



# First 1,000 Days

Programme summary

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OCTOBER 2021



## First 1,000 Days – The start of it all

**Nā te kore, te pō**  
*From the void, the night*

**Ki te whai ao**  
*To the glimmer of dawn*

**Ki te ao mārama**  
*To the bright light of day*

**Tihei mauri ora**  
*There is life*

The first 1,000 days of a child's life lay the foundations for their entire future. The clock starts at conception and runs to the child's 2nd birthday.

Te Hiringa Hauora | Health Promotion Agency takes a life-course approach to health promotion. That means focusing on a healthy start to life and targeting a person's needs at critical points across their lifetime to keep them well, rather than just responding when they are already sick.

For the First 1,000 Days programme, that means honing in at the start of it all. Focusing on quality of life for mothers and babies, so they get equitable outcomes from generation to generation.

- Robust evidence shows it is critical to invest in the first 1,000 days, so that every child gets the strongest start to life. We must act early. Even earlier than we think.
- The time before conception is important. It is a period to secure the wellbeing of future parents, so that if a pregnancy does happen, the first 1,000 days have the best chance of being positive for both the parents and the child.
- Becoming a parent can be a hopeful time for change. It can also ramp up a parent's stress, anxiety or old trauma. Children's wellbeing depends on adults' wellbeing.
- Mātauranga Māori has much to offer. Long-held indigenous knowledge shows us a lot about how early life experiences affect pēpi. Western science is now including this understanding in its own approach.

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# The plan for 2021/22

## 1. Strategy

The transformation of the health system presents an opportunity to influence and share evidence about prevention, equity-led design and Tiriti-centric approaches that will lead to hapū māmā (pregnant women), pēpi, tamariki and whānau thriving long term.

That is why our strategic focus for 2021/22 is on supporting the health system transformation.

We work closely with our Youth in Transition programme which aims to improve the health and wellbeing of young people – our future parents.

## 2. Leadership

Te Hiringa Hauora will bring together leaders in maternal and early childhood wellbeing to tap into the expertise of communities from around the country. The lessons learned will equip system leaders to support health system transformation and ensure change is driven by:

- whānau and community voice
- working with key partners
- stories (insights) from community-led innovations.

## 3. Influence

We will create opportunities to drive change to reduce parental stress and create conditions for parents and children to thrive. We will work with partners and leaders to do this. The work reflects the *Te Hiringa Hauora Health Promotion Framework* aspirations of “Proactive and courageous advocacy on the wider determinants of health.”

## 4. Communities

Te Hiringa Hauora supports innovative community initiatives that are ready to drive system change. We share these insights with others, so that successful community solutions can inform health sector practices and decisions.

## 5. Communication

We will make the most of opportunities to build and share evidence, stories and insights on kaupapa that matter. This is part of our commitment to robust, accessible knowledge systems value different ways of knowing, as described in the *Te Hiringa Hauora Health Promotion Framework*.





- upkeep, promotion and distribution of nutrition and physical activity resources
- *He Kai Kei āku Ringa* – partnership with Toi Tāngata to develop resources around every day kai.

## Spotlight on key kaupapa

### Pre pregnancy

In the past we largely focused on preventing fetal alcohol spectrum disorder (FASD), and alcohol-free pregnancies. While these kaupapa are still important, the way we are approaching them has changed.

*The time before conception is important. It is a period to secure the wellbeing of future parents, so that if a pregnancy does happen, the first 1,000 days have the best chance of being positive for both the parents and the child.*

*Kahurangi Milne of Arataua Media leads 'Kia Ora Māmā', an online community of over 5000 Māori mothers. Kahurangi leads an online series with māmā about contraception called 'Whare Tangata and Contraception'.*

### 6. Resources and tools

Te Hiringa Hauora develops, and supports others to develop, resources for whānau and the child wellbeing sector. Recent highlights include:

- *Manaaki Tamariki – Kia au tō moe* – a toolkit on safe and healthy sleep for babies and young children to support health professionals who work with Māori and Pasifika parents and caregivers
- *Fill Your Kapu While You're Hapū* – online maternal mental wellbeing series of Māori and Pasifika women sharing their experience and resilience
- redevelopment of [alcohol.org.nz](http://alcohol.org.nz) and [depression.org.nz](http://depression.org.nz) websites to best serve wāhine hapū and those who support them.

*Produced with indigenous innovator Patrick Salmon (Kairua), the 'Fill Your Kapu While You're Hapū' series features raw and honest stories of mothers' mental distress and resilience.*



We are shifting from messages aimed at individuals, to supporting whole communities to develop solutions to reduce alcohol-harm and improve maternal wellbeing. Alcohol.org.nz will still provide an up-to-date evidence base and online learning opportunities for clinicians and others about preventing FASD.

We are also including a focus on promoting **equitable access to contraception**. These are some of the projects happening in this area:

- hui on sexual and reproductive health promotion and access to contraception
- contraception projects – investing in kaupapa as identified by Māori and Pasifika leaders
- online series to wānanga contraception, with a focus on experiences of Māori māmā through the ‘Kia Ora Māmā’ online series.

## Maternal mental wellbeing

Mental wellbeing for all New Zealanders is a high priority for Te Hiringa Hauora. It informs all priority areas and maternal mental health is a particular area of focus for the First 1,000 Days programme.

Three partnership projects will build our kete of resources and influence to support maternal wellbeing.

*As part of the Mana Pasifika series Ema and David Toailoa bravely shared their story of grief and hope after the tragic loss of their infant son.*



*Becoming a parent can be a hopeful time for change. It can also ramp up a parent's stress, anxiety or old trauma. Children's wellbeing depends on adults' wellbeing.*

1. Pasifika projects – supporting Perinatal Anxiety and Depression Aotearoa (PADA) to improve availability of resources and information for Pasifika parents and aiga.
2. Māori maternal wellbeing hui – supporting PADA to host a perinatal mental wellbeing which will focus on restoring traditional knowledge in a modern world.
3. *Mana Pasifika* – building on the success of the 2020 campaign which tells stories of hope and resilience, we will continue to work on this kaupapa.

*Sela Jane Hopgood and her son. Image courtesy of Perinatal Anxiety & Depression Aotearoa (PADA)*



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## Immunisation

Te Hiringa Hauora works with the Ministry of Health's immunisation team to provide communications and marketing support for its National Immunisation Programme.

Throughout the year, and in response to disease outbreaks, we promote immunisations for babies, children, adolescents and adults including pregnant women.

The gap between immunisation rates of Māori, Pasifika and other ethnicities has widened in recent years. We are working on targeted efforts to support Māori and Pasifika confidence in, and access to, immunisation.

Te Hiringa Hauora is working with Māori researchers to better understand Māori communities' experiences of childhood immunisation and identify what discourages, or encourages, families to immunise their children. The research will be used to develop tools to support the Ministry and the wider sector to increase the confidence of Māori families in childhood immunisations.

## Community leadership and innovation

Find out about some of the innovative, community-led projects that Te Hiringa Hauora learns from and supports.

### Ngā Wānanga o Hine Kōpū (Te Tai Tokerau | Northland)

Ngā Wānanga o Hine Kōpū is a free kaupapa Māori labour, birth and parenting programme. It delivers Māori antenatal knowledge drawing on mātauranga Māori to wāhine hapū and their whānau – especially those who may not otherwise access antenatal education.

Te Hiringa Hauora is supporting an evaluation of this programme. It will provide evidence to support whānau-led, hauora Māori and Māori-centric approaches across the health sector. Digital stories of māmā and whānau who have participated in the wānanga will also capture how profoundly it has shaped their parenthood journey.

*Image supplied by National Hauora Coalition and E Tipu E Rea Whānau Services*





*Helen Mountain Harte (1943-2019), a founder of Pēpi Penapena (Cherish Babies), with mokopuna Adeline Maia.*

## **Pēpi Penapena – Ngākau Aroha Parenting (Nationwide)**

Pēpi Penapena works to ensure pēpi and tamariki Māori are happy and loved so they can grow into the rangatira of tomorrow. Ngākau Aroha Parenting shares parenting practices of tūpuna Māori with whānau, kaimahi in health, social welfare and education sectors.

Te Hiringa Hauora is supporting Pēpi Penapena with its marketing strategy and the design and development of core resources.

*Some of the Pēpi Penapena resources.*



*Dr. Kelly Tikao of Hakeke Productions explores Kāi Tahu birthing traditions and practices to do with conception, pregnancy and birth. Photographer: Kaila Colbin*

## **Hakeke Productions – Raro Timu, Raro Take (South Island | Te Wai Pounamu)**

Te Hiringa Hauora is supporting Hakeke Productions with a project to revitalise customary birthing practices in Te Wai Pounamu. The work will provide greater engagement and encouragement of wāhine Māori and whānau in maternity care. It aims to deepen professional midwifery knowledge and build greater confidence to deliver safe cultural practices.

*Taonga pūoro (traditional Māori instruments) play an important part in customary birthing wānanga.*



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## Moana Research Maternal and infant wellbeing (Tāmaki Makaurau | Auckland)

Moana Research's team of researchers and clinicians provide evidence-based resources and support to Pacific parents and aiga.

Te Hiringa Hauora is supporting them to develop videos and resources, provide information and aid talanoa about infant care and attachment, maternal mental wellbeing and help seeking and safe sleep, all from a Pacific worldview.

## National Hauora Coalition – Hapū Māmā Kōrerorero (Nationwide)

The Hapū Māmā Kōrerorero project will co-design resources/messaging to encourage access to primary care supports during pregnancy.

It will inform a wider project, Generation 2040, a pro-equity approach where primary care providers will be incentivised to use the Best Start Kōwae assessment modules with hapū māmā Māori or pēpi Māori. It is our hope that this will improve access to quality care and reduce inequities.

*The Hapū Māmā Kōrerorero project listens to hapū māmā who do not usually engage with primary care. The māmā explain what helps them, and stops them, from accessing primary care and pregnancy support services. Image supplied by National Hauora Coalition and E Tipu E Rea Whānau Services.*



## Learning from community during the pandemic (Nationwide)

The 2020 COVID-19 lockdowns and psychosocial response created opportunities for community partnerships to not only support women through the pandemic but also to explore:

- what it takes to work effectively with change-makers in communities
- the power of mātauranga Māori to support maternal wellbeing.

Social innovation and community-led development experts, The Innovation Unit, produced a report which identifies clear findings and recommendations to maximise learning from the experience. This report will influence the work of Te Hiringa Hauora, especially in relation to the First 1,000 Days strategy and be shared with others to maximise its impact.

*'Te Pā Harakeke o Papatūānuku' aimed to make people more aware of maternal mental wellbeing during the 2020 COVID-19 lockdown. The project was a collaboration between Whānau Āwhina Plunket and Hāpai Te Hauora.*

*Image "Papatuanuku – sleeping" by Br3nda is licensed under CC BY-NC-SA 2.0.*



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