

PACIFIC YOUTH
HEALTH PROMOTION
ACTION PLAN 2022

SIU KI MOANA

PACIFIC HEALTH PROMOTION
ACTION PLAN

Te Whatu Ora
Health New Zealand

**Te Kāwanatanga
o Aotearoa**
New Zealand Government

The Pacific Health Promotion Action Plan was developed under Te Hiringa Hauora | Health Promotion Agency. As at 1 July 2022 Te Hiringa Hauora has transitioned to become part of Te Whatu Ora – Health New Zealand.

SIU KI MOANA: REACHING ACROSS THE OCEAN

Siu Ki Moana is a Tongan phrase, which literally means 'to travel, to sail, to fly over deep water'.

Siu Ki Moana connects past and present, and is often used in the traditional Tongan context of 'Siu 'i Tahi'. Siu 'i Tahi refers to fishermen/navigators going out to the open ocean, beyond the lagoons and reefs, in search of the big catch, and it is used to describe the sea bird's flight from island to distant island.

This title describes our Pacific Youth's journey not only in developing this plan, but also in their roles and positioning within their aiga, anau, kāinga, magafaoa, matavuvale, kāiga. This recognises Pacific Youth as capable leaders who venture out into the vastness of the ocean in search of knowledge and wisdom in the face of alangavaka (sea trouble), before returning home to bring back wisdom for their people to thrive.

Siu Ki Moana incorporates 'ki' a directional preposition meaning 'towards to'. In the context of this plan this is the direction towards Pae Ora (healthy futures). It embodies the connectedness of Pacific nations by celebrating the practise of reciprocity and exchange that characterises Oceania. Siu Ki Moana recognises Pacific Youth as future inheritors of the health system.

PACIFIC HEALTH PROMOTION ACTION PLAN



Health promotion across Aotearoa is changing.

Siu Ki Moana is an opportunity to shape and direct what this means for Pacific peoples through an action plan designed by Pacific, for Pacific.

The Pacific Health Promotion Action Plan 2022 is a gift for the future health system. It is a map to achieve equity for Pacific communities in health promotion. At the heart of this plan is the knowledge that the future of health promotion for Pacific peoples involves bringing things back to the community and the family.

The plan lays out a way to change the way we work, to shape the system into something we can be proud of - one that can achieve equitable health outcomes for Pacific communities and Aotearoa.



Pacific Youth create and deliver health messages

THE KEY SHIFTS

The Pacific Health Promotion Action Plan identifies five key shifts that need to happen in health promotion, for Pacific peoples to enjoy the full benefits of equitable health outcomes.

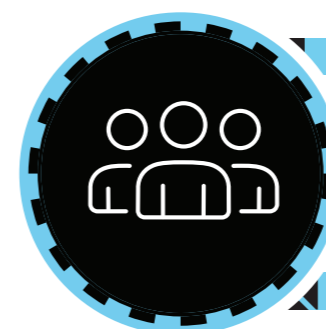
Find out more about each of these shifts on the back.



Pacific Communities are enabled to advocate for change



Pacific Communities can access funding easily



Health workforce teams are culturally intelligent and connected



Health promotion and service delivery is cohesive and connected

WHY DO WE HAVE THIS PLAN?

The vision establishes why a Pacific health promotion action plan is needed. It guides the initial development of the plan, then helps to measure if its parts are bringing the vision closer to reality.

The vision of Siu Ki Moana is:

- ◆ Supporting Pacific aiga, anau, kāinga, magafaoa, matavuvale, kāiga to self-determine equitable outcomes.
- ◆ Keeping Pacific worldviews, beliefs and knowledge systems central to health promotion activities.
- ◆ Weaving together the knowledge and wisdom of Pacific peoples, cultural values and practices.
- ◆ Upholding the inherent mana and dignity of Pacific peoples in health promotion.

WHAT ARE WE TRYING TO ACHIEVE?

The objectives keep things on track to get health promotion where it needs to be. They define the plan's goals, identify activities, guide decision-making and ensure accountability.

The objectives of Siu Ki Moana are;

- ◆ Prioritise and privilege the Pacific youth voice to understand the future of health promotion.
- ◆ Identify and describe key shifts that need to occur in health promotion to achieve equity.
- ◆ Make recommendations on focus areas or key priorities for health promotion over the short to medium term.
- ◆ Align with the strategic priorities of Te Whatu Ora National Public Health Service's plan for health promotion.
- ◆ Create a line of sight for how health promotion can align with broader health sector goals and priorities, identifying the contribution for Pacific people.

THE VOICE AND FUTURE OF YOUTH

Young Pacific people are critical to this plan. Youth are the inheritors of any future health system, and the future of Pacific populations. They have generously shared their voices, intelligence and experiences to champion a way of working that serves all our communities equitably.

The energy and enthusiasm for change shown by Pacific young leaders should be matched by the system. The fallout of an inequitable health system is not lost on them. Often Pacific youth are first or second generation New Zealanders who play a vital intermediary role when their families and communities try to access the health system.

They live and see the shortfalls so they are committed to seeing improvement. These young people are willing to keep supporting this work to improve health promotion for Pacific people.

WORKING TOWARDS EQUITABLE PACIFIC HEALTH PROMOTION

- ◆ Start from a genuine place of wanting to understand Pacific communities, including Pacific values and worldviews.
- ◆ Build meaningful, reciprocal partnerships with community leaders and those with strong networks into Pacific youth circles.
- ◆ Make bold decisions regarding funding and resourcing and trust in the knowledge and experiences of Pacific youth.
- ◆ Invest in the health promotion workforce to ensure it is effective and responsive to Pacific communities.
- ◆ Leverage the position of the kaitiaki for the national health promotion function to advocate for policy change for the betterment of Pacific health and wellbeing.

ACKNOWLEDGEMENTS

Pacific youth across Aotearoa who shared their voices, intelligence and experiences that have shaped this plan.

Te Hiringa Hauora team who connected and empowered Pacific youth to develop this plan and present to New Zealand's Health Select Committee 2022 on the Pae Ora (Healthy Futures) Bill.

Synergia and Sound Research Ltd for facilitation and development of the plan.

Leaders who will continue the journey to improve the experiences of Pacific people in our health system.

Rev Penisimani Faleosi Asi-Latavao for the gifting of the name 'Siu Ki Moana'.

EXPLORING THE KEY SHIFTS

The key shifts identify areas where things need to be done differently, attitudes and systems need to be reflected on and refined, and actions need to take place to accelerate the journey to equitable health outcomes. The shifts range from funding and community engagement, to workforce and policy advocacy.



1. Pacific Youth create and deliver health messages

“We want to be involved, we have the knowledge, and we have the energy. We’re here to engage and be a part of this because ultimately, it’s about keeping our people well.”

Health promotion information should be developed to embrace and leverage the unique role of young Pacific people in family structures of Aotearoa. Young Pacific people play a very unique role in the family environment, with duality of cultures – their strong Pacific heritage, and their experience as part of a largely Western society. Health promotion must recognise the inherent value and mana of Pacific youth, acknowledging the lived experiences, knowledge and knowledge systems that Pacific youth have, and should seek Pacific youth voice when designing and delivering health promotion activities. This will support intergenerational approaches to communication that will be stronger and more relevant to Pacific communities.



2. Pacific communities can easily access funding

“Community engagement only happens when there is a use for it, that’s not the true essence. Partnership is that you are there even when you don’t need something from them”

A key shift that needs to occur is an increase in flexible funding that is community focused, to support Pacific communities, to provide input into the programmes and messaging that is intended for them. The Covid-19 experience has taught us that effective community engagement is possible by empowering community groups and resourcing them appropriately.

We need to establish and embed systems to support this effective work to continue into the future. This will ensure that youth have the means and resources to champion health messaging in their communities, and promote a diverse range of community groups.



3. Pacific communities are enabled to advocate for change

“Policy is often pre-determined, and the engagement doesn’t often change anything really. Listen to the community and follow through.”

The specific insights of Pacific communities should be prioritised and given voice in advocacy, to ensure policies enable the levers required to improve equity in health promotion to be activated.

Health promotion needs to act as the connector between communities and policymakers, leveraging their position to ensure policies are reflective of the need to achieve equity in health. This will support policies to be more reflective of the needs of Pacific communities, particularly the youth.



4. The workforce is culturally intelligent and connected

“We need to see ourselves in the workforce”

Health Promotion must support an authentic, culturally intelligent and culturally connected workforce. A culturally intelligent workforce recognises the nuances, changing and evolving nature of culture.

Our youth spoke of the need for the health promotion workforce to ‘get to know’ Pacific communities. They are calling for the workforce to engage with Pacific youth. This will facilitate the growth of community trust in the health promotion workforce through the development of trusted faces in the workforce



5. Health promotion and service delivery is cohesive

“It doesn’t feel like they (health system) have a connection or the best intentions at heart.”

Ensuring the cohesion and connectedness between health promotion and health services delivery supports communities to engage with reliable and clear messages.

Successful health promotion should occur in an environment where there are appropriate and accessible health services to support the needs of communities.

This will enable different Pacific cultures to feel seen and valued in health messaging connected to their specific health needs.

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