

Navigating Whānau to Healthy Lifestyles

PART 3

Our Collective Impact Workforce

#tatou

ourselves • our whānau • our community Navigating your way to a healthy lifestyle



#### Introduction

E hara taku toa i te toa takitahi, engari he toa takitini.

My successes are not mine alone, they are ours, the greatest successes we will have are from working together.

One of the biggest challenges of a Collective Impact (CI) initiative is to bring together its strengths to translate its shared vision to action.

A key strength of our Whānau Centre CI initiative, #tātou, is its workforce and the talent and expertise they bring.

Progressing our two pronged Common Agenda;

- 1. to support whānau to improve their health and wellbeing with a focus on obesity,
- 2. to improve collaboration and health literacy in the Whānau Centre,

requires a fundamental shift in our workforces' thinking and way they work.

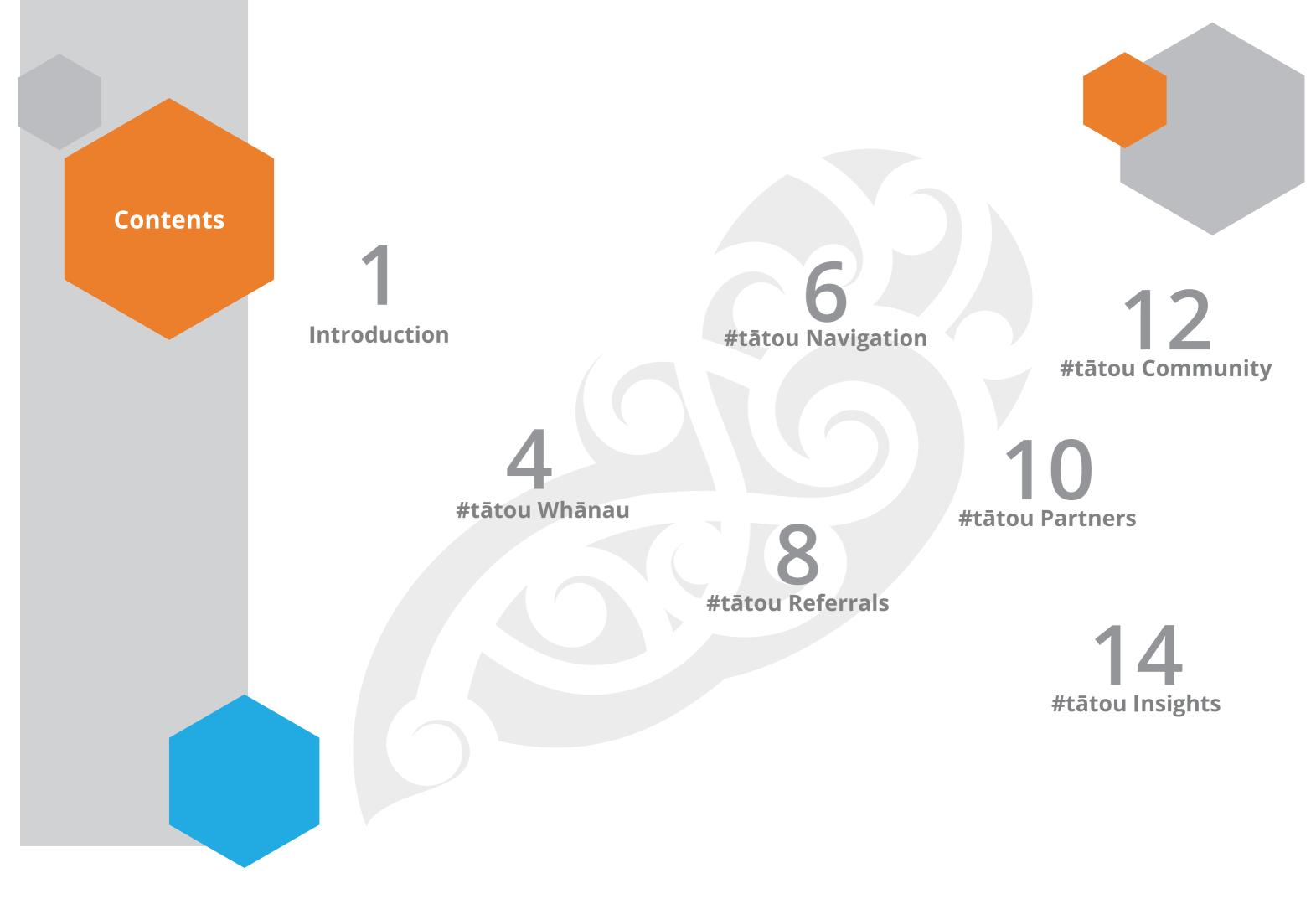
As a workforce we constantly need to think about our work as part of a larger context and consider how our contribution fits into the larger puzzle of activities. We must make an intentional effort to build trust across the different stakeholders, getting them to understand others' motivations, interests, concerns and leadership styles.

Working across the different stakeholders –whānau, partners and community, to address and support the needs and vision, as the CI evolves, is a priority to moving forward.

Within #tātou, meaningful and genuine engagement with whānau is pivotal to supporting them progress their individual plans and connect them to relevant services and resources.

It is also crucial to build robust relationships with our #tātou partners and facilitate connections with other West Auckland Community initiatives. Together this has enabled #tātou to grow a stronger collective platform to support our #tātou whānau.

#tātou has three kaiārahi (navigators) who engage with 264 whānau and link with the partners and community. This demands #tātou kaiārahi be adaptable, and evolve with the CI.





#### #tātou Whānau

One of the most important functions of #tātou kaiārahi is to support whānau to live healthier lifestyles -going beyond logistical choices and schedules. They help whānau develop and commit to an overall vision of a healthier lifestyle by identifying short and medium term goals and working alongside them to achieve these. Whānau develop plans and are referred to different services and resources to help achieve their goals. This involves a diverse set of functions by #tātou kaiārahi which are outlined below.

#### Whanaungatanga

Meaningful and genuine relationship leading to:



Mātau

Sharing knowledge around health, wellbeing, fitness and community



- #tātouTalks
- #tātouWalks
- **Examples**
- #tatouCooks
- Texts and email

#tātouTalks 837 views #tātouCooks #tātouWalks 543 576

views



**Tai Hiringa** 

Determining with whānau, whānau - centric approach

- Whānau ownership of plan

 Whānau were listened to Story told once

Whānau driven goals and milestones

Example #tātou Snapshot and planning tool

**Examples** 



 Weekly texting –sharing knowledge, introducing #tātou, encouraging/ motivating and organising health challenges

**Examples Continued** 

**Examples** 

• #tātou facebook page is a

whānau.

categories

successful forum to motivate

and interact, share knowledge

and promote services to #tātou

Design of whānau engagement

- Home visits to introduce and meet whānau
- facebook page
- Communication strategies aligned to levels of engagement by whānau
- Events to encourage participation

#### Kimi Whāinga

Navigating whānau to services and resources across Whānau Centre and community



Making whānau feel

comfortable to attend services



 Going with whānau to services for the **first time** 

· Participating with whānau at Trust Stadium exercise classes

## Aronga Whanokē

Innovative and evolving #tātou to meet whānau needs

Case management

strategies –

— Whānau engagement strategies

Communication strategies

- Social media utilisation texting, facebook and mailchimp
- Face to face communication home visits on a regular basis
- · Using data to inform practice to capture efforts, coding in Whānau Tahi Navigator system developing and integrating #tātou kaiārahi dashboards in our outcomes management system, Whānau Tahi

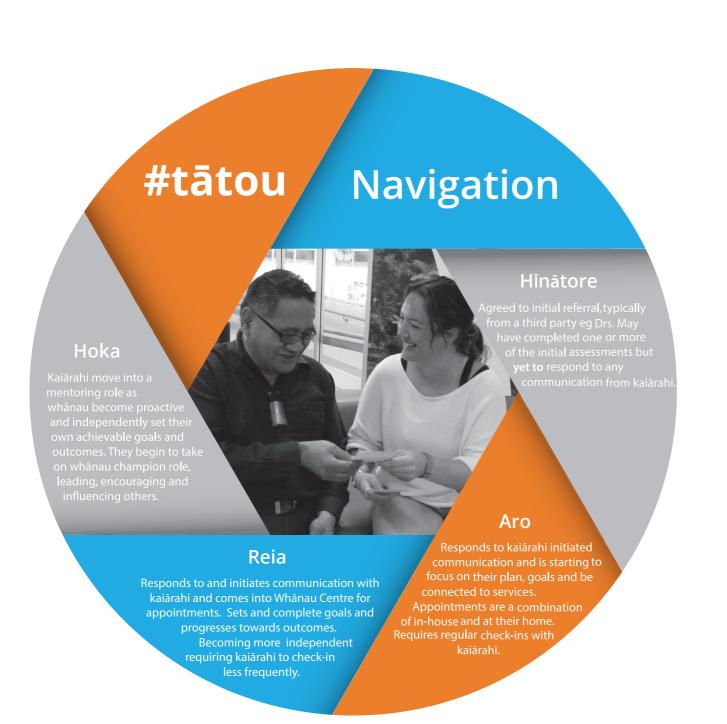


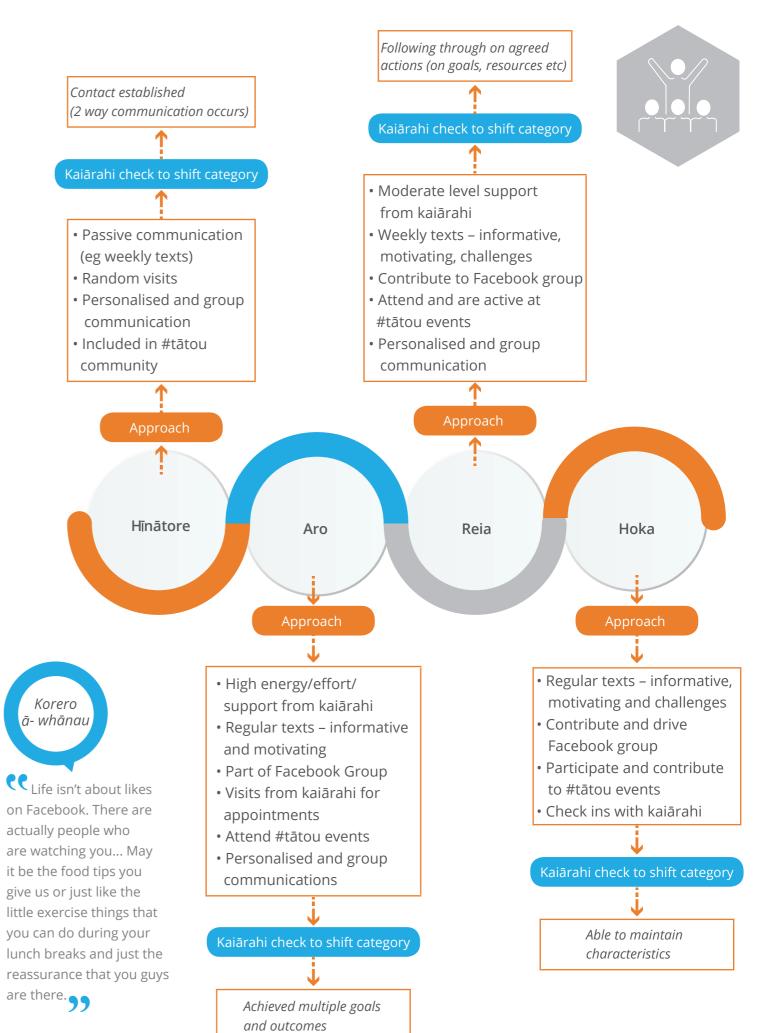




# #tātou Navigation Evolving our Key Navigation Tool

One of the key outcomes from a year of engagement with whānau, is the observation that each whānau are at a different stage of readiness to engage. Therefore, based on their engagement with kaiārahi, whānau were drawn into four categories. Analysis of the #tātou baseline generated four whānau readiness categories – Hīnātore (Under the Radar) 35%, Aro (In the Zone) 37%, Reia (Flying) 25% and Hoka (Soaring) 3%; allowing to pilot a tailored strategy for each category.







#### #tātou Referrals

Whānau can have multiple referrals to different services and resources depending on their specific requirements.

117 whānau on #tātou had 321 referrals from their kaiārahi to a number of resources and internal and external services

There were

321 referrals
to 29 unique services

Of these services —
21 were external services

21 were external services and 8 were internal services

#### **Outcome Area**



Referrals were commonly made in the following areas:

Reduction of weight — (19%) —

physical activity — (48%) —

diet
-(16%)

#### **Whānau Survey**

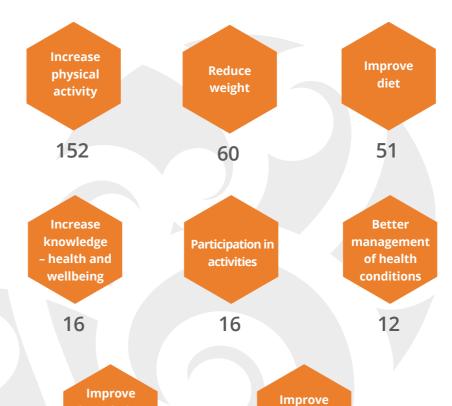


97% said their kaiārahi had helped them identify and work on their health priorities — and needs —

175 responses

92% said #tātou had improved their ability to plan and achieve goals

#### Referrals per Outcome Area



skills

10

2

Improve mental health

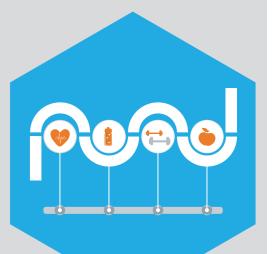
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1

leadership

knowledge

In conjunction with working with whānau, #tātou kaiārahi also navigate across the partners and communities to help gain a holistic perspective of the initiative and further develop their networks of existing services and support for whānau. Working across these different lenses helps develop a comprehensive approach to the mission of our evolving CI initiative - #tātou.







#### #tātou Partners

"Collective Impact moves at the speed of trust" - Greg Hills

Building trust is an ongoing process that is integrated into our work, and key to developing it is our workforce. In #tātou, our kaiārahi are pivotal in establishing robust relationships with and between partners. They translate the partners long term vision of full utilisation of Whānau Centre services, while linking opportunities and services across

Whanaungatanga

Robust relationships with Partners at frontline

and operational level leading to:

Willingness to work

with #tātou and share expertise

Understanding of services

across Whānau Centre

Attend partner staff meetings

• #tātou special at Columbus cafe

and kaimahi

- healthy food

Mātau

Sharing knowledge and resources around health,

fitness and community for whānau across Partners.

Video interviews introducing services

Workplace challenges such as "Steptober"

partners that arise and are of benefit to #tātou.

This also creates an environment where feedback on the effectiveness of services enables them to be tailored to meet the needs of whānau.

A brief description of the activities of #tātou kaiārahi with the partners follows:



Looking for mutual opportunities to work together:

Commitment to improve

Better understanding

of whānau needs

Better understanding of Partner's practices

#### **Examples**

- Joint planning with health promotion team
- WINZ knowledge workshops for Whānau Centre kaimahi

#### Kimi Whāinga

approach

Recognising the strength within Whānau Centre

#### **Examples**

- understand health terminology
- Introduction of #tātou snapshot self reflection tool



Centre and community



Usually you get your Zumba people, gym junkie, runner etc. with this challenge, it is the one

Ngā Hua o#tātou - Kairārahi Report

thing that your average person was able to come on board together. I've talked to people I haven't talked to before, someone said the word 'step' and we were away. A lot of whanaungatanga all around Whānau Centre, it has sparked us to have that conversation and now we are thinking about it.

Health Literacy

Cohesion - navigating the common ground

#### Whānau - centric

- Translating commonalities between clinical and non-clinical
- Kaiārahi completed the Health Coach Navigator course to

#### **Examples**

Shared Whānau Centre workforce development **opportunities** i.e. Health Coach Navigating, Social Return on Investment (SROI), Advocacy etc.

Improved relationships

with frontline staff

across Whānau Centre

**Improved referrals** 

between services

**Examples** 

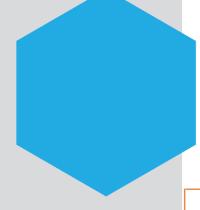
Shared resources for showcasing on #tātouTalks, #tatouWalks, #tatouCooks



**Examples Continued** 

 Invitations to events and inclusion of #tātou whānau

 Key messages drawing on Partner's expertise





### #tātou Community

Communicating the vision of #tātou to the community is another key role for #tātou kaiārahi as they interact with and develop their wider networks. Strengthening these community relationships facilitates a two-way sharing of knowledge and resources, which in turn leads to better informed practices to support whānau.

Whanaungatanga

Connections with West Auckland Community initiatives leading to:



Improved relationships with community and understanding of organisations within

– Whānau Centre —

Access to services available outside Whānau Centre

Better understanding of services in the community

(growing networks)



Programs that better meet needs of whānau



**Examples** 



- Liaising with Green Prescription to ensure #tātou whānau understand services and opportunities better
- Implementing low impact exercise classes as a response to whānau needs

#### Mātau

Sharing knowledge and resources around health, fitness and community for whānau and services



 Showcased via #tātouTalks, #tātouWalks, #tātouCooks





• Interviews with Radio Waatea

#### Kimi Whāinga

Improved understanding of community resources



Examples

#tātouWalks showcasing community parks



Whānau Centre
 Service Matrix developed





### #tātou insights

He waka eke noa

A canoe which we are all in with no exception – We are all in this together.

Collective Impact efforts coordinate the actions of many organisations, requiring an intentional structure and adaptive approach. Reflecting on our CI journey so far, #tātou kaiārahi have been an instrumental part of our structure.

Their role in developing relationships across Whānau,

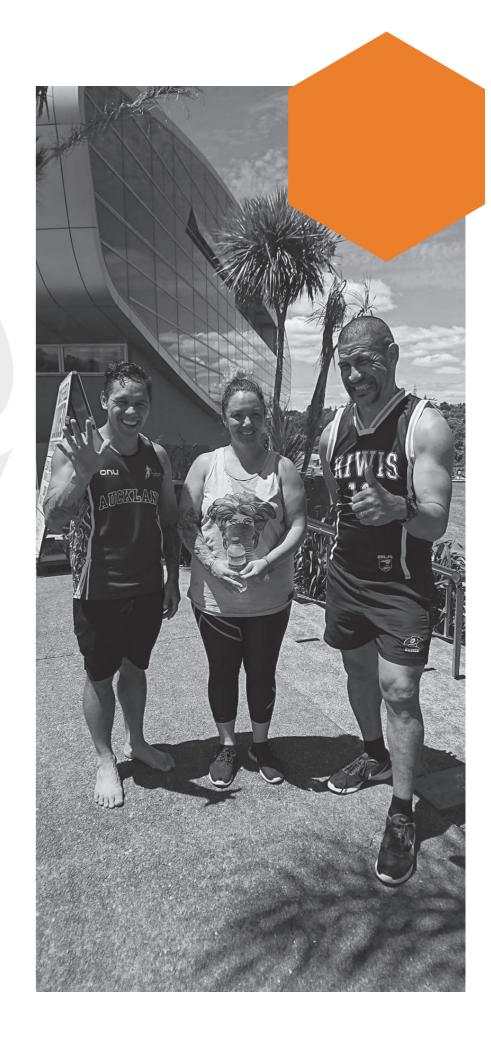
Partners and Community has been critical in building frontline momentum while the Steering Committee supports its management and ongoing strategy.

- #tātou kaiārahi work with three lenses Whānau, Partners and Community and thereby adjust their approaches for each.
- #tātou kaiārahi utilise different planning, communication, engagement and reporting strategies for each lens.
- Relationships, networks, understanding and willingness to collaborate are developed through #tātou kaiārahi initiatives and whānau voice.
- Key to effective case management and reporting to Partners is utilising the Whānau Tahi Navigator system to capture their overall efforts and learning to use the data to inform and refine their practice.

#tātou kaiārahi

> I understand CI now. #tātou is a small portion of the bigger picture but still an important part. So it's been about whānau, Partners and data.

> > "



**Ngā Hua o #tātou**− Kairārahi Report