

27 November 2020

Hon Dr Ayesha Varrell Associate Minister of Health

Parliament

### **Te Hiringa Hauora Briefing for Incoming Minister**

We are pleased to present to you our Briefing for you as our incoming Minister.

Our most recent Statement of Intent signalled our shift to taking a life course approach to health promotion. We have the expertise and experience to continue to make a valuable contribution to health promotion in the coming years.

We look forward to meeting you regularly, and will be please to provide further information about any aspect of this briefing.

Yours sincerely



Jenny Black  
Chair



Tane Cassidy  
Chief Executive

Copy: Hon Andrew Little Minister of Health  
Hon Peeni Henare Associate Minister of Health (Māori Health)  
Hon Aupito William Sio Associate Minister of Health (Pacific Peoples)

Encl: Te Hiringa Hauora Briefing for Incoming Minister



# Te Hiringa Hauora

The unrelenting pursuit  
of wellbeing

Briefing for incoming Associate Minister of Health

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November 2020

# About Te Hiringa Hauora/ Health Promotion Agency

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Our role is to lead and support health promotion initiatives to:

- promote health and wellbeing and encourage healthy lifestyles
- prevent disease, illness and injury
- enable environments that support health, wellbeing and healthy lifestyles
- reduce personal, social and economic harm.

We provide advice and research about alcohol harm.

We are a Crown Entity established under the New Zealand Health and Disabilities Act 2012.

We are funded by Vote Health (baseline approximately \$16 million) and from the levy on alcohol produced or imported for sale in New Zealand (approximately \$11 million). During the year, we agree to further projects with the Ministry of Health. In 2019/20 there was \$1,146,408 above baseline work including nutrition, cervical screening, research, vaping, and COVID-19. Further income above baseline came with projects from the Ministry of Social Development, Ministry of Justice and Home Care Medical.

Our annual report 2018/19 is available [here](https://hpa.org.nz/sites/default/files/6.1_HPA132_Annual_Report_2018_Full.pdf) (hpa.org.nz/sites/default/files/6.1 HPA132 Annual Report 2018\_Full.pdf).

Our Statement of Intent 2020-2024 and Statement of Performance Expectations 2020/21 are available [here](https://hpa.org.nz/sites/default/files/Te_Hiringa_Hauora_SOI_and_SPE_2020_WEB.pdf) (hpa.org.nz/sites/default/files/Te Hiringa Hauora SOI and SPE 2020\_WEB.pdf).

We have 90 FTE staff with expertise in te ao Māori, research and evaluation, marketing and communications, digital solutions, policy advice, relationship management, and community action and engagement.

We have offices in Wellington, Christchurch and Auckland.

# Our foundations

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## Te Tiriti o Waitangi

Te Hiringa Hauora has a responsibility to contribute to the Crown meeting its obligations under Te Tiriti o Waitangi to uphold and protect Māori rights and interests. We aim to be transformative in our application of Te Tiriti o Waitangi, to have strategic iwi/Māori relationships built on mutual values and partnership, to prioritise iwi/Māori aspirations for wellbeing and to create and nurture iwi/Māori leaders of health promotion.

## Equity

Te Hiringa Hauora recognises that not all people have the same health and wellbeing outcomes. This is especially so for Māori and Pasifika and their whānau. Achieving equitable outcomes will drive all our work. We seek to eliminate unconscious bias, put people with highest need at the centre of our work, and be known to be an agency that works in partnership.

## Sustainability

Te Hiringa Hauora recognises the significance of te taiao (the natural world) as essential to all areas of health – physical, environmental, mental, emotional and spiritual. We recognise that there are opportunities to improve population health and wellbeing through policies and programmes that acknowledge the interconnection between te taiao and wellbeing and that address environmental challenges in ways that protect and promote health.

We are committed to reducing our own environmental impact as well as supporting communities with their aspirations for sustainable wellbeing. We will partner with others that share our values.

# Our priorities

The diagram summarises our strategy 2020-2030.

Strategic enablers prioritised for the next five years are:

- Making sure our organisational culture and workforce can deliver on the strategy
- Driving digital transformation
- Using insights and evaluation to inform our work
- Developing strategic partnerships, particularly with Māori, to deliver collective impact.



# Stewardship

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Our legislation gives us stewardship of health promotion and prevention, and of reducing alcohol-related harm.

## Health promotion and prevention

Health promotion is an important part of population and public health. It needs national leadership, oversight and co-ordination. Te Hiringa Hauora has the knowledge, skills and experience to make this happen. We are at the forefront of health promotion in New Zealand, using our knowledge and skills to influence both people and environments. We work with communities, iwi and hapū, DHBs, Public Health Units, Primary Health Organisations, academics and non-government organisations. We seek to achieve strategic alignment and collaborative action for collective impact. We help build health promotion capacity and capability.

Our work in health promotion and prevention is based on Te Pae Mohutunga and is multi-faceted, for example:

- We hosted a virtual national public health hui on 26 November 2020. The hui looked at resetting the focus and the narrative for public/population health. Proceedings were recorded and are available [here](https://hopin.com/events/te-ara-pounamu) (hopin.com/events/te-ara-pounamu).
- We manage [health.govt.nz](https://health.govt.nz), New Zealand's largest collection of prevention focused public health information, available free of charge, improving health literacy and helping people make informed decisions about their health. Resources are available in a range of languages including New Zealand Sign Language.
- Te Hiringa Hauora has established a Wellbeing through Prevention working group with a focus on reducing non-communicable diseases. It includes chief executives from relevant health non-government organisations and the Ministry of Health. This group has agreed to develop a shared approach to wellbeing through prevention with an initial focus on type 2 diabetes prevention. The group developed a Māori framework to guide its work, and a key part of this shared approach will be supporting Māori and Pasifika peoples, guided by kaupapa Māori philosophy, specifically Te Whare Tapa Whā model of wellbeing. Te Hiringa Hauora is investing in a community approach in Tairāwhiti with leaders from the District Health Board, Diabetes NZ, Heart Foundation and other community organisations and iwi. This innovative approach is currently being scoped and is planned to launch by June 2021.

## Alcohol

We are leaders in reducing alcohol harm in Aotearoa New Zealand. Our founding legislation gives us the mandate to be a voice for change. We have policy, public health and research expertise in-house. We base our drive for change on the World Health Organization's SAFER framework which has five high impact strategies:

- Strengthen restrictions on alcohol availability
- Advance and enforce drink driving counter measures
- Facilitate access to screening, brief interventions and treatment
- Enforce bans or comprehensive restriction on alcohol advertising, sponsorship, and promotion
- Raise prices on alcohol through excise taxes and pricing policies.

The evidence base for action on alcohol is strong. The Sale and Supply of Alcohol Act 2012 (the Act) does not measure up to the World Health Organisation or Law Commission (2010) recommendations.

We believe a review of the Act is timely and should focus on advertising and sponsorship, price, and better enabling community voices to control alcohol availability.

Our current work is focused on:

- Advocating for stronger regulation at local, regional and national levels.
- Partnering with Māori to better understand the impact of alcohol harm in Māori communities, share resources and augment Māori advocacy voices.
- Researching the use and misuse of alcohol in Aotearoa.
- Developing tools and resources that support low-risk drinking and not drinking.
- Funding local, regional and national harm-reduction projects.

# Our contribution to health priorities

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Our work is aligned to health sector priorities and to achieving equitable health outcomes.

We lead, support and add value to initiatives throughout the sector. We bring our Te Tiriti dynamic perspective to improving Māori health outcomes, and we have innovative ideas for our future contributions to the health sector.

Te Hiringa Hauora is well connected. We have great relationships across sectors and communities, and in a range of environments and settings. We have strong expertise in communications and marketing, the provision of health resources, digital solutions and evaluation and monitoring, which we bring to our work with others in the health system.

We ensure messages are consistent, and enable communities to develop solutions that work for them. We bring a strong evidence-based focus.

## COVID-19

We have already made a valuable contribution to this work, and many of these initiatives and relationships are on-going.

Te Hiringa Hauora worked in partnership with many organisations on the Kia Kaha, Kia Maia, Kia Ora Aotearoa: COVID-19 Psychosocial and Mental Wellbeing Recovery Plan.

We are delivering targeted messaging to priority groups:

- Māori
- Pasifika
- Older people (people over 70-years-old and Māori and Pacific peoples over 50-years-old)
- People who have long-term health conditions
- Pregnant women and new mothers
- People experiencing COVID-19 related financial hardship.

We established expert partner groups to co-lead direction and develop initiatives for each population group. These national, regional and community groups used their own networks to encourage community-led responses and recovery. We collaborated with the Mental Health Foundation and All Right? (a team from Canterbury District Health Board) on the Getting Through Together – Whāia E Tātou Te Pae Tawhiti campaign, providing people with the tools they need to be able to manage their worries and look after their mental health. We amplified the voices of others and we used our relationships with media organisations MAI FM, The Spinoff, New Zealand Herald, NewsHub, and community newspapers to get supportive, positive messages out.



## Smokefree 2025

We are an integral part of implementing the measures to achieve Smokefree 2025. In 2020/21 our Smokefree cars work to support the change in legislation will include a national multi-media campaign, developed in partnership with Māori to support communities to own and deliver activities, and awareness of the law change itself. We will continue to motivate and support quit attempts, including providing digital tools. We will also continue to provide the tobacco control sector with quality resources and advice.

## Mental health and wellbeing

Te Hiringa Hauora ensures a whānau and community approach to support mental wellbeing and prevent mental distress and addiction. We promote and manage innovative tools and resources including on-line support.

Te Hiringa Hauora has an important role in strengthening mental wellbeing by supporting people through digital tools and community activation. We give whānau and communities resources so they have the tools, confidence and skills to look after their own wellbeing and their whānau when they are struggling. This includes innovative digital solutions.

We address social inclusion, discrimination and stigma through Like Minds Nōku te Ao. We currently have new inclusive procurement opportunities open for education, a social movement and the management of social action grants.

## Wellbeing of children and young people.

We have prioritised the first 1,000 days of a child's life and young people in transition as our contribution to the Child and Youth Wellbeing Strategy.

Thriving children and young people are central to our strategic priorities and work programme. Our priorities around wāhine hapū and their whānau, the first 1,000 days of a child's life, and young people have important links to priorities for mental health.

In April 2020 Te Hiringa Hauora contributed to the work of the Department of Prime Minister and Cabinet on the ways play can act as a theme to contribute to achieving strategy outcomes.

We will develop a Māori immunisation information strategy and campaign to improve immunisation rates for Māori infants. There will also be a campaign to remind parents to ensure children in Year 7 and 8 are up to date with immunisations available through schools.

Our work programme includes:

- enabling communities and environments to support women to have healthy pregnancies
- support indigenous approaches to care for wāhine hapū and new parents
- influencing and supporting health professionals, so women are supported with appropriate, practical and non-judgemental support to have healthy pregnancies.

# Working with you

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We would be pleased to provide further information on the initiatives outlined in this briefing.

We look forward to meeting you regularly, and we will provide quarterly reports (via the Ministry of Health). We will work on a no surprises basis.

We would like to invite you to visit our office and meet our staff.

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