





### **Update Objectives**

### To provide an update on Te Tiratū mahi to date.

What advocacy milestones have we achieved since the last update in July 2025?

Where can you find information?

What social media articles have there been?

How can you help the kaupapa?

### Outcome

To **see** progress in our hauora advocacy.

To know where to find key resources.

To understand the significance of our

Monitoring Report & Position Statements.

To **share** learnings between us.

To strengthen and build transparency to collectively influence health policy change and improve resources for our whānau.





#### **ACTIONS/DELIVERABLES**

### What milestones have we achieved?



### July

- 01: Media Release: Rangitāmiro Whānau Ora Agency commences
- 17: Media Coverage: By Te Karere on First Monitoring Report
- 18: Whānau Voice: GP door closed for many: Whānau speak out
- 20: Whānau Voice: What's really happening with cancer screening our rohe
- 22: Media Coverage: By RNZ on Third Medical School Opens Te Tiratū welcomes \$83M Waikato investment
- 24: Advocacy: He Puāwaitanga A sacred circle of care for wāhine Māori with cancer
- 25: Advocacy: "How do I fix this?" The journey of Terereawai from kura teacher to Nurse Prescriber
- 28: Whānau Voice: What whaanau told us at Tainui Hui-aa-Tau



Pôwhiri for CE of Rangitāmiro, Te Ropu Poa (Ngāpuhi, Ngāti Te Rino, Ngāti Hine, Ngāti Kahu, Ngāti Kahu ki Whangaroa).

### **August**

- Media Coverage: National IMPB Hui Advocacy Māori leaders oppose Pae Ora health reforms
- Whānau Voice: Town by Town survey: LINK
- Whānau Voice: Rangatahi survey: <u>LINK</u>
- Whānau Voice: Primary Care survey: <u>LINK</u>
- Whānau Voice: General survey: <u>LINK</u>

#### **ACTIONS/DELIVERABLES**

### What milestones have we achieved?





### September

- 1: Media Release: Proposed Pae Ora reforms lack evidence & Crown's Te Tiriti partnership with iwi non-negotiable
- 20: Whānau Voice: On the ground in Piopio: Health access struggles exposed at Te Nehenehenui Hui-ā-Tau
- 23: Media Release: Glen Tupuhi appointed Co-Chair of Te Tiratū Iwi Māori Partnership Board
- 23: Media Release: Rangatahi Māori mental health in rural Waikato is in crisis
- 23: Positioning Statement: Rangatahi Māori Mental Health
- 25: Whānau Voice: Rural Health Roadshow: Te Kūiti Speaks
- 29: Advocacy: Standing together for hauora "Unity is what gives us mana"

#### October

- 1: Whānau Voice: Frontline voices on state of rural health in Thames
- 2: Whānau Voice: Kāwhia whānau lead kōrero on more support
- 3: Whānau Voice: Skin health kōrero at kura draws many in Rāhui Pōkeka
- 8: Position Statement: Diabetes & Podiatry



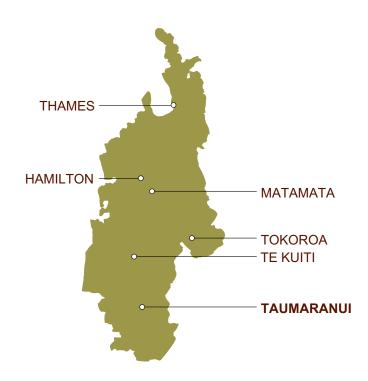
#### **OUR RURAL ADVOCACY**

### What is the State of Māori Health Town by Town?



We are presently completing a 'State of Māori Health Town Report' in these locations.

- 1. Taumarunui (first one soon-to-be released)
- 2. Te Kuiti
- 3. Paeroa
- Thames
- 5. Tokoroa
- 6. Huntly
- 7. Putaruru
- 3. Ngaruawahia
- 9. Otorohanga
- 10. Te Awamutu





### How do we operate with Te Whatu Ora?



Te Tiratū produced our first Monitoring Report to TWO against our Community Health Plan objectives and TWO statutory obligations to IMPBs.

IMPBs meet with the MoH
Director of Māori Health
John Whaanga as
requested.
MoH have also facilitated
IMPB governance
wānanga.

IMPB Tumu Whakarae have monthly meetings with the National Hauora Māori Manager, Selah Hart. We had an **annual national IMPB hui** that senior staff from TWO and the Ministry of Health attended.

The Te Tiratū Board meets with Te Manawa Taki Nicola Ehau (Regional Planning, Funding and Outcomes Director), and Cath Cronin, (Regional Director).

Te Tiratū Tumu Whakarae meets with key Waikato Te Manawa Taki senior staff to advocate for hauora Māori priorities.



# TE T RATU

### What have been the communications highlights?

### July

This reporting period focused on:

- Securing national media coverage, four stories across three outlets.
- Updated policy, planning, and processes.
- Implementing a revised social media log, new video planning, and Government Relations activity on the Pae Ora Amendment Bill.

1,400
new website users

84.7%

Published 16
new web stories –
our highest to date

Social media results % Change from June 577 **Followers** +3.6% 178,872 **Impressions** +449% 66,417 Reach +314% Interactions 2,692 +200% 1,315 Link Clicks +100% 3,373 +176% **Page Visits** 



### What have been the communications highlights?

### August

This reporting period focused on:

- Stakeholder engagement (generating letters to key stakeholders about impending Pae Ora changes),
- Media engagement (three media releases).
- Copywriting (four website stories), and social media (developing a range of digital assets).
- Launching the Facebook channel with a comprehensive social media content plan.
- · Paid advertising schedule, and
- developing a monitoring and escalation policy, privacy statement.

68,203 Individual profiles reached on Facebook	
758 active new website users 38%	•

Social media r	esults		
		% Change from July	Overall
Followers	320	+66%	963
Impressions	167,762	+81%	394,800
Reach	68,203	+58%	124,400
Interactions	1,981	+58%	5,700
Link Clicks	894	+42%	3,000
Page Visits	2,281	+51%	7,700



### What have been the communications highlights?

### September

This reporting period focused on:

- Three media releases that generated Māori and mainstream media pick-up including The NBR.
- Strategic advice, media management of key national kaupapa such as the national IMPB Hui, and advocacy opposition to Pae Ora reforms.

63,200
Impressions on Facebook (compared to 167,762 impressions in August)

1,300
active new website users (same as August)

Social media re	esults		
		% Change from August	Overall
Followers	195	+19%	1,200
Impressions	63,200	+16%	457,900
Reach	39,800	+14%	141,700
Interactions	2,000	+35%	7,700
Link Clicks	1,400	+46%	4,400
Page Visits	2,200	+30%	9,300

# TE T RATU

### What have the media said?



The New Zealand Herald





IMPB Boards unite to oppose changes to legislation

Opposition to Pae Ora legislation covered by national media



Iwi gather to oppose centralised health reforms

Implementation of proposed health reforms would lead to a rise in negative health outcomes



Call for urgent boost to rural Māori youth mental health services

Position statement release advocating for urgent attention in the mental health crisis



### Glen Tupuhi Appointment

Kaupapa Māori and commercial experience will help set health priorities for Māori



New co-chair

Institutions must turn the mirror on themselves



#### **Comment & Analysis**

Māori voices silenced in health, again



#### Pae Ora

Overwhelming opposition delivered by health leaders



### What did we find in our first Monitoring Report - June 2025?



# Inequity persists

Whānau in our rohe face poorer outcomes and systemic access barriers — especially in rural areas that include cost, distance, cultural safety, and long wait times.



# Low screening & access

Breast, cervical, bowel cancer screening below target; many whānau unregistered or underserved in primary care. Equity in health outcomes remains out of reach.



# Missing data

Gaps in immunisation, oral health, prostate care, and mental health limit accountability.



# Longer wait times

Delays for surgery, cancer treatment, immunisation, and specialist care in our rohe.



### What did we find in our first Monitoring Report - June 2025?



# Unmet Te Tiriti obligations

Authentic iwi engagement in governance still lacking.



# Provider barriers

Hauora Māori providers are under-resourced, fragmented, and hindered by restrictive commissioning.



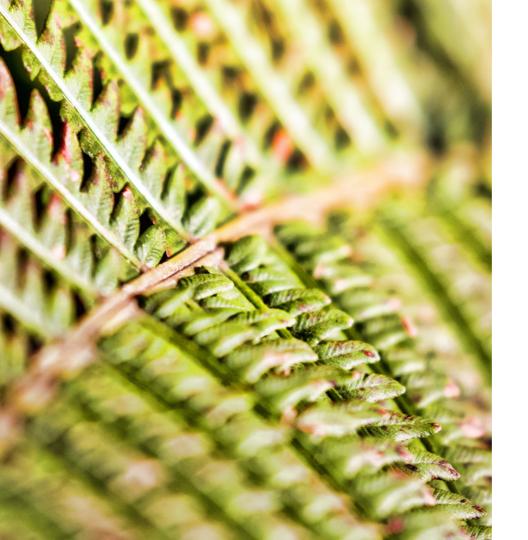
# Positive note

Some gains in mental health and addictions access.

### **Systemic Context**

System changes that include disestablishment of Te Aka Whai Ora and proposed Pae Ora amendments.

Equity remains unmet due to system design, cost-ofliving pressures, rurality, and cultural inaccessibility.



#### WHERE TO FIND US?



# Our platforms and channels

#### Website

https://tetiratu.co.nz/ Ngā karere | News - Te Tiratū IMPB

#### **Facebook**

https://www.facebook.com/TeTiratuIMPB/

### LinkedIn

https://www.linkedin.com/company/te-tiratūpartnership-board

#### YouTube

https://www.youtube.com/@TeTiratū

### **Newsletter**

Subscribe at: www.tetiratu.co.nz

# TE TIRATU

### What can Te Tiratū Iwi and Mataawaka member bodies do?



# Tell Us About Whānau Challenges

Advise us of any health challenges whānau are facing that we can advocate about to
Te WhatuOra /
Rangitāmiro Whānau
Ora Commissioning
Agency for support.



# Exemplar Role Models

Share health and wellbeing interventions with us that work well for whānau that you would like us to promote to Te Whatu Ora and/or across our social media channels and pānui database network.



# Promote Us to Your Networks

Promote our website newspage <u>LINK</u>, Facebook <u>LINK</u>, LinkedIn <u>LINK</u> and YouTube <u>LINK</u> channels across your networks.

#### **Events**

Let us know when you have any events on that you would like us to attend or promote.

We have a calendar page on our website LINK.

Nga mihi māhana

