

**Te Whatu Ora**  
Health New Zealand

# First 1,000 Days Programme 2022/23

## A Summary of Activity and Achievement

August 2023





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**Tū mai e moko. Te whakaata  
o ō mātua. Te moko o ō tīpuna.**

*Stand strong, child. The reflection  
of your parents. The blueprint  
of your ancestors.*

## **First 1,000 Days programme**

Strong and consistent evidence shows the value of investing in a child's early life to lay the foundations for lifelong health and wellbeing. Research also shows that intergenerational disadvantage is one of the most important issues facing our future. Given these realities, pregnancy and early parenthood are unique times of opportunity and challenge.

Te Whatu Ora | Health Promotion continues its commitment to pēpi, māmā and whānau through its First 1,000 Days programme. The work is based on:

- mātauranga Māori and indigenous knowledge systems
- insights from current activities, innovation and prototypes of what whānau tell us is working
- research, reports and statistics.

This document summarises our achievements for the year and our work towards achieving equitable, intergenerational change for whānau. We have three approaches to this important work:





# Supporting community-led solutions

## Community innovation fund

Health Promotion contributes to nurturing on-the-ground excellence and insights, so successful community solutions can inform health sector practices and decisions.

In June 2022, we granted \$1.4 million to 18 kaupapa partners through our community innovation fund. We granted \$1.4 million our approach to trust communities to come up with their own wellbeing solutions. All projects are led from a te ao Māori or Pasifika worldview and contribute to intergenerational wellbeing for māmā, pēpi and whānau.

Over the last 12 months we have met regularly with these partners to understand what was important to whānau, and how we can develop our practices to enable more community-led solutions.

In June 2023, we committed to supporting 12 of our kaupapa partners for another year, to continue building the sustainability of their innovation. We granted \$1.074 million in partnership with philanthropic funder the Tindall Foundation. We worked with Te Aka Whai Ora to ensure that early-years funding opportunities from both organisations was coordinated and streamlined, and we aimed to simplify the process for our kaupapa partners. We will work together over this coming year to learn how we can collaborate to maximise impact across the First 1,000 Days programme.

## Demonstrating success

This year we further developed our reflective practice approach. Kaupapa partners were invited to regular online hui to reflect on and to capture insights from their work. See [page 8](#) for more on how we measure success and contribute to a body of knowledge around what works for whānau in the first 1,000 Days.

Hākui wānaka on traditional birthing practices (Christchurch)



## Maternal mental health

Health Promotion plays an important role in supporting maternal wellbeing. This year maternal wellbeing was in the forefront of our [depression.org.nz](https://depression.org.nz) and [Nōku te Ao](#) programmes. Guided by recommendations from [Mai te Whai-ao ki te ao marama, coming into the light – Mothers’ experiences of distress and wellbeing during pregnancy and the first year of motherhood \(2020\)](#), we focused on partnership projects that would fill our kete of resources and influence. In the 2022/2023 year we supported:

- [The Helen Clark Foundation](#) to advance recommendations from the [Āhurutia Te Rito | It takes a village](#) report on how better support for perinatal mental health could transform communities in Aotearoa New Zealand. See [page 9](#) for more information.
- [E Tipu E Rea Whānau Services](#) on a [Nōku te Ao](#) initiative for Māori communities to reduce stigma and discrimination for young Māori māmā – the project centred on using Pae Ora to address stigma and discrimination.
- Separately, E Tipu e Rea shared its report ‘Hapū Māmā and Mātua Taiohi – Experiences of Primary care’. This report was developed from a 2021 Te Hiringa Hauora grant with National Hauora Coalition. This report has been shared and is being used by DPMC (Child and Youth Wellbeing strategy) and the Kahu Taurima team. Off the back of this work this [article](#) was run in the NZ Herald.

Kanapu, King Country



- We supported [Moana Connect's](#) evaluation of [My Baby's Village](#). My Baby's Village is a cross-sector group of organisations with the vision that: "our society will value and care for the health and wellbeing of our Pacific infants, children, mothers, fathers, carers, and families." Evaluation is expected in Quarter 1 of the 2023/24 year.
- Planning is currently underway to explore what a Pasifika-led solution towards ending stigma and discrimination for Pasifika families could look like.

## Pre-conception wellbeing

### *Tapu Vā 2.0*

In its second year, Tapu Vā 2.0 built on the strengths of phase one to create sustainable change around sexual health within Pasifika communities. It focussed on providing a safe space for talanoa about sex and wellbeing with the aim of reducing stigma and shame.

Talanoa themes were developed following evaluation and community input. They included masculinity and consent, parenting as Pacific parents, creating safe spaces for conversations about relationships and sex, gender/sexual identity and sex education, navigating sexuality and religion, and healthy relationships.

A total of 22 videos and a podcast were created. All content is housed on [Instagram](#) and [YouTube](#) and are an important part of influencing change nationwide and most importantly, for generations of whānau to come.



Tapu Vā 2.0

### ***Wāhine Māori perceptions around contraception***

We are supporting Family Planning New Zealand with a research project to explore wāhine Māori perceptions around contraception. This information will support provision of culturally safe contraceptive services and health promotion. It will promote equitable access to contraception for wāhine Māori and equity in reproductive health rights and outcomes. Research findings are expected to be disseminated in early 2024.

## **System Transformation**

The health system reforms and the Child and Youth Wellbeing Strategy present an exciting opportunity to influence and share evidence about equity-led design, and Tiriti dynamic approaches that will lead to hapū māmā, pēpi, tamariki and whānau thriving long term.

Our strategic focus continues to be on supporting the health system transformation and connecting with cross-government agencies that are also focussed on First 1,000 Days.

### **Kahu Taurima**

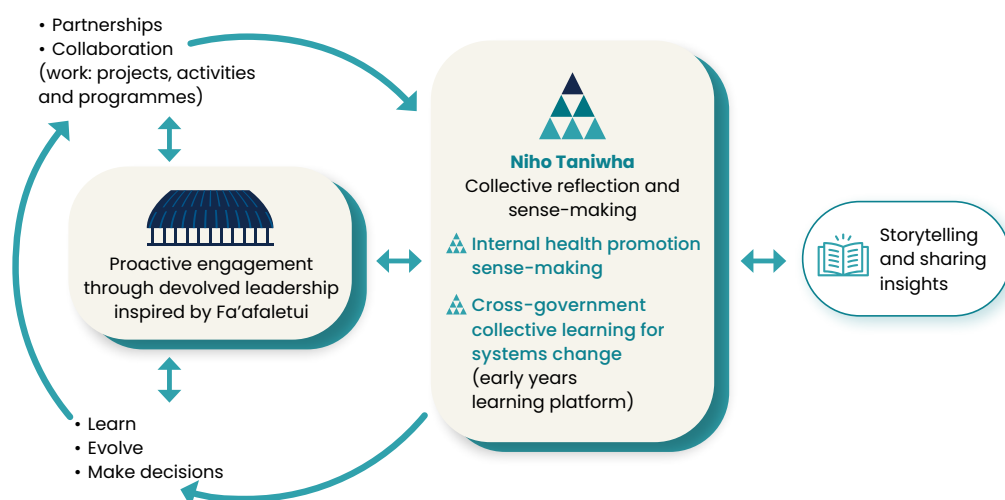
Kahu Taurima is a priority in Te Pae Tata (the interim health plan) and outlines the commitment to designing a fundamentally different approach to the way the health system supports the wellbeing of pēpi. Building on our work last year with the Early Years Initiative (now transitioned into Kahu Taurima), we have participated in the Services for all Whānau, and Maternal Mental Wellbeing workstreams. We have been developing video resources to communicate with a wide audience about the essence and intention of Kahu Taurima.

Aligning our work programme to Kahu Taurima and supporting the teams in Te Whatu Ora and Te Aka Whai Ora will be one of our main focuses for the coming years.



## Leadership approach

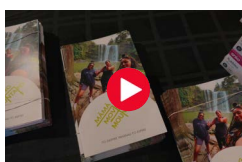
Supported by our Cultural Advice and Partnerships team, we refined our devolved approach to leadership which is inspired by the Fa'afaletui research model. This approach guided our work programme, including participation in various cross-government first 1,000 days mahi and our approach to developing community grants and relationships.



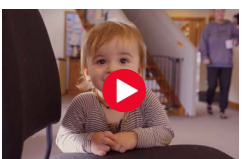
## Storytelling for change

A key element of our devolved leadership model is showcasing practical examples of Tiriti-dynamic approaches in health promotion.

As part of our reflective reporting practice (see [page 8](#)), we partnered with three of our community grants kaupapa partners (see [page 3](#)) to tell their story. We captured meaningful stories of communities leading change at [Whare Manaaki](#) in Greymouth, [Māmā Moving Mountains](#) in Northland, and [Aoga Amata Transnational Aotearoa \(AATA\)](#) in Auckland.



Māmā Moving Mountains aims to inspire māmā and whānau to aspire to their dreams.



Whare Manaaki connect whānau with hākui from the community who will take an active interest in the family's wellbeing. Hākui is the Ngāi Tahu term for a respected mother, aunty, taua or grandmother.



Aoga Amata Transnational Aotearoa is working on revitalising the art of weaving Samoan Fala pepe (baby mats) and Tokelaun Epaepa pepe (baby mats).

## Measuring success – A First 1,000 Days learning system

The early years learning platform brings together key agencies (including Department of Prime Minister and Cabinet, Accident Compensation Corporation, Kahu Taurima, Oranga Tamariki, Ministry of Social Development) into a shared learning space. The aim is to create a tangible cross-agency learning system and a mechanism to collaborate and learn together how to reconfigure policy settings, investment, roles and ways of working.

Learning is geared towards driving implementation and different ways of working in partnership with whānau, hapū, iwi and communities, and bringing decision making closer to the lived realities of the people and place.

### ***Our key insights 2022/23***

Being part of the early years platform means we share with others our important insights about community leadership and Tiriti-dynamic practice. With dedicated support from [The Southern Initiative](#) we are developing our own reflective practice approach and Theory of Change.

Our intention this year is to continue working with Kahu Taurima teams to share insights around the practice and system shifts required to enable tino rangatiratanga in the early years system.

Aoga Amata Transnational Aotearoa,  
Fala Pepe/Epaepa Pepe Fono (Auckland)



Whare Manaaki (Greymouth)



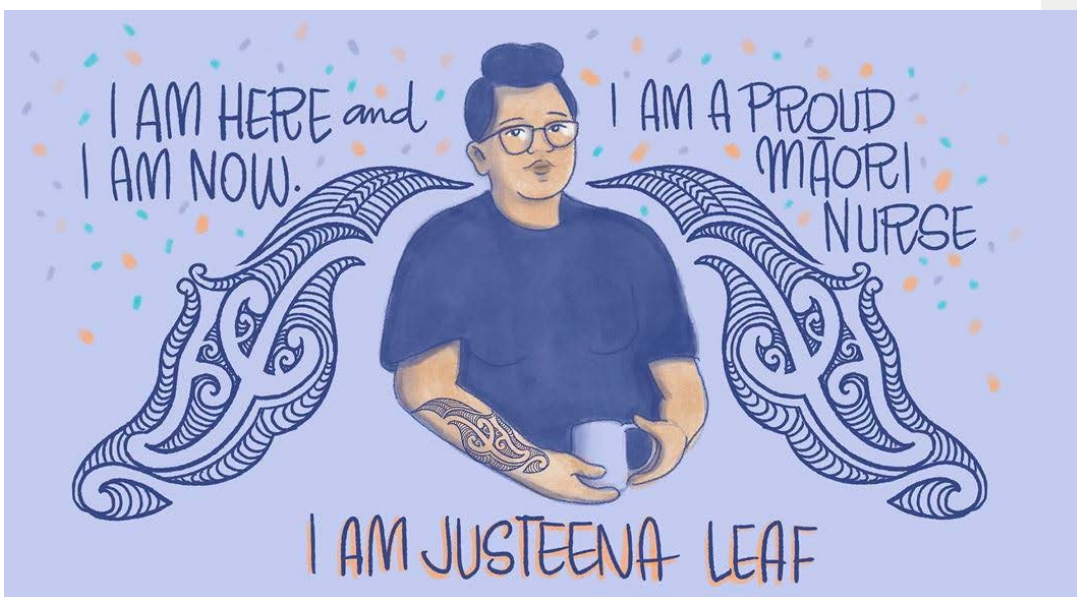
## Helen Clark Foundation symposium

We supported the [Helen Clark Foundation's](#) parliamentary symposium on maternal mental health. This event followed the publication of [Āhurutia Te Rito | It takes a village](#) report. We supported the symposium to include strong whānau and wāhine voice, and community expertise. We:

- worked with event organisers to plan keynote speakers to include more emphasis on indigenous evidence
- provided grant funding for 15 community leaders to attend the event to ensure the event wasn't biased towards clinical, academic and western approaches
- produced [three lived experience videos featuring women](#) speaking to their experiences of distress and wellbeing during the perinatal period. These videos featured content from an earlier '[Fill your kapu while you're hapū](#)' produced in partnership with [Kairua](#).

The day reinforced the importance of this kaupapa as a circuit breaker of intergenerational disadvantage. This event also reinforced that we are uniquely placed in the system, as a Directorate with relationships in the community and central agencies. This position, along with our ability to tell stories, means we are well placed to be translators and to help those in central government to connect and hear from whānau perspectives. We can elevate the voice of whānau and wāhine, and rebalance the voices in the room to include more community intelligence and mātauranga.

One of three lived experience videos produced for the parliamentary symposium on maternal mental health



## Tools and resources to support wellbeing

### Immunisation

Te Whaingā o te Mārama prioritises te ao Māori solutions that support learning and informed consent around immunising pēpi and tamariki.

Health Promotion developed new resources in response to aspirations of Māori Māmā for trusted rauemi (resources) that look and feel authentically Māori, to assist them to make informed decisions. The rauemi are:

- *Pīwari the Kaitiaki*: a book to support learning and informed consent around immunisation in a te ao Māori context
- an immunisation scheduling resource inspired by maramataka that provides an indigenised view of the immunisation schedule.

The resources were co-designed with Māori māmā and matua from four rōpū located in Whangārei, Taranaki, Te Tairāwhiti and Waihōpai (Invercargill), in collaboration with [IDIA – Indigenous Design and Innovation Aotearoa](#). The process centred whānau voices and mātauranga at each stage, from research through to design and production. Piloting of the resources will include printed copies distributed through selected channels chosen by the rōpū.

This work follows on from discovery work including:

- [Māori Māmā views and experiences of vaccinating their pēpi and tamariki: A qualitative Kaupapa Māori study](#)
- Māori Childhood Immunisations Communications Strategy.

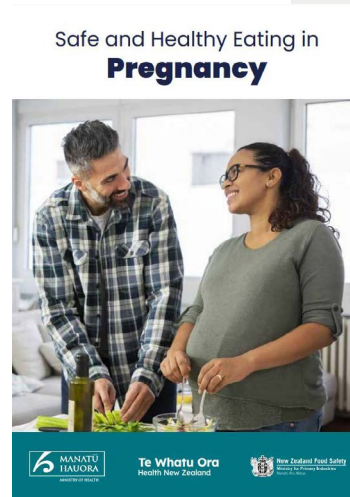


Page from *Pīwari the Kaitiaki*: a book to support learning and informed consent around immunisation in a te ao Māori context.



## Print and web resources

- We continue to provide access to a large variety of printed or downloadable First 1,000 Days resources through the Health Education catalogue [HealthEd](#). HealthEd is New Zealand's largest collection of prevention-focused public health information resources. It is available for health professionals and the public to access free of charge.
- We supported work to improve the perinatal mental wellbeing content on the [depression.org.nz](#) website.
- We updated the mental wellbeing content in the Well Child Tamariki Ora booklet.
- We partnered with Manatū Hauora and Ministry for Primary Industries (New Zealand Food Safety) to combine the previously separate advice for pregnant women on healthy eating and food safety into one resource. The newly designed booklet [Safe and Healthy Eating in Pregnancy](#) is a one-stop-shop for pregnant women about food and nutrition, and covers topics such as recommended foods to eat, foodborne illnesses, how to avoid becoming ill, keeping active, managing morning sickness and recommended supplements. It is available to download or free printed copies can be ordered from the [Health Education catalogue](#).



Whare Manaaki, Greymouth



Whare Manaaki, Greymouth



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