



## 10 YEARS OF IMPACT

RESHAPING OUR SYSTEMS FOR A HEALTHIER AOTEAROA NEW ZEALAND



# HEALTHY FAMILIES NZ

*“Ka whakaaro, ka waihanga, ka mārama, ka auahatia.”*

*“Ideas accelerate invention, but insights accelerate innovation.”*

Kua tae atu rā mātou a Healthy Families NZ ki te tau tua-ngahuru, he mihi nui tēnei ki ngā hapori huri noa i te motu, koutou ngā rangatira, me ngā hunga i whaipānga ki ngā kaupapa maha i tū ai i ngā tau kua hipa. Hei oranga mō ngā hapori, otirā, mō tātau katoa.

Koutou i whai wāhi ki ngā hui, ki te āta wānanga, ki te āta kōrero, wetewete hoki i ngā whakaaro me ngā māramatanga ā tēna, ā tēna. Kia waiahanga, kia auahatia i ngā kaupapa ārai hauora ki ngā wāhi ora, ngā wāhi ako, ngā wāhi mahi, me ngā wāhi tākoro. Kia tīni anō hoki i ngā pūnaha e pēhi, e tūkinō nei i a tātau. Nā mātou te hōnōre, me te maringa hui.

*As Healthy Families NZ celebrates its tenth anniversary, we'd like to thank all of the communities, leaders, and stakeholders across the country with whom we've collaborated over the last decade to improve community health and wellbeing.*

*To those who have participated in a container for change, that employs innovation methodologies and practices to support 'power sharing' and safe design to improve people's health where they live, learn, work, and play through a systems approach to prevention. We are honoured and forever grateful.*

## TE KĀHUI MĀORI

*“Me tiro whakamuri, kia anga whakamua”*

*“Looking backwards to move forwards into the future.”*

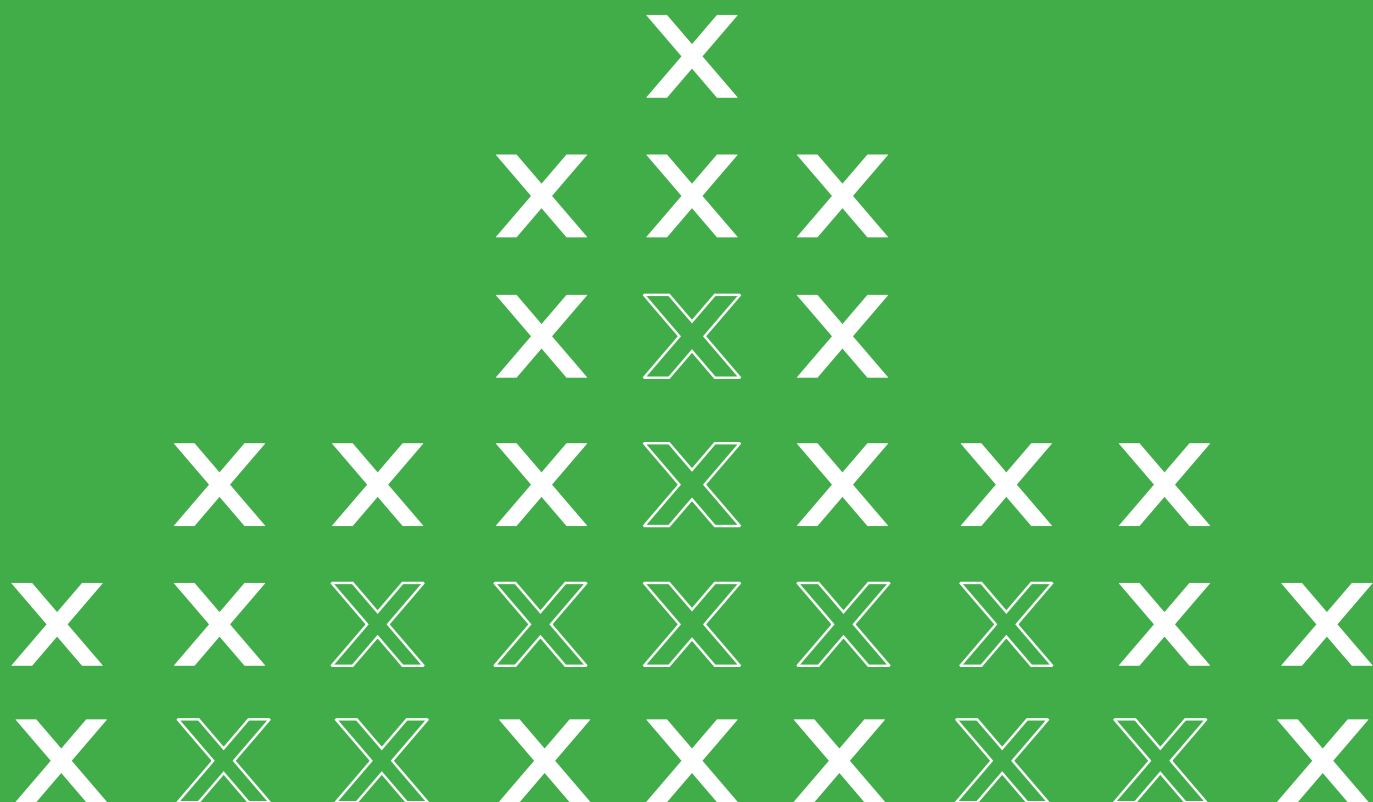
Tēnei mātou Te Kāhui Māori e mihi kau atu nei, ki ngā tangata, ngā hāpori, ngā hunga whaipānga, rātou i kaha tautoko i ā Healthy Families NZ i roto i ngā tau tuangahuru kua pahure ake nei. Me mihi hoki, me mihi ka tika, ki rātou ngā tohunga, ngā mātanga, ngā kaupupuri i ngā kōrero tuku iho e kī nei ko te mātauranga Māori. Nā rotou i whakatō ai, i tārai hoki o rātou mōhiotanga i roto i tō mātou mahi kia pai ai te anga whakamua. Mei kore ko rātou, tē taea o mātou mahi te aha.

*Te Kāhui Māori gratefully acknowledges the many individuals, communities, stakeholders and allied friends who have supported the Healthy Families NZ movement in the last 10 years and continue to do so. And it's only right that we also give thanks to those tohunga, mātanga (experts) who hold kōrero Tuku Iho, ancestral knowledge passed down from generation to generation, tracing back to our ancestors, and the knowledge we refer to today as mātauranga Māori. Without them, our accomplishments would not have been possible.*

Ko te mātauranga Māori te mea tuitui ai i ngā wāhi katoa o Healthy Families NZ, e whakaarahi hoki i o mātau mahi, mai te pae tata ki te pae tawhiti. Hei whakamōhio atu i ngā mahi ā Te Kāhui Māori pānui i te pūrongo 'Rauawaawa.

*Mātauranga Māori binds all Healthy Families NZ locations, shaping our movement, kaupapa, and vision for the future. Further details regarding the accomplishments of Te Kahui Māori over the past ten years can be found in the soon to be released Te Kahui Māori impact report 'Rauawaawa'.*

— Te Kahui Māori



# CONTENTS

|  |    |
|--|----|
| HEALTHY FAMILIES NZ: A DECADE AT A GLANCE .....  | 1  |
| A PREVENTION MOVEMENT .....  | 3  |
| WORKING WITH THE LEVERS OF SYSTEMS CHANGE .....  | 5  |
| ADVANCING EQUITY WITH A RETURN TO MĀORI SYSTEMS .....  | 7  |
| A SHARED COMMITMENT TO HEALTHY AND WELL PACIFIC COMMUNITIES .....  | 9  |
| A DECADE OF IMPACT .....   | 11 |
| TĀFESILAFĀ'I .....   | 13 |
| <i>The community of care improving the wellbeing of Sāmoan teachers</i>                                    |    |
| A PLAYFUL PARTNERSHIP .....  | 15 |
| <i>The power of partnership creating play opportunities in Tairāwhiti</i>                                  |    |
| PAPATOETOE FOOD HUB: TRANSFORMING LOCAL FOOD SYSTEMS .....   | 17 |
| <i>Good for the pocket, puku and planet</i>  |    |
| ALL STAR OF THE WEEK CREATES TRIPLE BENEFIT .....  | 19 |
| <i>Healthier rewards and a pro-water movement for tamariki and whānau</i>                                  |    |
| RE-ENERGISING PŪRĀKAU TO CREATE A NEW AND INSPIRING CASE FOR CHANGE .....                                  | 21 |
| <i>Whakaotirangi and her enduring kumara legacy</i>  |    |
| THE RISE OF PLAY IN MURIHIKU, SOUTHLAND .....  | 23 |
| <i>Making play more accessible in Invercargill</i>   |    |
| THE VILLAGE GAMES MOVEMENT .....   | 25 |
| <i>Finding compelling reasons for people to move so they live active, healthy and long lives</i>           |    |
| COLLECTIVE WELLBEING STRATEGY .....  | 27 |
| <i>A whole of community, systems approach to growing individual and collective wellbeing</i>               |    |
| BETTER TOGETHER .....  | 29 |
| <i>How pūrākau is inspiring new ways to play in our kura</i>   |    |
| TE POU O TE WHARE: LIFTING THE MANA OF YOUNG PEOPLE IN CARE .....  | 31 |
| <i>Supporting young people in care to participate in quality sport and physical activity opportunities</i> |    |
| MOVE IT MAHURU .....   | 33 |
| <i>A holistic wellbeing initiative with a vision to enable healthier lifestyles</i>                        |    |
| SHAPING TOMORROW: THE FUTURE OF TRANSFORMATIVE PREVENTION MOVEMENTS .....                                  | 35 |

# HEALTHY FAMILIES NZ: A DECADE AT A GLANCE

A healthy Aotearoa New Zealand starts in the places where we spend our time. In healthier environments, children learn better, workplaces are more productive, people are healthier and happier, and communities thrive.





Ten years ago, the launch of Healthy Families NZ marked the beginning of a new and innovative approach to improving the health and wellbeing of the people of Aotearoa New Zealand. Mandated to do things differently, Healthy Families NZ recognises a whole of community, systems change approach is required so that everyone can lead healthy and happy lives.

Recognising that people in the community are best placed to understand and prioritise their own health and wellbeing, Healthy Families NZ is grounded in its approach of supporting and enabling local solutions which are owned by communities, not delivered to communities.

The Healthy Families NZ movement centres around making it easier for everyone to choose healthy foods, stay physically active, live smokefree, minimise the harm from alcohol, and boost mental health, resilience, and wellbeing.

It is an innovative, proven approach to improving the health and wellbeing of communities with a focus on systems change, whilst serving as an effective and authentic Te Tiriti o Waitangi partner.

The Healthy Families NZ journey has localised a national movement across ten locations in Aotearoa New Zealand. With an emphasis on partnering with local people to bring to life the healthy choices they want to see in their community, Healthy Families NZ works towards preventing the rise of chronic disease and reducing health inequities.

Healthy Families NZ would like to recognise Te Tiriti o Waitangi and our partnership journey to date, as a health prevention and innovation movement. Healthy Families NZ would also like to acknowledge Pae Ora, and the courageous decisions that are leading us towards a health system that is equitable, accessible, cohesive and people centred. Pae Ora reflects a holistic Māori world view which includes the three interconnected elements mauri ora, whānau ora and wai ora. Healthy Families NZ celebrates the work that has already been done and the work that will continue to occur with regards to Pae Ora, and its commitment to lay the foundations of a future where people live well and achieve good health.

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The impact of great design is measured by its ability to drive meaningful change – advancing equity within communities and helping people and communities take bold leaps forward.

This report is a measure of our collective growth, progressive wins, and a celebration of the countless hands leading healthy change that brings our Healthy Families NZ movement to life.

# A PREVENTION MOVEMENT

BRINGING COMMUNITY LEADERSHIP TOGETHER  
IN A UNITED EFFORT FOR BETTER HEALTH AND  
WELLBEING IN THE PLACES WE LIVE, LEARN,  
WORK AND PLAY.





In 2014, the Government implemented a new approach to preventing the rise of chronic disease. Initially modelled on the world-leading Healthy Together Victoria, Healthy Families NZ signalled an innovative focus on the broader determinants of health. Its approach emphasised the entire community's involvement in building an integrated, community-wide prevention system for good health and wellbeing.

The design of this new, national prevention movement was unique from other prevention initiatives—bringing community leadership together in a united effort for better health in the places we spend our time. This was achieved by enabling and backboning community leaders with a skilled and dedicated prevention workforce.

Today, our Healthy Families NZ movement spans eleven teams across 10 locations implemented in regions with higher-than-average rates of risk factors for preventable chronic disease and/or high levels of deprivation.

The initiative is embedded in a range of lead providers, including Iwi, Whānau Ora, Local Government, Regional Sports Trusts and Pacific-led change organisations. These lead providers were chosen as they are best placed to work alongside communities and organisations to create sustainable change.

With continued investment over the past 10 years, Healthy Families NZ holds a unique position in the health system, aligning with a growing body of international best practice evidence. It supports comprehensive, long-term prevention action that is coordinated, locally driven and targets social, cultural and physical environments.



① **Healthy Families Far North**  
Te Rūnanga o Whaingaroa

② **Healthy Families Waitākere**  
Sport Waitākere

③ **Auckland Council**  
The Cause Collective and  
Auckland Council

④ **Healthy Families Rotorua**  
Te Arawa Whānau Ora

⑤ **Healthy Families Te Ngira**  
Te Kōhao Health

⑥ **Healthy Families Whanganui**  
**Rangitikei Ruapehu**  
Te Oranganui

⑦ **Healthy Families East Cape**  
Te Ao Hou Trust

⑧ **Healthy Families Hutt Valley**  
Hutt City Council

⑨ **Healthy Families Ōtautahi**  
**Christchurch**  
Sport Canterbury

⑩ **Healthy Families Invercargill**  
Active Southland

# WORKING WITH THE LEVERS OF SYSTEMS CHANGE



## A SYSTEMS CHANGE APPROACH

Healthy Families NZ backbones community-led initiatives with a line of sight to the Six Conditions of Systems Change.

Put simply, there are systemic conditions in the places where we spend our time which make it easier or harder for us to lead healthy and happy lives. As a workforce, Healthy Families NZ works with people and organisations at all levels to address these inequities, ultimately improving our collective health and wellbeing.<sup>1</sup>

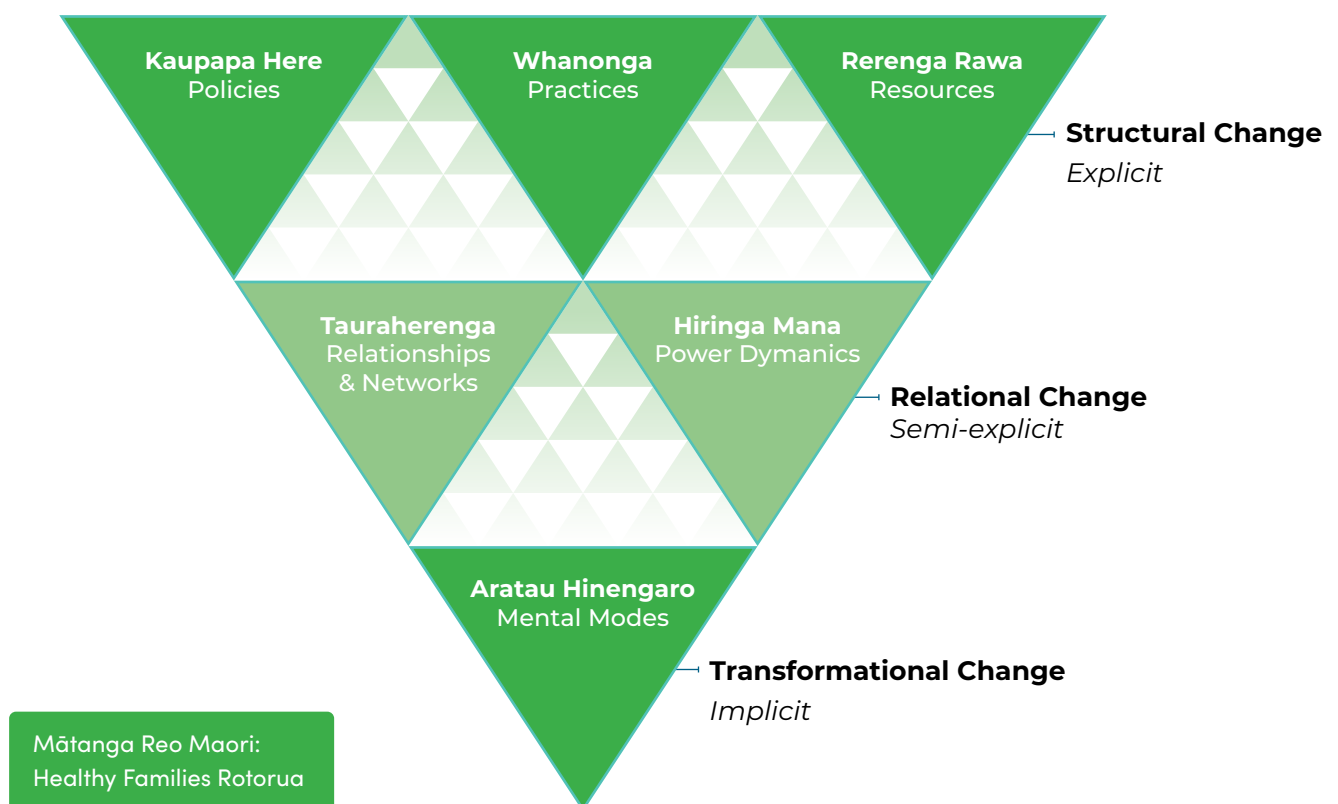
## A SYSTEMS THINKING MINDSET

Shifting the levers for transformative change requires a systems thinking mindset – encouraging us to consider ‘the big picture’. With people at the heart of every system, effective systems thinkers know how to identify, interact and shift the system, while staying grounded in the needs of people.

Our ability to look at the system as a whole whilst being deeply embedded in local communities is unique to the Healthy Families NZ movement.

We create a movement when we learn and strive to do better by influencing the systems around us and with a systems thinking mindset.

### SIX CONDITIONS OF SYSTEMS CHANGE MODEL



1. FSG Reimagining Social Change. The Water of Systems Change [www.fsg.org/resource/water\\_of\\_systems\\_change/](https://www.fsg.org/resource/water_of_systems_change/)

# ADVANCING EQUITY WITH A RETURN TO MĀORI SYSTEMS

The Healthy Families NZ initiative focuses on preventing chronic health conditions, particularly within marginalised populations. By leveraging local lived experiences and community leadership, Healthy Families NZ aims to address health determinants in a manner that is equitable and inclusive.

This bottom-up approach ensures that health interventions are specifically tailored to meet the unique needs of different communities, making them more relevant and effective by prioritising the voices and experiences of these populations.

A crucial aspect of the initiative is its alignment with Māori worldviews, which emphasise relationships, reciprocity, and connections to the natural environment. Integrating Māori knowledge systems and practices, such as the maramataka (lunar calendar), into its activities ensures that prevention efforts are culturally responsive and resonate deeply with Māori values.

This cultural alignment not only honours indigenous practices but also enriches the approach, making it more holistic and effective. By centring Māori worldviews, Healthy Families NZ addresses health inequities by ensuring that the health needs of Māori communities are met in culturally meaningful ways.



Equity and diversity are central to the initiative, with a strong focus on improving health outcomes for Māori and Pacific communities, who often experience the greatest health inequities. The workforce reflects the diversity of the local population, with a high representation of Māori and Pacific people. This representation ensures that the perspectives and needs of these communities are adequately addressed within the initiative.

By employing a systems thinking mindset, Healthy Families NZ recognises the interconnectedness of various factors affecting health outcomes with a comprehensive approach to tackle complex health issues.

The incorporation of Mātauranga Māori (Māori knowledge) within the initiative has been instrumental in promoting

health equity. This knowledge system emphasises holistic and interconnected approaches to health, fostering deeper community engagement and empowerment.

By integrating tikanga Māori (customary practices) and promoting community leadership through kaupapa Māori approaches, Healthy Families NZ has enhanced cultural responsiveness and improved health initiatives. This empowerment fosters a stronger sense of ownership over health outcomes within communities, particularly among Māori and Pacific populations.

The initiative's emphasis on equity and cultural alignment has not only improved community engagement but also the overall effectiveness of health prevention activity, ensuring that they are inclusive and equitable for all populations.

## TE KĀHUI MĀORI

Te Kāhui Māori is a Healthy Families NZ community of practice with an explicit focus on improving equity and health outcomes for Māori. Te Kāhui Māori work strategically and collaboratively to ensure that all Healthy Families NZ locations are:

- guided by frameworks and methodologies that both align with Te Tiriti o Waitangi and sit within a Māori worldview.
- activating initiatives across our communities that reduce health inequities for Māori.
- driving systems change at all levels of the health system.
- improving access to healthcare services for Māori.
- kaupapa driven striving for better health outcomes and a better future for all.

Te Kāhui Māori have positioned themselves to raise awareness and visibility of Māori driving positive change and demonstrating alternative solutions and pathways for addressing preventable chronic disease. They are in a unique position to influence the health and wellbeing of whole populations through contextualising whakapapa, and

utilising knowledge of the relationship between all existing things to understand the complexity of systems and the conditions needed for change.

Te Kahui Maori believe that innovative practice to attain good health for Māori is embedded in the cultural knowledge and concepts of wellbeing that we hold. With a systems return approach, we are returning to our traditional practices and cultural frameworks that sustained our whānau in times of challenge and prosperity.

The work of Healthy Families NZ is a growing movement that places indigenous knowledge and practices on an equal level with western epistemology.

Towards the conclusion of Phase 2 and inspired by an evolving health system, all eleven Healthy Families NZ location teams moved towards the creation of a Kaupapa Māori lead role. This role is strategically placed to inform the direction for how each location will recognise and embed Te Tiriti o Waitangi and Mātauranga Māori across the landscape of our movement and communities.

## RAUTAKI MĀORI

Our Rautaki Māori continue to mobilise Te Kāhui Māori, drawing from the strengths passed down to them to make sense of complexity through whakapapa and knowledge of indigenous systems and design thinking. Collectively, the Rautaki Māori are building the cultural capacity and capability of an innovative workforce and their communities.

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***"Ahakoa pae tata, pae tawhiti, ko pae ora kei mua e."***

*Whether the distance be near or far, it is important that we continue to pursue a healthier future for all.*

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# A SHARED COMMITMENT TO HEALTHY AND WELL PACIFIC COMMUNITIES





As a prevention movement, Healthy Families NZ is committed to improving Pacific peoples' health and wellbeing aligning to Ola Manuia, Aotearoa's Pacific Health and Wellbeing Action Plan. At the heart of Ola Manuia, is improving the health and wellbeing of New Zealand's vibrant and growing Pacific population. Achieving this vision requires a shared commitment, one that Healthy Families NZ is demonstrating with effective locally-led action, driven by local leadership whilst being responsive to the local context of our Pacific communities.

We're empowering locally-led action in Pacific communities by implementing a process of recognising and strengthening local leadership in order to better address the needs of our Pacific populations. Critical to achieving locally-led action has been the culturally sound and competent Healthy Families NZ workforce that has an innate sense of empathy, and the capacity to address the barriers that Pacific peoples face.

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The outcome has been a greater ability to meet Pacific peoples' needs and improve outcomes by integrating cultural practices and concepts and diverse world views into high quality, evidence informed systems impact.

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# A DECADE OF IMPACT

Here are stories chosen from across the Healthy Families NZ locations, that illustrate the many ways an initiative that is community-led, systems focused and grounded in mātauranga Māori, is creating impactful change for better health and wellbeing.



1

**TĀFESILAFA'I**

The community of care improving the wellbeing of Sāmoan teachers

2

**A PLAYFUL PARTNERSHIP**

The power of partnership creating play opportunities in Tairāwhiti

3

**PAPATOETOE FOOD HUB:  
TRANSFORMING LOCAL FOOD SYSTEMS**

Good for the pocket, puku and planet

4

**ALL STAR OF THE WEEK CREATES TRIPLE BENEFIT**

Healthier rewards and a pro-water movement for tamariki and whānau

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**RE-ENERGIZING PŪRĀKAU TO CREATE A NEW AND  
INSPIRING CASE FOR CHANGE**

Whakaotirangi and her enduring kumara legacy

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**THE RISE OF PLAY IN MURIHIKU, SOUTHLAND**

Making play more accessible in Invercargill

7

**THE VILLAGE GAMES MOVEMENT**

Finding compelling reasons for people to move so they live active, healthy and long lives

8

**COLLECTIVE WELLBEING STRATEGY**

A whole of community, systems approach to growing individual and collective wellbeing

9

**BETTER TOGETHER**

How pūrākau is inspiring new ways to play in our kura

10

**TE POU O TE WHARE**

Lifting the mana of young people in care

11

**MOVE IT MAHURU**

A holistic wellbeing initiative with a vision to enable healthier lifestyles

# TĀFESILAFĀ'I

## THE 'COMMUNITY OF CARE' IMPROVING THE WELLBEING OF SĀMOAN TEACHERS

### HEALTHY FAMILIES WAITĀKERE



Tāfesilafa'i, an initiative rooted in fa'a Samoa (Samoan way of life) is enabling faiaoga (teachers) to nurture and develop early learning environments where both tamaiti (children) and faiaoga thrive. The approach is underpinned by the strongly-evidenced connection between teacher wellbeing and child wellbeing – when we look after our teachers, they can provide nurturing learning environments for the children in their care.

Since its formation in 2019, Healthy Families Waitākere has backboned Tāfesilafa'i, wrapping support around Aoga Amata at a community, regional and national level. To best address the unique challenges Aoga Amata face, Healthy Families Waitākere brought together a broad range of strategic partners, collectively working for and alongside Aoga Amata and their national association, Sosaiete Aoga Amata Samoa i Aotearoa Incorporated (SAASIA).

Tāfesilafa'i is a place for faiaoga to connect, share resources, and build confidence in integrating Samoan culture into pedagogy. Its approach offers professional development, collaborative resource creation, and asset sharing, all conducted in the Samoan language and aligned with cultural practices.

"Tāfesilafa'i has provided us with knowledge and skills, particularly from our own Samoan Fa'amalama o le Tofāmanino' (worldview). Now we feel confident and empowered to use our own pedagogies that are fundamentally grounded in our Samoan values, language, culture, and spirituality." – Faiaoga

A critical step in developing Tāfesilafa'i was identifying the immediate stressors faiaoga were experiencing and collectively explore solutions. Through this process, Tāfesilafa'i is rebalancing the scales so Aoga Amata have the same access to support and resources as that of their mainstream equivalents.

Fundamental to this rebalancing of opportunity has seen faiaoga equipped with laptops. Identified early as a barrier, now having access to computers (and in turn, the internet), is enabling faiaoga to apply for external funding, network with one another and source educational resources online –

all of which wasn't happening prior to Tāfesilafa'i.

A toolkit is being developed to support faiaoga with tamaiti development across fundamental movement skills, and nutrition. Named Ola Malosi, the toolkit is unique as every element will be centred in fa'a Samoa.

Ultimately, the resounding achievement of Tāfesilafa'i is that faiaoga feel connected and confident to teach Samoan pedagogy and curriculum. By providing a space for faiaoga from different centres to meet, faiaoga further understand the importance of their work and the broader benefits it will have on the tamaiti in their care.

Through Tāfesilafa'i, over 70 faiaoga are learning, sharing, and networking to support the health and wellbeing of over 400 tamaiti and their aiga currently in their care.

*"We know the Tāfesilafa'i works, we can see it in the Aoga Amata. When early learning centres (mainstream and language nests) attendance is in decline due to the ongoing effects of COVID-19, the Aoga Amata attendance levels have increased. The continuing support from the stakeholders, who have been instrumental in establishing this initiative, to enable our Aoga Amata, teachers, children and parents to dream their dreams, to grow and to achieve what they may never have thought possible before."*

*Faiaoga shared that the children are happy and engaged in their learning, and we are the living evidence, our children, parents and communities. This is all the evidence we need to see to know Tāfesilafa'i is working."*

– Irene Palea'i-i-Foroti, Fa'atonusili, SAASIA Director



**TĀFESILAFA'I IS REBALANCING THE SCALES SO  
AOGA AMATA HAVE THE SAME ACCESS TO SUPPORT AND  
RESOURCES AS THAT OF THEIR MAINSTREAM EQUIVALENTS.**





# A PLAYFUL PARTNERSHIP

## THE POWER OF PARTNERSHIP CREATING PLAY OPPORTUNITIES IN TAIRĀWHITI

### HEALTHY FAMILIES EAST CAPE



Healthy Families East Cape recognises that in order to shift the conditions for systems change, a whole of community approach is required. Acknowledging what it takes to create this change, Healthy Families East Cape and Whiti Ora Tairāwhiti co-funded a Regional Play Systems Lead role.

Sitting within the Whiti Ora Tairāwhiti team, this position focuses on developing play initiatives across the region which champion long-term, sustainable change to improve health and wellbeing for the people of Te Tairāwhiti. One of the key initiatives implemented under the 'playful partnership' approach, was the Neighbourhood Play System. Developed by Sport New Zealand, the Neighbourhood Play System provides a blueprint for urban play design, placing tamariki at the centre of the process.

Using the blueprint, the Regional Play Systems Lead, developed a prototype alongside tamariki of Cobham School, Elgin. The initiative began with a comprehensive assessment of the neighbourhood and surrounding areas, evaluating the barriers and opportunities to create playful neighbourhoods through the hearts and minds of the tamariki.

Taking the blueprint a step further, the initiative embeds Te Ao Māori and actively reflects the people who live, learn, work and play in the Elgin community.

This tamariki-led initiative recognises and elevates young people's voices in the design of places and spaces to encourage physical activity through play. The initiative showed tamariki their role as valued contributors to society, giving them the space to participate, assume agency and take responsibility for factors that affect their daily lives.

The creation of the Regional Play Systems Lead is an example of what can be achieved when you work together, towards achieving collective impact. This approach recognises that strong leadership is needed at all levels and creates the space for communities to drive action while

acknowledging and valuing the role community plays in determining what they need to thrive.

Creating an equitable Tairāwhiti Play System will require strong local governance, local play champions from the Elgin community and a continuation of the inspiring community-led, co-design approach with the tamariki of Cobham School.

*"The opportunity to partner with another community group that has shared outcomes and values as us has been really valuable to get thinking and brains from across both of our organisations into the play mahi and have a joint voice in advocating for play in other sectors"*

— **Kylie Turuwhenua-Tapsell**, Sport Gisborne Tairāwhiti General Manager.





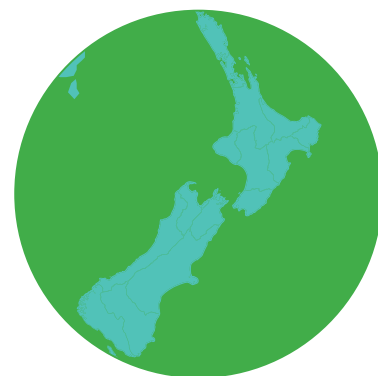
WITH A COLLECTIVE EFFORT TO ELEVATE TAMARIKI VOICE AND ENHANCE OPPORTUNITIES TO BE ACTIVE AND PLAYFUL IN THEIR ENVIRONMENTS, COMMUNITIES CAN THRIVE.

# PAPATOETOE FOOD HUB:

TRANSFORMING LOCAL FOOD SYSTEMS

GOOD FOR THE POCKET, PUKU AND PLANET

HEALTHY FAMILIES SOUTH AUCKLAND - AUCKLAND COUNCIL



Since emerging as an idea in 2017, the Papatoetoe Food Hub in South Auckland has been growing a community-based approach to providing good and affordable food.

In South Auckland, the drive for more sustainable, local food systems is coming from communities. The Food Hub concept revolves around community-led enterprise, within a circular economy model in which surplus food is rescued from being wasted and turned into affordable food for the community.

The idea to create a food hub emerged via the Healthy Families South Auckland team in 2017 and from the idea, an informal collective of local people and community organisations grew around the concept, breathing life into the idea, developing the initiative and exploring operational models.

The Food Hub journey in Papatoetoe has required sustained effort from community champions and stakeholders, and has been challenged by council regulatory requirements, set up costs, financial sustainability and power dynamics.

Despite the challenges, the Food Hub concept is a proven model – good for the pocket, puku and the planet, highlighting that more sustainable local food systems can be designed and led by communities.

Between September 2019 and May 2021, the work of the Papatoetoe Food Hub influenced Auckland Council to invest in more Community Food Hubs across Tāmaki Makaurau, as part of its long-term plan in 2022. Similar models are now operating in West Auckland (Massey and Glenavon) and Papakura.

## ACHIEVEMENTS IN NUMBERS

### FOOD RESCUED AND REPURPOSED (SEP 2019 – MAY 2021)

**18.6**  
TONNES

**35**  
TONNES  
OF CO<sup>2</sup>-E

### FOOD WASTE REDUCED (MAY 2020 – MAY 2021)

**5.2**  
TONNES

**9.82**  
TONNES  
OF CO<sup>2</sup>-E

### GOOD AND AFFORDABLE KAI IN THE COMMUNITY (SEPT 2019 – MAY 2021)

**13K**  
FOOD ITEMS SOLD

**12,500**  
DRINKS SOLD

### EMPLOYMENT AND RESOURCING (AT JUNE 2021)

**12**  
PEOPLE EMPLOYED  
(FULL AND PART-TIME)

**378K**  
FULLY  
LEVERAGED

**150K**  
IN-KIND CONTRI-  
BUTION LEVERAGED

### CULTURE AND COMMUNITY

**6**  
CURRENT LEARNING  
PROGRAMMES  
ON-SITE

- HĀNGI AND UMU ON SITE
- LOCAL CULTURES REFLECTED IN MENU
- COMMUNITY CAFE
- CULTURAL EVENTS
- INDIGENOUS AND MULTICULTURAL FOOD

### PARTNERSHIPS AND PROFILE

**30+**  
CONTRIBUTING  
ORGANISATIONS

PARTNERSHIPS  
WITH LOCAL  
SCHOOLS AND  
UNIVERSITIES

SIGNIFICANT  
SOCIAL MEDIA AND  
MAINSTREAM  
MEDIA COVERAGE





**FOOD HUBS ARE A PATHWAY TO LOCALISING THE FOOD SYSTEM WITH NUTRITIOUS AND CULTURALLY APPROPRIATE FOOD FOR ALL.**



# ALL STAR OF THE WEEK CREATING A TRIPLE BENEFIT



## HEALTHIER REWARDS AND A PRO-WATER MOVEMENT FOR TAMARIKI AND WHĀNAU HEALTHY FAMILIES HUTT VALLEY

Healthy Families Hutt Valley has been driving the 'All Star of the Week' initiative (formerly Player of the Day) and a pro-water movement since 2017. One of the opportunities identified was to break the link between fast food and fizzy drink vouchers for player of the day rewards.

Local councils and sports organisations that have been on this journey with Healthy Families Hutt Valley over the past decade are now taking the lead, demonstrating that water is the drink of choice and healthy rewards are normalised across the greater Wellington sports sector.

To make water the drink of choice, Healthy Families Hutt Valley set out to make water visible and accessible in the places they live, learn, work and play. The more water is visible and accessible, the more normal it becomes to choose to drink water.

The pro-water 'Go the H2O' movement began back in 2017, with the aim to make water the easy drink of choice across Te Awakairangi. Healthy Families Hutt Valley set out to understand what would help make water normal on sidelines and in sporting clubrooms, learning that sports clubs wanted to support the wellbeing of players and whānau.

As part of the movement, Healthy Families Hutt Valley partnered with local councils and sports organisations to design an alternative player of the day certificate that replaced fast food vouchers with a pool pass. To be eligible for these certificates which offered a free pool entry, sports organisations needed to demonstrate how they would promote water-only and junk-free sidelines.

This initiative created a triple benefit:

- water is promoted as the drink of choice on the sporting sidelines;

- fast food was removed as the reward for the Player of the Day; and
- free pool passes were provided as an additional opportunity for players and their whānau to be physically active.

In 2022, based on feedback and observations from sports clubs, the certificates evolved from 'Player of the Day' to 'All Star of the Week'. This shift gave coaches the opportunity to acknowledge positive behaviour from players rather than just their ability on the field, valuing the hauora of tamariki from a holistic point of view.

Today, 78 junior sports clubs and 17 sports codes promote water-only sidelines as the norm and are getting healthier rewards with All Star of the Week pool passes. This equates to approximately 150,000 free pool entries, and less fast food vouchers in the hands of tamariki.

This initiative is now supported by five local councils across the Wellington Region, with local government and sports organisations showing that drinking water and healthy rewards is now normal in the sports sector.

*"Having Player of the Day certificates presented to our tamariki priceless, the smile on their faces, sharing their achievements with family and friends, as well as going to school on Monday morning with something exciting to show and tell. Being able to go to the swimming pool is a treat for our league community with the ever increasing cost of living, the simple relief of a single child (in some instances multiple children from the same whānau) free admission is the difference between families having quality whānau time together or not."*

— participating sports club





BY DENORMALISING SUGARY DRINKS AND FAST FOOD REWARDS WHERE CHILDREN ARE ACTIVE AND PLAY, IT MAKES A SIGNIFICANT DIFFERENCE TO THEIR HEALTH AND WELLBEING.



# RE-ENERGISING PŪRĀKAU TO CREATE A NEW AND INSPIRING CASE FOR CHANGE



## WHAKAOTIRANGI AND HER ENDURING KUMARA LEGACY

### HEALTHY FAMILIES ROTORUA

Kai shopping has changed from a simple household chore to a significant point of economic and emotional stress for many in Rotorua. The rising costs of food, especially healthy options, are impacting family budgets, dietary choices, and overall wellbeing. Fortunately, there is also a strong sense of community resilience and a desire for positive change in Rotorua, prompting the development of adaptive strategies and community support networks.

The 2023 Healthy Families Rotorua Kai Survey paints a vivid picture of a community that is not only aware of its immediate challenges – our city is a well-documented for its homelessness – it is also thinking long-term and collectively about how the brilliance of local cultural knowledge can contribute to designing solutions that not only ‘feed the puku, minds and spirits’ but care for the whenua as well.

Te Ōhākī o Whakaotirangi is a kaupapa dedicated to the (re)planting of kūmara across Rotorua, and the revitalisation and preservation of mātauranga, technology, stories and practices associated with kūmara. The taputini and hutihuti are legacy varieties whose vines reach back to the arrival of Te Arawa waka in the 1300s. Carried and cared for by Te Arawa ancestress Whakaotirangi, these kūmara are an ancient expression of kai sovereignty and are once again being planted throughout the rohe. They are now sought after as ‘kai for the stars’ in the recently revived whāngai i te hautapu ceremonies that celebrate the time of Matariki.

We have learnt that at the heart of creating sustainable change, are passionate movers and shakers who can communicate a vision, build relationships, and inspire a wide range of people to do important things that create momentum. As a local kūmara champion, ‘Kai Rotorua’ manager Te Rangikaheke Kiripatea is one of those skilled people and a close collaborator with Healthy Families Rotorua. Te Rangikaheke played a pivotal role in sourcing traditional varieties for planting, educates widely, integrates maramataka and pūrākau into his mahi and is responsible for the planting of over 600 kilos of Ōwairaka Red kūmara

last season alone. Te Rangikaheke prefers to see kūmara planting as ‘connecting people to Papatūānuku’, or as Kiripatea puts it: where people and land are good medicine for each other.

Mana whenua and local community are the tūāpapa (foundation) of each collective impact ecosystem. Healthy Families Rotorua’s role is to put those closest to the issues, most impacted by the challenges and with great insight and knowledge – at the heart of the problem-solving process. Healthy Families Rotorua supports with the resources and tools communities need to be effective. This approach is fundamental to power-sharing and giving agency to communities.

The Healthy Families Rotorua team has aimed to develop relationships in ways that build empathy and compassion enabling authentic connections. By sharing the unique knowledge with others, creating bridges to facilitate understanding. Building deep relationships takes time, tenacity, and a willingness to keep showing up. It also takes humility, patience, and kindness. Having the ability to access deep wisdom, such as that embedded within our own mātauranga provides direction, insights, and inspiration.

‘Te Ōhākī o Whakaotirangi’ followed the kūmara vine all the way back to Hawaiki. We learnt that if we can master and adapt the science and art of kūmara planting, harvesting and storage (Māori successfully stored kūmara for months in underground pits or caves), there will be a healthy kai source in place to nourish future generations for the next 800 years.

We acknowledge our many partners, sector leaders, influencers, community champions, whānau, hapū and iwi who have prioritised working closely together with Healthy Families Rotorua to help shift the conditions that hold wicked problems in place.





WHEN A SYSTEMS RETURN APPROACH IS EMBEDDED AND ALIGNED TO CULTURAL KNOWLEDGE AND CONCEPTS OF WELLBEING, WE CAN IMPROVE COMMUNITY RESILIENCE THROUGH KAI SECURITY.



# THE RISE OF PLAY IN MURIHIKU



## MAKING PLAY MORE ACCESSIBLE IN INVERCARGILL

### HEALTHY FAMILIES INVERCARGILL

In 2015, Healthy Families Invercargill spoke in-depth to people working in the Early Childhood Education (ECE) sector about play.

The overwhelming feedback was that locally there were few low-cost existing play opportunities – both indoor and outdoor – across the city. Teachers also reported that whānau lacked confidence and motivation around enabling play with their tamariki. These insights prompted the question, “How might we help tamariki and their families to play more?”

Healthy Families Invercargill’s response was a series of strategic community-based initiatives to remove barriers to play, encourage co-design, and teach the importance of play for physical and mental health and wellbeing. Activations included the creation of “Let’s Play Southland” a network for play advocacy, the creation of Play Pods as a resource to support play in communities and activating play in unused spaces around Southland.

A once in a lifetime opportunity for input into the redevelopment of the Invercargill CBD has also meant Healthy Families Invercargill has been able to advocate for play as an important factor in creating vibrancy and supporting the wellbeing of families when they engage in the CBD.

The Play Pods have provided an environment that made it easy for families and young people to play, supporting community physical and mental wellbeing. Healthy Families Invercargill has made it easier for community groups to access funding for their own Play Pods, which has also allowed communities to develop play resources which are relevant to their community.

Healthy Families Invercargill continues to build strong relationships with community stakeholders, schools, ECEs, recreation facilities, Police, social agencies and local government, using initiatives such as Play Week to build momentum. We’ve learnt that something as simple as a piece of chalk can unlock a raft of rich play experiences. Play has proven to be an ideal platform for hauora. Our local Councils increasingly understand the role they

can play in creating quality play environments beyond just playgrounds. Invercargill City Council now has Local Play Advocate on staff. The Gore District Council was a major supporter and contributed investment into the Neighbourhood Play System pilot which ran in East Gore.

Healthy Families worked with ACC for a funding grant through its Regional Injury Prevention Fund for a “Play Pack Initiative” for families living in daily crisis due to family harm. The investment enabled the delivery of 20 Play Packs to support vulnerable families in the Southland region. Active Southland worked with Invercargill Police, Plunket and Awarua Whānau Services, who all work with whānau in high-risk situations. This represents a specialised initiative through which vulnerable whānau are supported to provide tamariki with the permission to play, within high-risk or crisis environments. This is critical given recent research highlighting the role that play has in helping tamariki to cope with trauma or crisis situations (International Play Association, 2017).

Having an inter-team approach at Active Southland has also created some exciting opportunities in the play space for tamariki and rangatahi by utilising the reach of the regional sports trust, including through the Tū Manawa Active Aotearoa fund. The stronger these relationships become, the more impact there is for enabling intergenerational play opportunities for our community.





WHEN WE ACTIVATE AND DESIGN SPACES FOR PLAY, WE CAN IMPROVE SOCIAL CONNECTEDNESS, COMMUNITY WELLBEING AND CREATE OPPORTUNITIES FOR MOVEMENT IN A FUN WAY.





# THE VILLAGE GAMES MOVEMENT

FINDING COMPELLING REASONS FOR  
PEOPLE TO MOVE SO THEY CAN LIVE  
ACTIVE, HEALTHY AND LONG LIVES.

**HEALTHY FAMILIES SOUTH AUCKLAND - THE CAUSE COLLECTIVE**



In South Auckland obesity rates are high among Pacific and Māori peoples, impacting on approximately 22% of the population.

Looking at the underlying causes of poor health and wellbeing is important to understand how to get Pacific families and South Auckland communities physically active and moving to influence their behaviour towards being healthy and well.

Healthy Families South Auckland (The Cause Collective) identified the problem is that there are no compelling reasons for local people to be physically active even though movement plays an important role in the lives of Pacific peoples and South Auckland communities.

## NO COMPELLING REASON TO MOVE

Despite South Auckland being home to 130,233 residents who identify as Pacific, (15.5 percent of Auckland's population), we were unable to identify locally-led programmes or movement initiatives which focused solely on getting Pacific peoples healthy and active or linked to Pacific people.

Healthy Families South Auckland (HFSA) conducted a review of the sport sector's investment and hosted a fono with key Pacific leaders in community activation and sport. Our findings showed that both the sport and recreation sectors investment in physical activity targeting Pacific peoples did not meet the needs of communities in South Auckland.

## CONDITIONS HOLDING THE PROBLEM IN PLACE

The review by Healthy Families South Auckland found that the current national sports policy in New Zealand, as well as the Auckland plan showed gaps of information around

an indigenous worldviews of health and wellbeing, and ways of moving and getting active in South Auckland communities. For example, the lack of Pacific peoples involved in decision-making within the sector perpetuated dominant western worldviews of health and wellbeing as well as their practices of sport and recreation.

There was no association or body advocating or championing for the movement of Pacific communities. It meant that Pacific culture or worldviews for physical activity and movement were not factored into activities or programmes or encouraged as ways of being active and healthy.

## DISRUPTING THE SYSTEM

To address the real needs of communities' and to design solutions with them, Healthy Families South Auckland utilised a design-thinking approach to explore and revive Pacific and Aotearoa traditional games with Pacific and Māori cultural advisors, local schools, and churches as well as regional and national Pacific organisations.

It was discovered during these sessions that there was a need to engage with local champions and people in our South Auckland communities who carry significant cultural knowledge and capital and therefore play a key role in the preservation of culture and language of their traditional Pacific homelands.

Culture, identity, and social cohesion were identified as part of the compelling reason and protective factors to the health and wellbeing of Pacific peoples.

## OUR COMMUNITY, OUR EXPERTS

Together with the guidance and direction of people in the community, the team met with local champions and expert cultural knowledge holders to understand their culture, worldview and context of their traditional games.

Through these engagements the team were able to design the nine online video resources for the Village Games and the Church Plant Movement.

- Kiribati – Katei Bwatoro
- Cook Islands – Tuki Tuki Teni Teni
- Tonga – Hiko
- Tonga – Heu
- Niue – Toho Toume
- Tuvalu – Fuu Fuu Penu
- Tokelau – Ano
- Aotearoa – Mū Tōrere
- Samoa – Lape

Reach and engagement with online communities utilising the Village Games was high, including an audience reach of over 65,000, over 30,000 total views and over 3,000 people engaging with the video resources.

## VILLAGE GAMES IN THE SYSTEM

Healthy Families South Auckland recognised that the Village Games was not a programme but a movement to amplify the authentic voices of Pacific peoples and South Auckland communities about their lived experience in Aotearoa and the barriers they face to being active. For example, to encourage Pacific peoples to be physically active and moving, we need to understand how they move, their history and worldview. This is not possible without genuine community engagement at all levels.

In 2023/24, the Village Games movement has continued to build momentum with local communities with Healthy Families South Auckland collaborating with Ōtara primary schools – Wymondley Road School, Rongomai School, Flat Bush School and Bairds Mainfreight Primary School. This culminated in the inaugural Village Games Festival which was held in March 2024 with 100 primary-aged pupils in attendance playing Te Bwanni (Kiribati), Heu (Tonga), Lape (Samoa) and Te Ano (Tokelau).

*“The majority of our kids are from Pacific countries, so for them to learn these games that many of them are unaware of, gives them a sense of belonging, identity, and empowerment.”*

*– Vae Falaniko, Teacher at Rongomai Primary School.*



**WHEN WE AMPLIFY THE AUTHENTIC VOICES OF PACIFIC PEOPLES AND SOUTH AUCKLAND COMMUNITIES WHILST UNDERSTANDING THEIR LIVED EXPERIENCE, WE CAN ADDRESS SOME OF THE BARRIERS THEY FACE TO BEING ACTIVE.**

# GROWING COLLECTIVE WELLBEING STRATEGY

A WHOLE OF COMMUNITY, SYSTEMS  
APPROACH TO GROWING INDIVIDUAL  
AND COLLECTIVE WELLBEING

HEALTHY FAMILIES WHANGANUI RANGITĪKEI RUAPEHU



*“Healthy Families WRR have successfully delivered a co-design process for suicide prevention and had strong connections with iwi and tangata whāiora with lived experience across the region. The strength is their extensive experience with systems methodologies designed to preference the voice of whānau and practitioners, running a co-lab process, and their skills in aligning outputs with lived experience and systems thinking research for sense making.”*

— Gail Kelly, National Project Manager

In 2018, Healthy Families Whanganui, Ruapehu, Rangitīkei (WRR) was commissioned by the District Health Board to engage communities in a conversation about suicide prevention. Everyone showed up to share. Communities knew this conversation was important. People were interested in finding solutions for those most in need of support, while also considering how we could collectively reduce the growing number of people experiencing hopelessness and distress.

After 18 months of engagement a set of key insights was formulated with a strategic framework to guide the design of a new prevention system. Two key recommendations emerged. The first proposal suggested reframing the problem. Traditionally, the issue is framed as “how do we prevent suicide?” which leads to a focus on intervention. However, should we reframe the problem to view suicide as an indicator, with the real challenge being how to improve individual and community wellbeing? This shift, we believe, would promote a broader and more balanced approach.

The second suggestion was to maximise the energy and interest in contributing to change by focusing on a whole-of-community, whole-of-system approach. This required a targeted and iterative approach, building community capability and capacity while supporting the health system to share power and recalibrate at critical touchpoints.

The Growing Collective Wellbeing Strategy released in 2020 was activated by a movement of stakeholders and community groups, who together created the building blocks to a new future reality. The strategy is a completely different way of thinking and doing that does not solely rely on the Mental Health system. It was about building a movement

– inclusive of whānau and community. Growing Collective Wellbeing redefines networks of support and calls for a more joined up ecosystem of service.

The region’s Mental Health & AOD sector has embraced a Te Ao Māori worldview to shift the system from a clinically-led model to a more inclusive human and ecocentric continuum of care. From 2018–2022, \$480 million was spent on first response crisis management. Mapping five years of this crisis data (15,200 data points) against the Maramataka revealed, crisis occurs within four phases. This was the first time a traditional indigenous framework provided new insight and narrative to point where earlier intervention or prevention might occur. Over 200 stakeholders have visited the Maramataka patterns walk-through, with positive feedback and eagerness to prototype interventions based on these findings. These efforts underscore the strategy’s inclusive and proactive approach, showcasing the community-led, systems-enabled nature of Growing Collective Wellbeing.

Other activations have included redesigning and testing a referral pathway to intervene earlier before crisis support is needed; services hacking different practice challenges by co-designing and testing new solutions; lived experience and peer support workers have reframed how we talk with whānau experiencing distress so stigma and bias can be eradicated at every touch-point, and tāne Māori revealed the benefits of sharing feelings and emotions to change the stereotype of ‘harden up’ men to vulnerability is strength and courage.

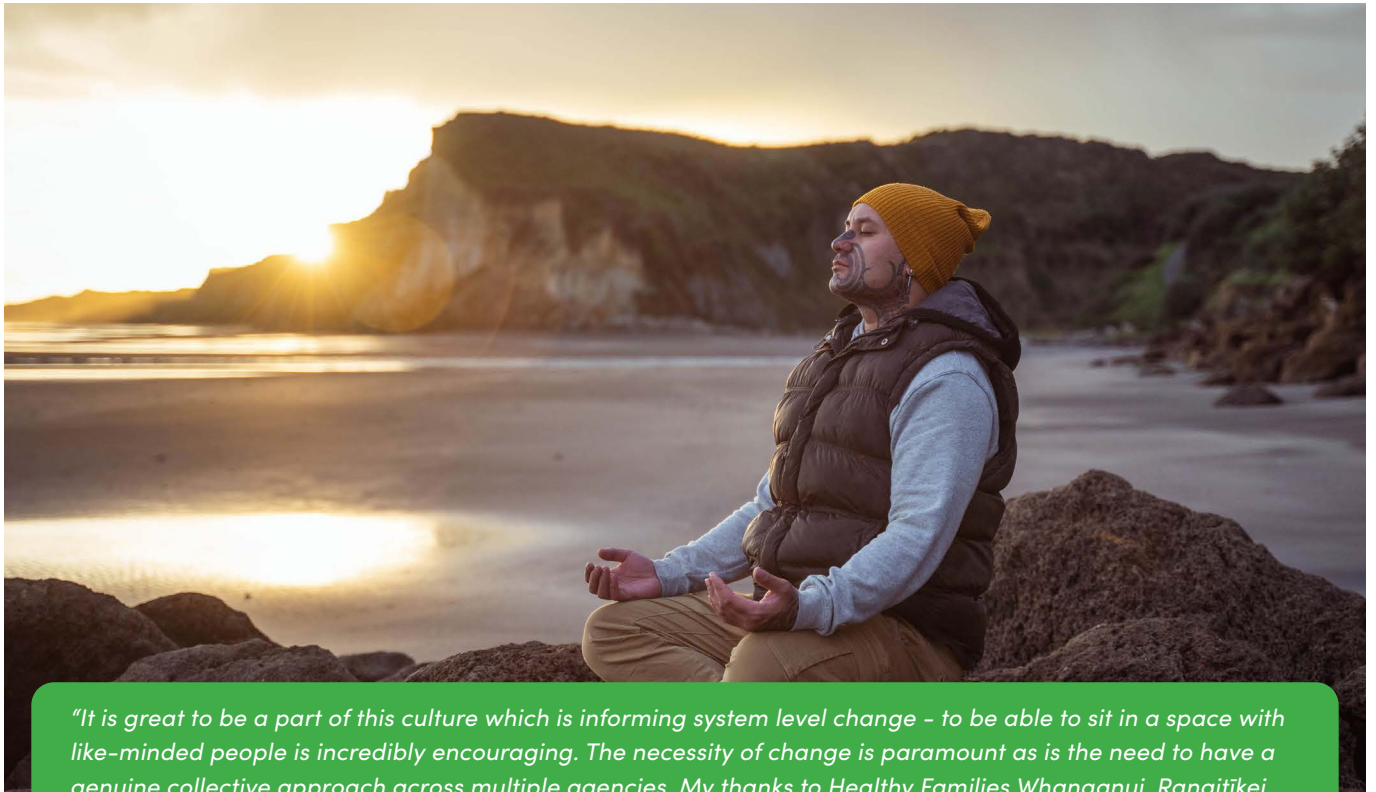
Te Whatu Ora Whanganui has embedded the Collaborative Design of Mental Health & AOD strategic priorities into its



Quality Assurance framework, signalling a systemic shift towards holistic approaches. In addition, they redesigned the risk assessment framework to a wellbeing framework further emphasising this shift.

Looking ahead, the strategy aims to prototype interventions to address the impact of toxic stress on pēpi and whānau, while looking at how communities and services can further develop

their capability to role model and apply wellbeing practices in the places we live, learn, work, and play. Organisations are increasingly eager to participate in the strategy's initiatives, reflecting its growing influence and impact. With strong regional and national networks, the strategy has laid the foundation for bringing a new future reality to fruition.



*"It is great to be a part of this culture which is informing system level change - to be able to sit in a space with like-minded people is incredibly encouraging. The necessity of change is paramount as is the need to have a genuine collective approach across multiple agencies. My thanks to Healthy Families Whanganui, Rangitikei, Ruapehu for leading and facilitating this."*

— Alex Loggie, Mental Health & Addictions Educator, and Partnership Lead, Te Whatu Ora



# BETTER TOGETHER

## HOW PŪRĀKAU IS INSPIRING NEW WAYS TO PLAY IN OUR KURA

### HEALTHY FAMILIES FAR NORTH



Tamariki spend up to 15 years of their childhood in school. A person's physical literacy evolves throughout their life, but, for young people who are building their confidence, physical competence, knowledge, and understanding and engagement in physical activities, access to quality play experiences within their local environments are crucial.

Sport Northland and Healthy Families Far North are collaborating with local kura to embrace the curious and inventive spirit of Māui. As a collective, they are exploring ways to boost physical activity, placing tamariki at the forefront of decision-making to improve the environments where they play.

Tāmokohia te whenua is an adaptation of Sport Northland's Play on the Way, where tamariki draw from local pūrākau to design and produce play courses that are important to them.

Play Development Lead of Sport Northland, Natalie Wilcock, said the initiative is an opportunity for schools to rethink how spaces are used for play pūrākau and storytelling.

"After connecting with Healthy Families Far North, visiting rural kura and seeing how tamariki intuitively connect with places to play, we found there was another layer of how we could better support more meaningful play experiences for tamariki, by tamariki" says Natalie.

"It's shifted the way this kaupapa is being implemented by creating spaces where they're encouraged to move more while experiencing a greater agency and influence of tino rangatiratanga."

One kaiako (teacher) commented on how the initiative allowed tamariki to be spontaneous. "Sometimes you've planned the kids so much that you've planned them out of the lesson. I noticed their behaviour change... they were left to work by themselves or with their friends, and they let go of their imagination."

"We had kids reciting whakapapa, others were drawing up a pig-hunting maze. It got them excited and they were motivated to play these games with their mates," another kaiako added.

In one well-known pūrākau, Tamanuiterā, the sun was always in a hurry. Mahi such as māra kai and raranga harakeke were never finished, leaving people to eat their

meals in the dark. A frustrated Māui heard the cries of his people and decided to catch Tamanuiterā. Reluctant and afraid, his brothers were quick to criticise and laugh at Māui's proclamation but in the end they followed him, putting the needs of their people first.

Systems Innovator Rawinia Everitt said Māui is inspiring new ways to explore play in our schools. "Maui was a haututū who was willing to take risks and explore the unimaginable for his people, but he couldn't do it on his own."

"We want to adopt some of those traits. We want to try new things, explore opportunities with others who have the same goal and show that when we're working together, there's greater power sharing with our whānau and community."

It's a demonstration of how we're "better, together".

"Essentially, it comes down to building relationships with others who have the same vision." Wilcock added.

"A lot of our organisations have the same goal but are also working in silo. Our relationship with Healthy Families Far North is an example of how we're better together and how we can build a future where organisations collaborate with their communities and work alongside whānau to create places which enable everyone to thrive."

Sport Northland is currently working on a blueprint to help guide schools through the process of executing Tāmokohia te whenua by taking a tuakana-teina approach that encourages capability and an increased adoption of tamariki-led innovation practices.

The plan encourages schools to connect with mana whenua, local marae and to learn the history of their rohe through movement and games.

"This is an exciting way for us to explore how community spaces and services can better prioritise conditions for whānau well-being."

*"The opportunity to work alongside Healthy Families Far North with our rural kura and tamariki has opened a whole new world for me. There's a reciprocity of learning and upskilling, so I'm very grateful for the support and I'm excited about what this means not just for our kura in the Far North, but the potential it has for tamariki across Aotearoa."*





**SHIFTING TEACHER AND SPORTS TRUST WAYS OF WORKING TO EMBRACE TE AO MĀORI THROUGH CURRICULUM AND PHYSICAL ACTIVITY INITIATIVES.**





# TE POU O TE WHARE

LIFTING THE MANA OF YOUNG PEOPLE IN CARE

## SUPPORTING YOUNG PEOPLE IN CARE TO PARTICIPATE IN QUALITY SPORT AND PHYSICAL ACTIVITY OPPORTUNITIES

### HEALTHY FAMILIES ŌTAUTAHĪ



More and more children in Aotearoa are missing out on participating in sport and physical activity, due to barriers preventing them from having the opportunity to take part. It is evident that practical capabilities such as the cost, having confidence, getting to practice and games and having the appropriate sports gear, all contribute to this decline in rangatahi and tamariki participating in sport.

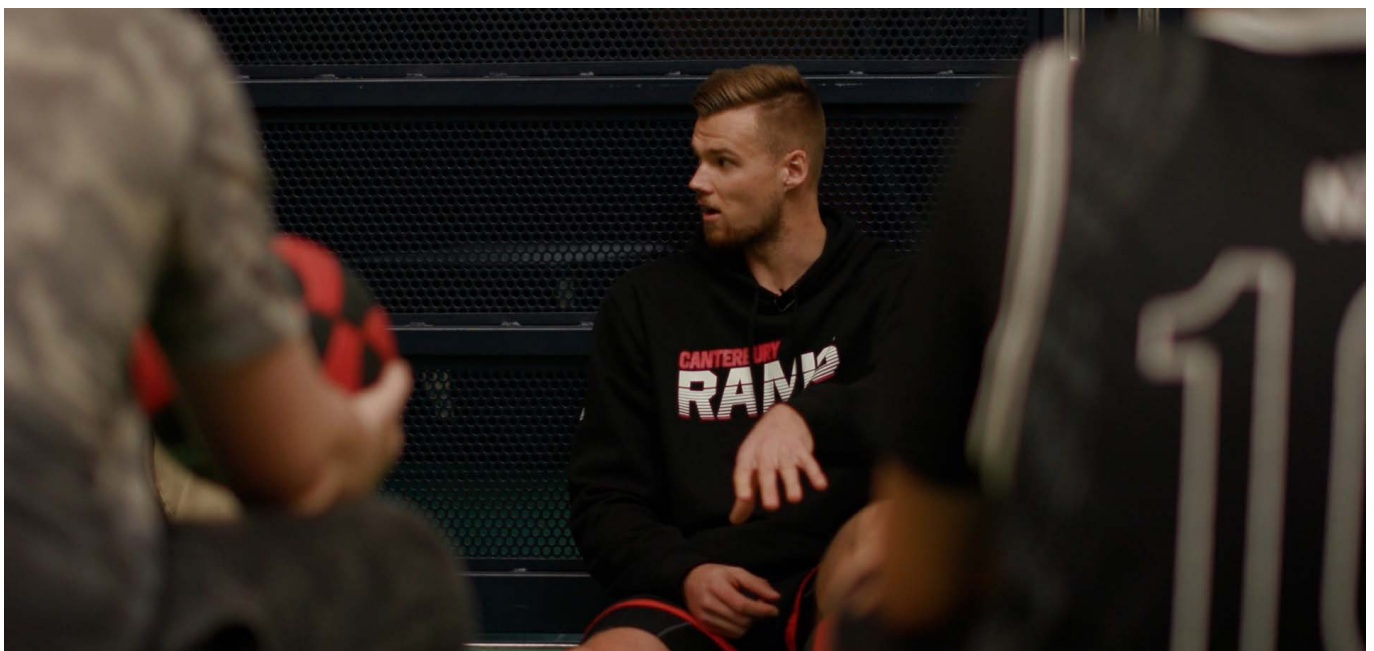
Te Pou o Te Whare is a pilot project designed by Healthy Families Ōtautahi, utilising insights from young people, social workers, staff from Oranga Tamariki and sports providers. The initiative aims to support young people in care to participate in quality sport and physical activity opportunities while enabling providers to be responsive to the needs of young people.

Systems Innovator, Lawrence Tau formed a design team based in Christchurch, bringing together representatives from the sport and physical activity sector and the social care sector, to design and plan solutions for young people in care. In partnership with Special Friends Sports Trust,

tamariki and rangatahi aged between five and twelve years old are identified and matched with a sports mentor, providing a pathway to enable them to play a sport.

Special Friends Sports Trust Founder, Sandy Van Heyningen says "The ultimate goal is that as the children develop skills, confidence and interest in a particular sport or activity, the mentor and the Trust will facilitate the move into a club environment, take the young person to practice and games, cover the cost to participate and ensure they have the appropriate sports gear."

Through Te Pou o Te Whare, Healthy Families Ōtautahi is working in partnership to shift the barriers preventing young people in care from experiencing quality physical activity and sporting opportunities. For any young person who has experienced trauma, being involved in sport increases mental wellbeing as well as a sense of connection and belonging.







BY SHIFTING THE BARRIERS AND PROVIDING A PATHWAY FOR  
YOUNG PEOPLE TO PARTICIPATE IN SPORT, TOGETHER WE  
CAN MAKE CHANGES IN OUR COMMUNITIES TO EMPOWER  
YOUNG PEOPLE TO BE PHYSICALLY ACTIVE.



# MOVE IT MAHURU

A HOLISTIC WELLBEING INITIATIVE WITH A VISION TO ENABLE HEALTHIER LIFESTYLES

HEALTHY FAMILIES TE NGIRA



Move it Mahuru was generated from a think tank with Te Korowai Hauora o Hauraki with the aim to promote wellbeing, increase daily physical activity and strengthen workplace cohesion, throughout the month of Mahuru (September).

With leadership from Healthy Families Te Ngira, Move it Mahuru has had a positive impact on the health and wellbeing of the workforce across the Whānau Ora Te Ngira Collective, wider whānau and the community. The initiative was embraced by various Te Ngira partners, reflected a commitment to inclusivity, teamwork and fostered connections amongst kaimahi.

By focusing on holistic wellbeing and emphasising the importance of whānau, the initiative has strengthened community connections and belonging, embraced and celebrated Māori cultural practices and traditions, enhanced a sense of identity and empowered individuals to take control of their health.

The initiative has upheld the mana of all partners involved, ensuring that cultural values and practices are respected and integrated into the initiative, which align to the Healthy Families NZ guiding principles.

A part of Move it Mahuru was the creation of a convenient and accessible online platform. A place for participants to share their progress and remain motivated. By offering a space for real-time updates, a way for individuals to connect, support each other and remain accountable, the platform has enhanced the overall experience of the

kaupapa for participants and stakeholders alike.

Despite the success of Move it Mahuru, there have been some challenges in addressing, and shifting the dial on the underlying conditions holding the problem in place. By focusing on a range of ways to create cohesion between people and workplaces, and having everyone working towards a shared vision and clear goals, Healthy Families Te Ngira enabled the challenges to be resolved.

Move it Mahuru continues to be a sustainable initiative with continued collaboration by partners and a commitment to cultural values underpinning the long-term success focusing on creating healthier lifestyles.







# SHAPING TOMORROW: THE FUTURE OF TRANSFORMATIVE PREVENTION MOVEMENTS





Staying ahead requires more than just predicting what might come next; it demands knowing how to shape tomorrow.

Healthy Families NZ is committed to continuing working with and for communities, building and growing the movement and creating space for people to shape a future for better health and wellbeing for generations to come.

A decade of Healthy Families NZ has revealed that lasting, transformative change demands a deep exploration and understanding of the systems and structures that hold a problem in place. To champion systemic change, we must identify and shift the conditions embedded in our daily lives, drawing on those with lived experience and elevating locally-led solutions.

Now is the time to be bold, courageous and tenacious,

and adopt approaches that are sustainable to advance wellbeing, prevent chronic disease, and achieve health equity.

To bring to life a strong health prevention system in Aotearoa New Zealand, we need to work together in new and exciting ways. The movement is at a critical juncture and requires system partners to bravely embrace and resource new ways of working that are innovative, future-focused, and with the health and wellbeing of everyone at the heart of decision-making.

Multi-level action, elevating community voice and workforce development are opportunities to make this happen. By working together across areas that often operate in isolation and using the diverse perspectives, resources, and expertise available, we can create lasting change across the system.

## NOW IS THE TIME TO WORK TOGETHER, BETTER, FOR LASTING CHANGE.

How has Healthy Families NZ been successful over the past decade, balancing a national initiative while ensuring it meets the unique needs and aspirations of Iwi, whānau and local communities?

We have continually evolved our practice and action, always looking to innovate and adapt. We recognise health is not equitable and is significantly informed by the social determinants of health and the conditions in which people live, learn, work and play. By leveraging our design tools, a focus on systems change, our mindsets and proven approach, we're laying down the foundations for a healthier future for everyone.

From driving social movements and community-up leadership to sparking innovation, communities play a vital role in shaping where we live, learn, work and play.

Our communities are a collective of people from different backgrounds, lived experience and expertise. By tapping into this collective knowledge, communities are best

positioned to drive innovation, creating their own ideas and solutions.

Healthy Families NZ takes a 'whole of community approach' with community's lived experience being the starting point for creating change. Alongside people in the community, our location teams weave mātauranga Māori, social innovation methods and systems thinking together to address the conditions that undermine our health and wellbeing.

The [Healthy Families NZ Summative Evaluation Report 2022](#) 'Community-up system change for health and wellbeing' clearly evidences that "Healthy Families NZ is demonstrating that comprehensive and effective action guided by local voices and local needs to address the determinants of health and wellbeing can be achieved".

The starting point for action on health and wellbeing is less important than the prioritisation of community voice and backboning local leadership.



*Korihi pō, korihi ao,  
kei ngā itiiti rearea, kei ngā manawa tītī,  
anei rā te reo rāhiri, anei taku manu tūī,  
“tūī, tuituia!”*

*Tēnā, tuia mai tō aronga ki tēnei kāhui pūrākau,  
ki tēnei kohanga whāngai pīpī, whāngai kōrero.  
Mā wai? Mōu, māna, mā tātou katoa.*

*Tihei Mauri Ora!*

---

Attention! Listen to the bird that calls upon you.

You, the small bellbird.

You, the tītī bird.

“Welcome! it is me, the Tūī” that expresses a warm reception and kindly invites us all to gather,  
all to unite.

Please begin with unifying our concentration towards the collection (flock) of stories at hand,  
Towards the nest that nurtures our valued possessions, our communities’ stories.

For whom are these stories to support? For all!

Tihei Mauri Ora!

X

X X

X X

X X X X

X X X X X

X X X X X





HEALTHY FAMILIES NZ

## 10 YEARS OF IMPACT

RESHAPING OUR SYSTEMS FOR A HEALTHIER AOTEAROA NEW ZEALAND