurangi Whina Cooper



Ina tere ngā kapua, he hau ki muri.
It is our whakapapa and whanaungatanga that binds us and spurs us into action.
Tiakina, mahia te mahi



Ko te tupu o te pā harakeke, tērā te tupu o te whānau.
If we look after the pā harakeke, our whānau will grow. Karawhiua!

