

Annual Report

2022 - 2023



Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE



Welcome Note

On the 1st of July 2022, New Zealand moved to a new national health system. We saw the establishment of Te Whatu Ora - Health New Zealand (HNZ) and Te Aka Whai Ora - the Māori Health Authority (MHA) as permanent entities to replace District Health Boards DHB's.

At first, we didn't feel much of a change, but as the year took hold and the mahi began, we could start to feel the ambitions of this transformation. The aim of these changes is to improve the health and wellbeing of all New Zealanders now, and into the future following these key principles:

- **People-centred:** a system that brings together the voices of all communities.
- **Equitable:** a system that focuses on working in partnership with Māori and honouring Te Tiriti o Waitangi.
- **Accessible:** a system that offers more equitable, convenient and integrated access to services for all New Zealanders.
- **Cohesive:** a national health system that delivers locally, supported by co-ordinated planning and oversight.

In designing a health system with the above principles, it will enable a whole-of-country view to planning and delivering services, helping it to be efficient and consistent everywhere. It also means that when it comes to health services, where you live will matter less than what you need.

The emphasis on digital technology, with this new system, will mean that eventually, no matter where you go in the country, your medical records will be accessible to whichever provider you attend. This will better allow for continuity of care and mitigate the risk of things falling through the gaps. You will also be able to gain access to services in your home, hapori, and rohe.

The mahi has already started, and we are excited to see where the fullness of this change leads us.



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Letter from the Co-Chairs



— Co-Chair Paora Stanely – CEO Ngāi Te Rangi & Co-Chair
Dr Daniel McIntosh.

As we conclude another year, we are reflective of the myriad of emotions and experiences we have journeyed through. We look past the pandemic while recognizing the challenges it posed and the learning we gained.

Taking the learning forward, we expand our health reform mahi through the embedding of localities into our health and wellbeing framework within the Western Bay of Plenty rohe. We also take a moment to acknowledge the ongoing network pressures on providers, while we work toward solutions to support them now and into the future.

While COVID-19 threw us a curve ball, it further enhanced our natural resilience and aptitude for change, which has left us perfectly poised to roll out the health reforms within our rohe. Over this past year, we have begun embedding the locality model. What this model allows for, is place-based planning for health and wellbeing services, which gives whānau and community a voice on how health care is delivered in their location. It also gets different health and well-being organisations to work together, reducing fragmentation and resulting in a better overall healthcare experience.

Central to this, is equity, particularly for Māori. We support a community health system that addresses the structural drivers of inequality and poor health and well-being outcomes. Iwi and providers continue to grow their relationships and the planned development of our Iwi-owned Māori commissioning agency, Tino Rangatiratanga Iwi Commissioning Agency (TICA), will be vital to delivering a service to Māori and to meet our objectives before us.

Throughout this report, you will see examples where the PHO has utilised the power of collaboration and partnership to reduce inequity in our rohe. It is this power of collaboration that we will lean on in the coming year, to focus on one of our key priority health directions, of taking an end-to-end population health approach to the prevention, intervention, and treatment of diabetes.

Another way we will drive equity with partnership is through our support to providers. Our providers experience ongoing network pressures, which are documented regularly by the media, and felt equally by our community. We continue to work in collaboration and toward solutions for our providers, to ensure they can continue to meet the needs of their respective communities.

“We support a community health system that addresses the structural drivers of inequality and poor health and well-being outcomes.”

From the vantage point of the Chairs, it's commendable to witness the strides we've made, navigating the intricate landscapes of change and challenge in the health sector. As we approach the close of this year, there's much to be proud of. Financially, we stand on stable ground. Operationally, our services continue unabated. Most importantly, the spirit and morale of our team remain high, with many bright and cheerful faces contributing daily.

A heartfelt thank you to our PHO kaimahi, steered proficiently by our CEO, Lindsey Webber, and the Board for its unwavering support this year and into the next. It's with a sense of pride and accomplishment that we can look back at our journey. We've not only met challenges head-on but have thrived amidst them. Well done to everyone involved, and here's to more success in the upcoming year.

Ngā mihi,



Paora Stanley and Dr Dan McIntosh – Co-Chairs

Letter from the CEO



— Lindsey Webber – Chief Executive Officer.

The Strength in Understanding Our 'Why'

With the worst of the COVID-19 pandemic behind us and the ongoing implementation of the health system reform in front of us, I am confident in our future as an organisation that gets stuff done.

We have always been bold, courageous, and open to new ways of thinking. We were the first, and we still are, the only PHO to be governed by a unique JV partnership between Iwi and Providers. As we approach 20 years of this joint venture, we can be proud of our strength and success in navigating the multiple changes over the past two decades.

While the Pae Ora (Healthy Futures) Act 2022 is new, its purpose is not new to our mahi at the WBOP PHO. We have always been focussed on improving health for our rohe; ambitious about achieving equity, particularly for Māori, all while building toward healthy futures for our community. It is embedded in our mission, vision, and values, and reflected in the partnerships we hold. We were on this path before it was paved.

Under this new and exciting landscape, we will embrace this energising journey, and continue striving to excel in the delivery of equitable health outcomes to those we serve. While many new things are happening around us, our 'why' remains the same, and this keeps us grounded. We know what we are here for and continue in our everyday mahi with passion.

I want to acknowledge our PHO kaimahi and those working across our provider networks for their outstanding contributions over the last year, often under difficult conditions brought about by workforce, environmental, and economic challenges.

We are not doing this mahi alone. If COVID-19 taught us anything, it was the strength of collaboration and partnership. We saw this on a global level, and more importantly, we saw

this in our rohe and within the PHO itself, as we made the best use of our knowledge and expertise, to help keep our community safe and supported.

Great teamwork can only be achieved when the team sees themselves as intricately connected to each other and to the vision of what they are trying to achieve. This all comes together as a reminder to us, that we all have an important part to play in achieving our vision but that we can't and shouldn't expect to do it alone.

This brings me to reflect on our Iwi and Provider joint venture and the power and value of this authentic partnership. Authentic partnerships are more than just contractual arrangements. They are rooted in transparency, open communication, and a sincere desire to achieve common goals. I want to thank our board and their unwavering commitment to protect and nurture this co-governance approach.

Our partnership with general practice providers and Iwi has been built on mutual respect and a shared understanding of each other's strengths, weaknesses, and aspirations. This has enabled us to foster an environment where all parties can be vulnerable, take risks, and learn and grow together. I have been really heartened lately to see how our partnerships are achieving meaningful change in communities, fostering cross-cultural understanding, and driving progress in addressing inequities that exist in our rohe.

Our determination and resolve to change the things we can, as advocates for equity, is stronger than ever. In our kōrero with our PHO colleagues on the future form and function of organisations like ours, I was encouraged by the importance given to authentic Te Tiriti o Waitangi partnerships and how this is driving our action for change. Seeing our indigenous leaders not just at the table but at the heart of our system is to be celebrated and will be critical to the success or otherwise of the reforms.

During the Study Tour I attended in May 2023, we heard from well-established locality networks. What is clear, is that successful health systems rely on the intertwining of friendships, passion,

“Our determination and resolve to change the things we can, as advocates for equity, is stronger than ever.”

innovation, and hope. It is also about not limiting our thinking to the next 5-10 years, when we set about strategic planning, let's think about strategy in terms of generations to come. I was so impressed with one of the First Nations providers we visited in Canada where every plan they make considers the impact on the next seven generations.

When considering this, we remember, that there is much to learn from the teachings of our ancestors, the wisdom of our elders, and the fresh naivety of our youth. If we can hold this vision bright and clear and firmly in our sights, we can and will achieve a significant change in the well-being and health of all New Zealanders.

Arohanui,



Lindsey Webber – CEO

Our Practices

Bethlehem Family Doctors

Bethlehem Medical Centre

– including

Ōmokoroa Medical Centre

Chadwick Healthcare Limited

– including

Chadwick Bethlehem

Chadwick Greerton

Chadwick South City

Chadwick Tauriko

Cicada Health

Dee Street Medical Centre

Epic Health Medical Practice

Family Doctors Ltd

– including

Pyes Pā

Brookfield

The Lakes

Farm Street Family Health Centre

Fifth Avenue Family Practice

– including

5th Ave on 10th

Gate Pā Medical Centre

Girven Road Medical Centre

Hairini Family Health Centre

Healthcare on Fifteenth

Katikati Medical Centre

Mount Medical Centre

Ngāti Kahu Hauora

Ōtūmoetai Doctors

Pāpāmoa Beach Family Practice

Pāpāmoa Pines Medical Centre

– including

Pāpāmoa Pines @ Whitiora

Poutiri Wellness Centre

Tara Road Medical Centre

Te Puke Medical Centre

Te Puna Doctors

The Doctors Bayfair and Papamoa

The Doctors Bureta

The Doctors Kopeopeo

The Doctors Phoenix

The Doctors Tauranga

The Doctors Total Health

The Doctors Welcome Bay

Third Age Health (Tauranga)

Our Population

Working alongside our General Practices and Iwi, at the Western Bay of Plenty Primary Health Organisation, we support healthy lifestyles and quality healthcare services for a growing number of people in our local communities.



**TOTAL POPULATION
ENROLLED:**
207,872

+1.4%



**MĀORI POPULATION
ENROLLED:**
32,926

+2%



**TOTAL PATIENT CONTACTS
WITH GENERAL PRACTICE:**
771,926

+38,934



**MĀORI PATIENT CONTACTS
WITH GENERAL PRACTICE:**
109,730

+1,861

Funding received on behalf of
General Practice was

\$46,562,967

in the year ended 30 June 2023
for the enrolled population.

This funding is used to
provide services that promote
population wellbeing and
management of personal health.

Other targeted funding is
received to enable clinical
programmes and interventions
to address specific areas of
primary health care.

The Western Bay of Plenty PHO currently serves 77.5% of the estimated population living within the Bay of Plenty. Residents are dispersed from Waihi in the west to Whakatāne in the east. 15.8% of these identify as being Māori and a further 1.7% as Pasifika. People who identify as Asian accounts for 8.2% of our enrolled population.

Net growth in enrolments at General Practice averaged

1.4%

over the year.



**PASIFIKA
ENROLMENTS:**

+5.6%

**ASIAN
ENROLMENTS:**

+11%

**65+
ENROLMENTS:**

+1.8%

**UNDER 25
ENROLMENTS:**

+29.5%



**SMOKERS
SUPPORTED
TO QUIT:**

+6.6%



**NEWBORNS
ENROLLED
BY 3 MONTHS:**

+1.1%



Our PHO Whānau

Growth and Enablement

This year has seen significant growth in our staffing numbers across the PHO with an 18% increase over the previous financial year. This has included the expansion of our Integrated Primary Mental Health and Addictions (IPMHA) Team to meet our community needs within practices, as well as our in-house enablement functions to keep us operating smoothly as an organisation.

In addition to this, we have put a strong focus on workforce development, bigger steps toward diversity and inclusion, as well as staff engagement.



GROWTH IN THE IPMHA TEAM

This financial year saw a tremendous level of growth within the Integrated Primary Mental Health and Addition Service team. Building capacity across our practice network has been a top priority as demand for the service continued to grow around the rohe. Over the course of the year, the service grew significantly, including two new leadership roles.

The overall size of our IPMHA team accounts for nearly one-third of the PHO.

We have been able to deliver quality IPMHA support to our ever-growing practice needs and demands and deliver on the key program objectives of:

- Increasing access and equity of access
- Reducing wait times for mental health and addictions support
- Improving population health and equity outcomes.

“Growing a culturally dynamic workforce has been a key priority for the IPMHA team to complement the diverse nature of our rohe, particularly with a high number of kaimahi that identify as Māori to support the needs of whai ora,” says IPMHA's Programme Lead.



INVESTMENT IN OUR IN-HOUSE ENABLEMENT FUNCTIONS

As part of our ongoing commitment to excellence, we have made strategic investments in our in-house enablement functions. This has allowed the PHO to drive future success in line with our organisational strategies and values.

- In May this year, we saw our Marketing and Communications capability move from an external agency to an in-house function. "Marketing reaches all corners of the organisation, and being in-house, allows for quick responses to the complex needs of our PHO, enhancing our overall capability in this space," says the newly appointed Marketing and Communications Manager.
- This year also saw further investment in capacity within our finance team, with the addition of a Management Accountant. The Chief Financial Officer commented that "The additional capacity within the team will allow for more partnering opportunities with the various teams across the PHO."
- We also welcomed a new People and Culture Advisor to the team in May. He said, "I am excited to join the PHO whānau and look forward to bringing my P&C experience and further enhancing our positive and inclusive workplace culture".

"... we know the value of our dedicated and hardworking kaimahi across the organisation."



INVESTING IN OUR PHO WHĀNAU

At WBOP PHO, we know the value of our dedicated and hardworking kaimahi across the organisation. In the past year, we reaffirmed our commitment to their development through the Workforce Development Plan, which was established through consultation and aligned with Te Pae Tata, setting out the priority workforce development needs and actions for the PHO.

With the approval of 2023/2024 Workforce Learning and Development Plan, employees can access 1.5% of their gross salary, pro-rated for part-time employees to be utilised for opportunities that are relevant to their role and in supporting their professional development.

The Workforce Development Adviser, has developed a Leadership Development framework, alongside three other recommendations, which include coaching and mentoring, transformational change, and succession planning.

It is accepted that successful leaders have well-developed skills in the areas of leadership, coaching and mentoring, transformational change, and succession planning. There is a natural progression at each level of leadership through each of these competencies and that progression will be built in, and apparent throughout the framework.

With the development of localities well underway, we should consider the impact that change can have on our workforce and the way we work. We can start building change competencies early, to support employees to be early adaptors to change.

The Leadership Development Framework looks at these 3 different leadership wakas:

- Leading self
- Leading others
- Leading the organisation.



SUPERCHARGING DIVERSITY WITHIN THE PHO

The PHO has continued its commitment to growing and celebrating diversity in the workplace by seeking the Rainbow Tick. Rainbow Tick evaluates an organisation's level of LGBTQIA+ (Lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual, with the '+' representing the future expansion of gender identity) inclusion in five separate areas:

- Policies
- Staff training
- Staff engagement and support
- External engagement
- Monitoring

The accrediting authority also offers a training package, advice, and resources on best practices. By signing up for Rainbow Tick, we are confirming our commitment to support our rainbow community as an ally in the primary health sector.



STAFF ENGAGEMENT

This year has seen our calendar packed full of events and activities, too numerous to name them all individually, but which kaimahi always brings energy and engagement. We raised funds to support causes around the motu, including the raising of over \$500 during the Pink Ribbon bake sale, raising funds for the Breast Cancer Foundation and led by the Social Club. Many staff have attended monthly whakatau to welcome new members to the PHO whānau and we have enjoyed He Pounamu sessions led by Te Haana Jacobs and aimed at providing a safe and comfortable space to not only learn Te Reo Māori but also Te Ao Māori with kaimahi.



COLLABORATION WITH TE WHATU ORA

To support the management of the COVID-19 Care in the Community Team at Te Whatu Ora, the PHO offered support to the kaupapa by providing leadership to the team based in Devonport Road. This was instrumental in providing capability to the team whilst managing the constantly evolving COVID-19 response across the wider Bay of Plenty region.





Māori Health Planning and Iwi Partnerships

Our Commitment

We will support a community health system that addresses the structural drivers of inequality and poor health and wellbeing outcomes for Māori that were identified in the Waitangi Tribunal Wai 2575 Health Services and Outcomes Kaupapa Inquiry.

PARTNERING TOWARD EQUITY

Over the past year, we have had the privilege of working with our Practice partners on their equity journey and seeing this mahi blossom. It has been reassuring to witness their genuine commitment to making big changes, through small steps, every single day.

Practices have sought a range of support in their focus on equity, such as achieving RNZCGP Foundation Standards, completing the Cornerstone Equity Module, facilitating connections with their local Māori community to establish meaningful and enduring relationships, and engaging with Kaumātua for their Mātauranga Māori (Māori knowledge) expertise.

Equity in WBOP General Practice

WHITIORA MEDICAL CENTRE OPENS

After thorough planning, building, and implementation, the new and improved Whitiara Medical Centre facility opened on 12 October 2022, being blessed by Ngā Pōtiki Kaumātua Reg Tahau. Staff from the new facility gathered outside the centre for the blessing, before enjoying a shared breakfast and commencing their first day of work.

Reg Tahau was very impressed with the way the morning went, in fact, both he and his wife mentioned that this was the best blessing they had attended, and Reg has carried out many blessings. Reg commented that the artwork in the reception area was a welcoming piece of artwork.

Following the blessing, the team at Whitiara Medical Centre hosted an open evening celebration. Golden Sands Primary School kapa haka group welcomed guests by performing waiata, before leaders from the facility said a few words to thank those who played key roles in the project. The evening displayed the strong connections between staff members, whānau, and the wider healthcare sector.



— Co-owners of Whitiara Medical Centre and Pāpāmoa Pines gather for a celebratory photo of Davitt Sheahan, Pamela Sheahan & Jen Brodie.

EQUITY JOURNEY UNITES TEAM

Katikati Medical Centre is on a mission to better meet the health and cultural needs of its increasingly diverse community. The practice team of 44 staff have embarked on an equity journey and are strengthening their understanding of Te Ao Māori and other cultures as part of a commitment to improving access to healthcare for their 9,500 enrolled patients. Practice data is used to inform decision-making as they work towards delivering more culturally responsive services.

Nurse manager Barbara Dunn leads the practice's equity team, with cultural officer and diabetes nurse Cushla Money helping to champion efforts for service improvement, along with nurse

colleagues Navkiran Kaur and Faith Blair, and administrator Hayley Robertson. Since March 2022, the team has organised training on topics relating to unconscious bias and Te Tiriti o Waitangi, as well as adopting more Te Reo Māori when greeting patients. Planning for bilingual signage and training on the correct pronunciation of Indian names is also underway.

The work supports their efforts to complete the Royal NZ College of General Practitioners' equity module for accreditation as a teaching practice. But Barbara stresses that the work is far more than a 'tick the box' exercise. "There's a heightened awareness about the importance of equity, and for us, we want to make our team aware of how we can all make simple changes. Over time, it will become embedded in our everyday practice. It's important work and we're grateful to our practice directors for backing us to do it."

The PHO's equity team, including Director of Māori Health and Wellbeing, Kiri Peita, and Equity Programme Lead, Michaela Kamo is supporting the Katikati team as they roll out their changes. A focus for Cushla is building connections with other community and Iwi-focussed health providers.

"As well as Māori, we need to forge links with our Pacific Island and Indian communities for whom diabetes can sometimes be challenging for them to manage due to various barriers, including language," says Cushla. "Navkiran is a real



— Katikati Medical Centre's equity team (from left): Hayley Robertson, Cushla Money, Navkiran Kaur, Barbara Dunn, and Faith Blair.

asset to our team by translating a lot of health information for our Indian patients. We have pamphlets in Punjab and Hindi, but I'd like to do a lot more for other cultures too."

Practice manager Keren Hoogwerf is supporting the team by examining their enrolled patient data, and identifying how their Māori population is engaging with the practice.

"Ten percent of our patients are Māori and most of them have had contact with us over the past year. Now we want to drill down and better understand the barriers for anyone not seeing us," she says. "That can take more time in a recall conversation to find out what's preventing them from using our services. Is it that our opening hours clashing with when they work? We need to ask those questions and then use that information to target our resources to better meet their needs."

CONNECTIONS OF WELLBEING

Fifth Ave Family Practice has unveiled and blessed a beautiful Porohita weave in their reception area, furthering their commitment to incorporate a bicultural approach within the practice. The artwork is a celebration of the existing and future relationships with Māori patients and whānau. Created by Rangi Ranui and titled *Te Mauri* (The Life force), the artwork symbolises the connection between spirit, mind, body, whānau (Te Whare Tapa Whā), and our overall health and wellbeing.

Rangi used specific colours to represent holistic wellbeing. The weave highlights the importance of *Te Wairua* (the spirit), represented through natural colours, *Te Hinengaro* (the mind), represented through red, and *Te Tinana* (the body), represented through black. As an integral part of wellbeing, whānau connections are additionally signified by the outer fringe.

Taking three days to prepare and another week to put together, Rangi says each element is interconnected and makes up who we are. "The weave represents warmth and love and I hope it brings the same energy to everyone who looks at it," she says.

Dr Todd Hulbert and Dr Tania Stokes, two members of He Waka Eke Noa, a rūpū committed

to creating a warm and welcoming environment at Fifth Ave Family Practice, also spoke at the blessing. "We strive to create an understanding of health and wellbeing and how it impacts all of us," says Todd. "This weave broadens the traditional picture of health to include family, spirit, belonging, and so much more."

Tania says the practice embraces a biopsychosocial approach to health, acknowledging how the mind, body, spirit, and whānau all influence health and are important dimensions of wellness. "We hope that this piece of art helps patients feel a sense of belonging, safety, and importance in their overall wellness journey."

Tawharangi Nuku, He Waka Eke Noa's kaumātua, blessed the art and opened with a karakia. Tawharangi is a guiding light and so much more within He Waka Eke Noa rūpū. His support has helped lead the rūpū through the positive changes on their bicultural journey.

Formed as a part of Health Care Homes to support equity within the practice, He Waka Eke Noa focusses on learning, developing, and modifying the practice to improve health and wellness for Māori whānau. The rūpū explores ways in which it can make a difference in Māori health outcomes, showing commitment and passion, and striving to become more understanding, responsive, and incorporative of a Māori world view.



— Artist Rangi Ranui and kaumātua Tawharangi Nuku with the blessed woven artwork.



Māori Primary Health kaiārahi

— Pictured from left Dr Jeff Lowe – Chair GPNZ, Kiri Peita Director Māori Health and Well-being WBOP PHO, Mihi Blair Kaiwhakahaere Māori Procure, Minister Andrew Little, Irihapeti Mahuika Director Hauora Māori and Equity Pegasus Health (Chair Ngā Matapihi o te Wairua), Cherie Seamark Kaiwhakahaere/Māori General Manager – Tu Ora Compass Health, Justine Te Moananui-Makirere Bi-cultural Educator Tu Ora Compass Health.

Equity from a National Lens

PRIMARY CARE PLAYS A KEY ROLE IN BRIDGING HEALTH INEQUITIES

On 9 November 2022, Ngā Matapihi o te Wairua, a rōpū of senior Māori Primary Health Care kaiārahi (leaders), met with Minister of Health Andrew Little to discuss health equity leadership in primary care and its role in contributing to the collective effort of improving access for Māori.

Having already created several initiatives for healthcare organisations to adopt, the rōpū, which is made up of representatives from GPNZs 24 member PHO networks, met with Minister Little to form a relationship and work with the government to create enduring, positive change for Māori.

WBOP PHO Director of Māori Health and Well-being, Kiri Peita, who has been fundamental in the leadership and development of the rōpū, attended the meeting to support the kaupapa of the rōpū.

“This meeting was a great opportunity to promote our rōpū, our Pou and signal that we

are willing to genuinely engage and co-design with both Te Aka Whaiora and Te Whatu Ora, to be a voice of whānau and provide a Primary Care perspective. We are supported by our organisations, and we have been mandated,” Kiri says.

Sharing the purpose of the rōpū, the work they have done to date, and future activities to bridge health equity gaps and shift cultural and social norms, Minister Little acknowledged that Primary Health Care is where the most significant difference will be made.

The rōpū offers a positive, collective, and collaborative voice for Māori in primary health care, representing the interests of 80% of the enrolled Māori population and supporting cultural change in General Practice.

Providing a consolidated view on matters of primary health equity for kaimahi Māori and Māori communities and creating a hub where Māori health-related material can be shared between member PHOs, the rōpū is focussed on action and change with a collaborative, collective voice.

WBOP Commitment to Equity

DEMONSTRATING OUR COMMITMENT TO EQUITY

With the aim of getting to know the stories and impacts of colonisation, wars, and land loss, the General Practice equity champions joined PHO staff on the cultural haerenga, visiting local sites of significance such as the Battle of Gate Pā site and the Battle of Te Ranga site.

Championed by the CEO and Kiri Peita, Director, Māori Health and Wellbeing, the opportunity acted as a stepping stone for the PHO's ongoing equity journey, which, in combination with their other efforts in this space, aims to address the many components of inequity.

"Visiting historical sites can lead to a deeper engagement with historical events and gives us an opportunity to develop a fuller appreciation for those who lived before us.



— On the cultural haerenga at Pukehinahina (Gate Pā).



— PHO kaimahi/staff and General Practice Equity Champions gather on Mauao to explore its history.

"These experiences are invaluable to both individuals and the PHO as an organisation," Kiri says.

There were several aspects to the cultural haerenga, starting with the Māori whakataukī (proverb) 'Titiro whakamuri, kōkiri whakamua', which means to look back and reflect so we can move forward. "We need to learn from the past and look back to assess and understand whether we have been successful or unsuccessful in previous endeavours.

"When we look back at these experiences we can learn from them, bettering ourselves for the future. There is no future without the past and trying to look at inequity within healthcare and Aotearoa society is impossible without full recognition of past events and trauma that families faced and still carry with them in a very real way," Kiri adds.

Kiri has a personal connection to the WBOP PHO's equity journey and says the aim of the cultural haerenga was to influence a change in practice, approach, and thinking.

"The haerenga is of particular significance to me as one of my ancestors, Hori Taiaho Ngatai, as well as other Ngāi Te Rangi warriors, defeated the British at Pukehinahina, or Gate Pā, on 29 April 1864. The battle was notable for the sophistication of the trenchworks and for the humanity shown to wounded British soldiers."

Using the cultural haerenga as an opportunity to walk in tangata whenua shoes and hear from Kaumātua, PHO staff were able to understand more about the history of the rohe.

"We are not responsible for colonisation, but we need to address the impact of it and the inequities it has caused such as the erosion of traditional practices, the loss of cultural identity, and large-scale confiscation and theft of Māori land which has resulted in the loss of many cultural protective factors.

"It's confronting but important. It helps us address inequities for tangata whenua, says Kiri. The cultural haerenga helped increase knowledge of Te Ao Māori among WBOP PHO staff, allowing them to support and create environments that will allow Māori to flourish.

“Experiences like the cultural haerenga help us find ways to encourage conversations with people that need to understand the ‘why,’ especially those who may be resistant to equity concepts.

“This is core to creating equitable health services and therefore it must be the primary focus of our mahi. Our cultural journey is influencing and changing our mahi and we’re looking forward to making more changes within this space,” Kiri says.

Showcasing Iwi Services

NGĀI TE RANGI

Koi Ora is a leadership development programme that focuses on the enhancement of hauora Māori for rangatahi (youth). A core focus of the Koi Ora program is to strengthen their identity as individuals, as Uri (descendants) of Ngāi Te Rangi Iwi, and as individuals of Whakapapa Māori (Māori Ancestry).

This is achieved through the exposure to and participation in traditional and cultural practices, by visiting Waahi Tapu (significant and sacred lands) and hearing Pūrākau (stories) and Kōrero Hītori (historical accounts) from Kaumātua (elders) and Haukainga (Home people).

Key outcomes of the programme are:

Hauora – Providing avenues and exposure to experiences for Rangatahi to balance all aspects of their own Hauora. - Taha Hinengaro - Taha Tinana - Taha Whānau - Taha Wairua - Te Taiao.

Tuakiritanga | Te Ao Māori – Providing a space for Rangatahi to be authentic and explore their own Tuakiritanga (identity) and those around them. Confidence built among Rangatahi to feel safe and comfortable on Marae.

Ngāiterangitanga – Learning stories and histories of Ngāi Te Rangi and Tauranga Moana and visiting significant sites that correlate to the stories and histories. - Connecting with key contacts at marae including kaumātua to establish a sense of belonging. - Learning Waiata is significant to Tauranga Moana and Ngāi Te Rangi.



– Koi Ora rangatahi hearing Pūrākau.



– Koi Ora rangatahi participating in marae games.

NGĀTI RANGINUI

There are three programmes within the Mataora service: Mental Health and Addiction Co-existing Problems Counselling, Trauma Counselling and Peer Support Advocacy.

Ngāti Ranginui Mataora services are focused on individual and whānau transformation through the services they provide to Iwi, Hāpu, and community within the tribal boundaries of Ngāti Ranginui.

The service offers a range of treatment therapies; Narrative Therapy, Cognitive Behavioural Therapy, Dialectical Behaviour Therapy, Acceptance and Commitment Therapy, Traditional Healing (Mirimiri), Homeopathy, Acupuncture Body work, Pūrākau Narrative, Somatic Experiencing, Virtual Reality Therapy, Play/Art Therapy, Lived Experience, Nutrition and Exercise, Whānau Centred Therapy. All services are cloaked within a Kaupapa Māori framework.

Mataora service philosophy is “It takes more than just a hammer to build a whare” With the multitude of healing approaches that can be offered for whānau, in essence will support the outcomes of “Whanau Ora”.

Services in the Community

RANGIORA HUB: EVOLVING TO MEET COMMUNITY NEEDS

For patients requiring support for their health and wellbeing, as well as the flexibility of a walk-in clinic with Monday to Saturday opening hours, the Rangiora Hub is a great option.

At its inception in June 2022, the focus of the Hub was on providing access to COVID-19 vaccinations, and other immunisation services, alongside health care information. With the pandemic ending and the immediate needs of the community changing, Rangiora Hub has adapted its services. It now offers support to pregnant women and new mums; lifestyle services like nutrition and diabetes advice; disability support and services; cervical screening, evening groups on key well-being topics, and even financial mentoring.



The Rangiora Hub is a partnership between Ngāti Ranginui Iwi and Te Whatu Ora and is open to everyone in Tauranga. The hub also aims to create continuity of care, connecting patients with GPs, and supporting them with their hauora.



— Recipients of kai packs and notes by Desmond Tata (top centre).

A KAUMĀTUA CONNECTED COMMUNITY

Local Iwi, Ngāti Ranginui, is leading the way in its support of kaumātua in the community, through its Mauri Ora Programme.

“Our programme is about wrapping support around our kaumātua, so they feel protected, connected, and full. We drop off kai packs, offer kori kori tinana classes and keep our kaumātua connected to their marae, hapū and Iwi through organized activities,” explains Carlin Tata, Mauri Ora Pouārahi, Ngāti Ranginui Iwi.

One of the Kuia that has received a food bag from Mauri Ora with pork bones and kumara, which she turned into a delicious boil-up, is Nanny Ataraita. Nanny Ataraita is 90 years young and continues to live independently within her community.

“We aim to give our tangata the tools to empower them for healthy living, which is in line with our whakataukī – Kia Tu te Mana o Ranginui, living a health-conscious lifestyle.”

Kaumātua, are one of the six focus areas of the Mauri Ora Programme, which looks at the whole whānau life and cycle - Wahine Ora, Tāne Ora, Tamariki Ora, Rangatahi Ora, Kaumātua and Marae Wānanga. The programme currently supports 70-80 kaumātua in Tauranga Moana, who live independently or with whānau.



— Recipients of kai packs and notes by Nanny Ataraita (top left).
— Credit: Kylie Heke for photo compilation.

Carlin notes, “we hope to increase this number and are working on Kaupapa to re-engage our kaumātua who have struggled to connect outside their homes post COVID-19. There is a fear post COVID-19 for many people, but especially with our kaumātua, who must be mindful of their health, and we want to create a safe environment with a sense of normalcy around mask-wearing and sanitising.”

Mauri Ora, in partnership with WBOP PHO, was launched in 2016 and offers a variety of lifestyle programmes, which we will showcase in coming issues, including Māori fitness programme PATU Aotearoa, marae assistance to establish Maara Kai (veggie and herb gardens), Rugby development training, Men’s health programmes and Kaupapa that includes a focus on traditional kai gathering methods. If you are keen to learn more, or you have kaumātua who might benefit, please reach out to the Marketing team at the WBOP PHO.

WHĀNAU VOICE

There is huge variability in how whānau voice is heard across regions and providers. Some engage whānau in a really meaningful way, but others have little or no engagement. The voices of vulnerable populations, including Māori, are particularly under-prioritised.

It can be difficult for whānau to know how their voice can be heard and for the system to know it is listening to the right voices. There is little accountability for ensuring whānau voice is prioritised and not much support for providers on how to do it, but at the PHO, we make it a priority.

Over the course of the last financial year, we have had some beautiful feedback and commentary from the whānau we serve.

“My whānau couldn’t believe that my son got up to lead the haka at my Grandparents Wedding Anniversary. When a few months ago he didn’t even want to step out of the house. We were just happy he came, but to see him do that... thank you for your awhi with our boy” (the Mum)

“Guess what I did? I got up and did the haka for my Great Grandparents at their Wedding Anniversary last weekend. It was a surprise, last-minute thing so there were only about 100 of us there. I think everyone got a shock, but I did it, and there was only one other person that got up with me” (the ‘Whaiora’).

COLLABORATIVE AOTEAROA STUDY TOUR

CEO, Lindsey Webber, and the Director of Māori Health and Wellbeing, Kiri Peita, participated in this year’s Collaborative Aotearoa Study Tour. The aim of the experience was to gain fresh insights, from the delegation and the Study Tour itself, that could be in turn applied to their everyday mahi in Aotearoa.

The Study Tour saw participants visit organisations focused on primary and community integration in Canada, as well as integrated care systems in London that are like the planned Localities model in NZ, but further down the track. The tour finished with an opportunity to attend the 23rd International Conference on Integrated Care (ICIC23).

Aotearoa, New Zealand is well recognised on the world stage for its leadership in health and well-being, and more specifically for its indigenous leadership. Delegates who attended the Study Tour represented Iwi, Primary Health

Organisations, Local Government, and the Charitable Sector.

Throughout the tour, delegates commented about how the concept of partnership was threaded throughout everything Kiri and Lindsey described in their mahi and interaction with kaimahi. Whether it was in the approach or celebration of success within the WBOP PHO community.


Kiri commented, “It is so great to see how our partnerships are achieving meaningful change in our community, fostering cross-cultural understanding, and driving progress in addressing inequities that exist in our rohe.”

When asked how the WBOP PHO has maintained such a strong joint venture partnership 20 years on, Lindsey replied “Our partnership with general practice providers and Iwi has been built on mutual respect and a shared understanding of each other’s strengths, weaknesses, and aspirations. Authentic partnerships are more than just contractual arrangements. They are rooted in transparency, open communication, and a sincere desire to achieve common goals. This has enabled us to foster an environment where all parties can be vulnerable, take risks, and learn and grow together.”

Read more: Te Ara Ako o Collaborative Aotearoa Report May 2023.



— Kiri Peita & Lindsey Webber presenting at the Collab Aotearoa Study Tour.

A photograph of two women, one Māori and one Pākehā, looking at a screen together. The Māori woman is on the left, wearing a teal patterned top and large hoop earrings. The Pākehā woman is on the right, wearing a dark blue top with a pink floral pattern and glasses on her head. They are both looking down and to the right, presumably at a computer screen.

"It is not enough to do your best; you must know what to do, and then do your best"

— W Edwards Demming.

Population Health and Innovation

TE TĀHŪ HAUORA HEALTH QUALITY AND SAFETY COMMISSION ADVISORS QUALITY IMPROVEMENT PROGRAMME

Two team members from the Population Health and Innovation Team are undertaking the advisor's programme, which aims to develop and expand the quality improvement skills and knowledge required to become an effective facilitator of change by developing strategies to lead quality improvement activities.

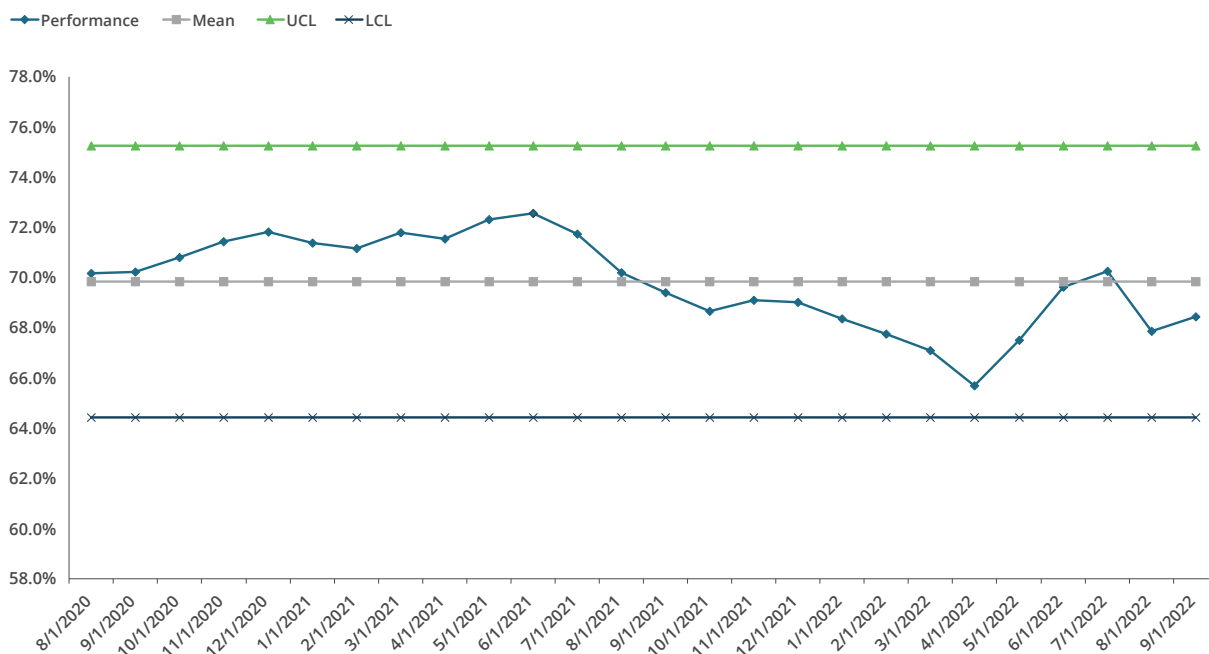
Michaela Kamo, Equity Programme Lead was successful in being awarded placement and a full scholarship. The focus of learning will be Increasing CVRA for Tāne Māori aged 30 to 44 years. Through engaging with tāne Māori using codesign principles to better understand what is important to them, and to identify access barriers

or knowledge gaps. Tāne health checks will be part of the codesign process with an aim to increase CVRA assessments. A practice has been identified that will work alongside this project using their identified tāne Māori population needing CVRA assessments.

Putting a spotlight on tāne Māori health inequities is a step towards our commitment, as an organisation, to achieve equity of health outcomes by working with tāne Māori, to improve their well-being and health, using an equitable approach not only enhances their lives but also benefits the lives of their whānau and hāpori.

Jeane Rossiter, Quality Improvement Advisor will focus on Increasing enrolment rates for Māori. The PHO is committed to achieving equity of health outcomes for Māori as detailed in our Te Toi Huarewa strategy. Enrolment for Māori is a critical step to achieving that commitment.

DAR MONTHLY PERFORMANCE WITH CONTROL LIMITS



IMPROVING OUR EVALUATION AND FORECASTING FUTURE HEALTH NEEDS

Our Population Health Data Specialist has been undertaking professional development based around using 'R', a statistical programming language, to enable our organisation to produce a better-quality evaluation and direct our limited resources in the best way.

Where this brings value for our PHO, in both the short term and long term, is through our improvement functions that equity champions are carrying out in the practices. R can be used to improve the efficiency of our Small Innovation Projects (SIPs), as well as our training machine learning models.

We can use the statistics from R to help us focus on stats that fall outside the norm and focus our efforts on rectifying those issues as quickly as possible.

One example of R in use is our reporting for the Board and Leadership Team. We can monitor performance using methods in process control

(unpredictable vs consistent) to determine which measures are elevated and therefore require further interrogation/discussion by leadership. The graph below for Diabetes Annual Review (DAR) performance, shows two instances where our performance would have been flagged. Results fell outside normal variation, pointing to unusual external forces impacting performance.

Additionally, and importantly, it can help us identify the cause/s of inequities between those with similar diagnoses, who are experiencing different outcomes. Using R enables this to be applied within toolsets we already have in SQL and PowerBI to support the evaluation of the performance of our PHO services and provide context for future service enhancements of our services.

It also can forecast future population growth, and changes in disease burden across the population. This will enable us to be better prepared to move capacity from one service to another and to champion new services for the communities we serve.



Our Programmes



Te Whatu Ora Funded Services

▲ Acute Demand Service

A comprehensive range of targeted services, including Community Radiology, focused on reducing Emergency Department presentations and hospital admissions through enhanced service delivery within a primary care setting and ensuring people remain connected to and cared for by their primary care provider.

▲ After Hours Services

This suite of services, provides free access for children under 14 years of age and subsidised access for High Need and Community Service Card holders. Services include extended hours offered through General Practice on weekdays and after-hours on weekends, contracted after-hours services through Accident and Healthcare, and telephone-based access to health advice and triage.

▲ Clinical Pharmacist Medicine Optimisation

A targeted approach, supporting General Practice teams and referred patients with a comprehensive range of medicine management and adherence, and specialised prescribing support and advice. This is delivered through Medwise. Additionally, it supports effective discharge, medicine reconciliation, and care for residents within Aged Residential Care facilities and elders living independently within our communities.

▲ Community Radiology Service

As a component of the Acute Demand suite of services, this service offers a range of 'specialist' radiological services focussed on diagnostic Breast Imaging and DEXA Bone Mineral Density scanning. This service is an excellent example of an integrated partnership. Bay Radiology, Focus Ultrasound, Bethlehem Radiology, and Medex are contracted to provide this service.

▲ Coordinated Primary Mental Health Service

This service provides for a range of therapeutic services such as a social worker, youth-focused group therapy, GP or nurse extended consults,

counselling or psychological support for depression, anxiety, Alcohol/drug issues and youth mental health. This support is delivered within a 'Stepped Care' model, by a range of contracted and internal specialist therapists. This service is one of the PHO's busiest.

▲ COPD Management

Funded as part of the Acute Demand initiatives focused on reducing unnecessary hospital presentations and avoidable admissions. Providing education and support to General Practice champions in the effective management of patients diagnosed with COPD as an initiative to reduce unnecessary ED presentations and admissions related to COPD.

▲ GP Shared Care

A service that provides intensive care to those managing opioid dependency. This service is delivered by an increasing number of GPs in partnership with the BOPDHB's specialist Bay of Plenty Addiction Services.

▲ Immunisation Outreach Services

Under sub-contract to EBPHA for this reporting period, an Outreach Immunisation Service has been provided to support General Practice maximise coverage of childhood immunisations across the Rohe. The service has worked collaboratively with Support to Screening Services to pool resources and efforts, building and developing internal capability which in turn has increased immunisation outreach services capacity. Changes to the service framework have been undertaken for the year ahead.

▲ Integrated Primary Mental Health and Addiction Services (IPMHA)

This service is for anyone who is enrolled in the general practice whose thoughts, feelings or actions are impacting on their health and wellbeing. This model of care is part of a suite of services being developed to expand access to, and choice of, Primary Mental Health and Addiction support. Health Improvement Practitioners (HIP) and Health Coaches (HC) work as a part of the practice team to provide brief intervention focused on strengthening self-management strategies. There are no barriers to accessing this support.

▲ Iron Infusion

A devolved service from secondary care, focused on providing timely access to iron infusion, for a dedicated patient cohort, within a community setting thus, reducing demand on hospital services and minimising travel and access barriers for patients.

▲ Long-Acting Reversible Contraception (LARC)

A targeted service delivered through General Practice to an eligible population with a focus on reducing unwanted and/or unplanned pregnancy.

▲ Long-Term Conditions Management Services

This is the PHO's most comprehensive integrated service, delivered through General Practice, community-based contracted providers and in-house Dietetic and Diabetes Specialist Nursing resources. It focusses on Cardio-vascular Risk Assessment, diabetes detection and management, high risk diabetic foot podiatry services, retinal health, nurse specialists and self-management education. Pulmonary Rehabilitation also falls within this suite of services and is a sub-contracted service arrangement with community provider – Asthma and Respiratory, BOP. COPD management also falls within the service umbrella, enabling the development of individual care plans to be completed with the patient, providing them and other carers a clear understanding of what actions should be taken during and post exacerbation.

▲ Routine Wound Management

This is a package of care approach, supporting General Practices to manage wound management for post-operative patients discharged back to their GP.

▲ Skin Lesion Service

The Bay of Plenty is included in statistics for the highest rates of skin cancer in the world. This service enables lesions to be surgically removed by approved specialist credentialed general practitioners. An independent specialist in skin cancer surgery is engaged to triage each referral, ensure clinical standards are maintained and the DHB-assigned resources used well. The PHO is also responsible for credentialing all approved clinicians.

▲ School-Based Health Services

A nurse led service delivering a comprehensive range of primary health services across secondary schools within the Western Bay of Plenty including two alternative education sites and a teen parent unit. The team of experienced registered nurses are supported by regular onsite GP clinics and remote off-site GP support on a contracted basis. Services are underpinned by a collaborative partnership between schools and the PHO.

▲ Smoking Cessation Support

There are two areas of focus within this service. General Practice teams are enabled to offer support to patients who indicate they want to quit smoking. This is not dependent on a quit date being set and achieved. The other focus is the Hāpainga Smoking Cessation programme facilitated through EBPHA, which receives referrals from WBOP Practices for individualised support for those wishing to achieve a quit smoking status.

▲ Support to Screening Services and Cervical Screening for Priority Women

A nationally funded cervical and breast screening service focussed on improving screening coverage rates for priority women. A successful programme that creates opportunity for eligible priority population women: Māori, Pacific and Asian wahine to screen for breast and cervical screening. We give choices, we break down barriers, we kōrero with wahine, and we look after our communities. We create opportunities through a breast screen mobile clinic, community pop-up clinics, and support hauora events led by Iwi and Hāpu. National funding supports free access to these services through both General Practice and community-based service arrangements. The transition to HPV Self-Screening will impact the nature of these services for the coming year.



In our Community

TRANSFORMATIVE PRIMARY MENTAL HEALTH CARE

The goal of Primary Mental Health is to provide early intervention and support for people aged 12 years and older, who are experiencing mild to moderate mental health difficulties. The aim of the Co-ordinated Primary Options Mental Health Programme (CPOMHP), which sits within PMH, is to support people presenting with mild to moderate mental illness, improving general mental wellbeing and minimizing the potential for acute hospital admissions.

"I have been extremely lucky to have had the opportunity to transform our service provision. Previously we had a system that presented major issues in allocation of funding, a plethora of missed opportunities for early intervention, was not person centered in its delivery and which did not maximize our resources," explains Naomi.



— Primary Mental Health Team – Melanie Rundell, Michelle Lowry, Michelle Rapana & Naomi Malcolm.

"Many people were declined service, there was a difficult referral process, which was not cognisant of the patients experience in seeking help."

With the new system, the most senior members of the team triage and provide brief intervention for the client. Naomi then matches clients with their therapists, who are contract providers aligned with the WBOP PHO organizational values, ensuring that the match not only aligns with the client's specific needs, but that they are also a good personality match.

Naomi says, "The development of a triage process was a vital step in streamlining workflow, as this ensured provision of intervention and psychoeducation up front by someone experienced, and a treatment plan developed in consultation with the individual."

The focus is also on ensuring sound clinical practice and clinical pathways are in place. If a specialist service is required, particular care is taken to develop a treatment plan that ensures a solid first line treatment delivery.

"It is very rewarding to give people a positive experience when reaching out for help, I have also been so very fortunate to have had the support of Leadership at the WBOP PHO to transform our service. It has been a career highlight to have taken this service from what it was, to what it is today."▲



FLU JAB RATES RECEIVE HEALTHY BOOST

Extra administrative support for practices has helped to lift rates for flu jabs in Whakatāne, especially for whānau experiencing barriers to accessing healthcare.

At The Doctors Phoenix, an administrator spent eight hours across four days working through a list of 600 patients who were eligible for their free influenza shot, resulting in the practice needing to create extra appointment times to accommodate the demand.

Te Whatu Ora, Hauora a Toi Bay of Plenty funded the admin hours as part of an initiative to support general practice teams to reach vulnerable whānau at the start of the winter flu season. Medical Centre Manager Courtney Takawe says the extra admin support made a significant difference to their vaccination rates.

"It was a great result for us and our patients. We didn't think we'd get as many people as we did coming in, so we were pleasantly surprised by the response."

The practice had already sent text messages to its enrolled population, informing them that flu jabs were available – and free for certain patients who met the eligibility criteria. Letters were also sent to reach those patients who didn't have mobile phones. "What we learned from Paula, the administrator, is that many patients she spoke to

on the phone had been thinking about getting the flu vaccine, but hadn't gotten round to booking their appointment. The phone call was a good little push for those people."

Courtney admits the practice team was apprehensive about how the offer of support would work in reality, but the results demonstrate real value in the initiative. "When everyone in the practice is head down and busy, it can be easy to think you don't have time to try new things. But working collaboratively like this allows us to help reach our vulnerable people, so it's all worth it."

Phone conversations also revealed there were barriers to visiting the clinic for some patients. Bookings were made to deliver the flu vaccine to those patients at home. Brent Gilbert-De Rios from Te Whatu Ora, Hauora a Toi Bay of Plenty is proud to tautoko The Doctors Phoenix reaching out to its patients.

"We're working collaboratively with our partners across the health system to make getting immunised easy for whānau – whether that's the flu jab, COVID-19 booster or measles vaccine.

"Winter can be a tough time and the flu jab is the best way we can protect ourselves and our whānau from getting really sick with the flu.

"We're delighted with the success of this collaboration with The Doctors Phoenix. Congratulations to the team and to the community for getting protected against the flu."▲



— Health coaches Liz Kriel and Natasha Edhouse actively support whai ora in the community, where and when they need it.

MOBILE SUPPORT REDUCING BARRIERS TO CARE

Reducing barriers, such as transport, time, and cost, are fundamental to helping people access the care they need in a timely way, says Natasha. “We visit them at home or meet at a café or go for a walk up the Pāpāmoa Hills – whatever works best for whai ora.

Natasha Edhouse is among a new group of Health Coaches working across the Western Bay of Plenty and Whakatāne as part of the PHO’s Integrated Primary Mental Health and Addiction (IPMHA) services team.

The free service provides enrolled patients or whai ora, with support to guide them towards improved mental health and general wellbeing.

Health coaches work closely with GP teams and Health Improvement Practitioners (HIPs) within a practice, and their non-clinical roles are mobile, enabling them to provide support where and when patients need it.

“Not all of our sessions are face to face; we can talk on the phone or on Zoom. A lot of people also work during the day so we can talk to a truckie on the phone hands-free in his cab when he’s driving to Matamata for an hour about his dietary needs. That fits into his day, and it means he doesn’t need to park his truck for an hour to talk to us.”

The wrap-around, holistic service has been operating since November last year, with the Bay of Plenty the second-to-last region to roll out the model. In 2019, the Government allocated \$445 million to expand primary mental health and addiction services nationally.

Not all support relates to mental health, with whai ora also benefiting from discussions relating to lifestyle management, sleep hygiene, weight loss, and long-term conditions, such as diabetes, asthma, and gout.

If there is a need to connect whai ora with more clinical support, health coaches can make those introductions. “We’ve got great relationships with Diabetes Tauranga, Sport Bay of Plenty and other community organisations, so we can make referrals if that’s what our whai ora need to get on top of their health,” says Liz Kriel, fellow Health Coach.

Both former teachers, Natasha and Liz say they love their new roles in health for the variety and ability to improve the lives of patients. “We can see the difference and behavioural changes in people,” says Liz. “It’s wonderful to know the work is having a positive impact. When we see people get excited about an upcoming weigh-in, I get quite emotional because I’ve seen how hard they’re working and I’m just as excited for them.” ▲

HEALTH PROMOTION WELL RECEIVED AT ŌTŪMOETAI COLLEGE

The Ōtūmoetai College Health Expo was held on Tuesday 20th June 2023 with over 450 year 10 students in attendance. Senior students were given the task of developing their own health promotion stalls alongside providers, which covered topics relevant to them and their peers, such as unhealthy relationships, body image, mental health, cannabis, consent, authentic self, and vaping.

The senior students were recognised as doing a fantastic job in providing information, resources, and engaging activities, which allowed their peers to interact with them and the topics they were sharing.

There was a buzz as students noted the value they found in the event. One student commented “That was mean, I got a lot of information out of that”.

Provider feedback was also positive, with one stating “It was fantastic to have the opportunity to engage with so many rangatahi students around hauora. Working in preventative population health, this opportunity was golden to share our message of eating well and moving your body for heart health”.



— Belinda Smith – Heart Foundation.

Community Providers at the event included Huria Trust, Rainbow Youth, Gender Dynamix o Aotearoa, Get Smart, Mauri Ora from Ngāti Ranginui, Tautoko Mai, Heart Foundation, Pacific Island Community Trust and Oral Health from Te Whatu Ora. ▲



— Kate Banuve – Smoking Cessation Facilitator.

HĀPAINGA STOP SMOKING SERVICE

Working collaboratively with Hāpainga Stop Smoking Service to increase referrals and outcomes for smokers in the region, Smoking Cessation Facilitator Kate Banuve is looking to build strong relationships with Smoking Cessation Practice Champions to ensure they are effectively engaging with their target population.

“I’m looking forward to helping the general practices in the WBOP PHO achieve their smoking cessation targets in the next few months and am excited to make a difference in the lives of smokers,” says Kate. “I have seen first-hand the massive positive impact that stopping smoking has on people. It not only improves their physical health, but it can improve all aspects of their lives including mental health, finances, social lives, and self-worth.

With a range of beneficial skills, Kate spent five years working as a Stop Smoking Practitioner for Hāpainga Stop Smoking Service, where she gained in-depth knowledge of the smoking cessation field and the complexities of engaging with whānau. Kate understands the challenges health professionals have when trying to support people to quit smoking, as well as the difficulties smokers face when attempting to quit themselves.

Growing up in Tauranga Moana, Kate is proud to work with a local team in a beautiful place that she is happy to call home. ▲

PHO Self-funded Services

▲ Community Outreach Nursing Service

Operating as a mobile and adaptable resource, this highly regarded registered and specialist nursing service is focussed on support to our most vulnerable populations on behalf of our General Practice network and Iwi partners through the provision of community-based outreach nursing care.

▲ Diabetes Service

Provides support to diabetes self-management groups as well as consultative support to clinicians across the PHO Network. In addition, the Accredited Diabetes Nurse Specialist works in collaboration with GP teams and diabetes specialist services to optimise care for people living with diabetes and the complexity in the community.

▲ Dietetics Service

The team provides a range of services including diabetes Self-Management Groups (SMGs) for people enrolled in the PHO who are over 18-years. Lifestyle Wellness groups are also available. All SMGs are supported by a range of allied health providers and facilitated by a Nutritionist and Dietitian. One on one consults are also available.

▲ Green Prescriptions/Active Families

These are a physical activity and healthy lifestyle-focussed suite of services, supporting individuals and their whānau who are seeking the benefits of improved levels of activity and improved lifestyle choices. Sport Bay of Plenty has been contracted to provide these services for more than 10 years.

▲ HBU (Ngāi Te Rangi)

A mobile primary healthcare and social work service delivered after hours across several high-need communities; this is a free walk-in service. The model of care incorporates health, social, welfare, housing, and cultural wellbeing and needs through a whānau and community approach across all ages.

▲ He Kokonga Ngākau Whānau Support Service (Ngāi Te Rangi Iwi)

This service works with Social Housing tenants and provides coordination and advocacy services that aim to stabilise the home environment of Accessible Properties Limited (APL). The service delivery approach is a whānau support model that works alongside whānau to identify and manage health and wellbeing issues, with the view that by developing a relationship based on support and trust these issues will be able to be addressed.

▲ Hepatitis C Treatment Initiative

Introduced in 2018 to support General Practice to engage with and support patients access and recovery from the Hepatitis C infection as part of a national eradication program. The uptake of this programme has more recently dwindled and it is likely the programme will be retired shortly.

▲ High-need Discretionary Funding

A dedicated funding line assigned to General Practice to use at their discretion, to assist high-need patients where financial barriers reduce access to health services. This continues to be a much-valued resource by our Practice network.

▲ Impaired Glucose Tolerance (IGT)

The IGT programme supports GP teams to target patients with pre-diabetes who are at risk of developing diabetes and cardiovascular disease.

▲ Insulin Starts

Funded appointment to support General Practice to undertake insulin starts independently.

▲ Koi Ora (Ngāi Te Rangi Iwi)

Koi Ora is a leadership development programme that focusses on enhancement of hauora Māori for rangatahi. The programme provides for the transfer of traditional and cultural knowledge as a basis for encouraging mental and spiritual health, good nutrition, regular physical exercise and enriched cultural connectedness. It is a forum that provides mentoring, sharing of knowledge, networking, and goal setting.

▲ Mataora Service (Ngāti Ranginui Iwi)

The Kaupapa Māori Mental Health Service offers three programmes within this service: Mental Health and Addiction Co-existing Problems Counselling, Trauma Counselling, and Peer Support Advocacy. The Programme is culturally responsive to address Māori wellness needs, either individually or with whānau through various therapeutic approaches.

▲ Mau Rākau (Te Puna Rangiriri Trust)

A kaupapa Māori health and wellbeing programme aimed at training rangatahi Māori in the art of Mau Rākau (traditional weaponry) through regular wānanga. The art form draws from a basis of training methods traditionally used by tupuna (ancestors). In a contemporary context, the programme endorses discipline, culture, and the importance of relationships and is underpinned by Mātauranga Māori (knowledge) and primarily delivered in Te Reo Māori.

▲ Mauri Ora (Ngāti Ranginui Iwi)

The service includes a range of programmes aimed at assisting and empowering whānau to improve and develop their health and wellbeing journeys. The concept of Mauri Ora extends beyond physical healthcare to include factors such as spiritual wellness, mental health, and connectedness to their whānau and community.

▲ Palliative Care Discretionary Funding

A limited resource intended to enable General Practice to provide more intense support during end-stage palliative care to the patient and their family through subsidisation of service costs.

▲ Performance Incentives (Incl. System Level Measures, Cvdra, and National Health Targets)

A range of financial incentives is available to our General Practice network to recognise optimal clinical performance in several key areas including CVDRA, 65+ Seasonal Flu coverage, Smoking Brief Advice, and Breast and Cervical Screening coverage for Māori women. Whilst

the System Level Measures programme and associated funding via Te Whatu Ora has been inactive over the reporting period, however, the emphasis on achieving previous Health Targets has remained constant.

▲ Skin Surgery Discretionary Subsidy

A limited level of funding provided directly to General Practices to subsidise the costs of diagnostic services for patients that do not meet the eligibility criteria for access to the DHB-funded Minor Skin Surgery Service.

▲ St John Ambulance

WBOP PHO works closely with St John and ED to fund General Practice to manage eligible redirections from these services.

▲ Te Āhunga Whānau

This kaupapa Māori service provides support for people and whānau living with long-term conditions, via a mobile nurse and kaiawhina team. They work with a dedicated neighbourhood of General Practices and their enrolled populations, to provide mobile outreach services. Ngāi Tūhoe Iwi in collaboration with The Doctors Total Health provide this service in the Eastern Bay of Plenty area with Ngāti Ranginui Iwi providing services in the Western Bay of Plenty.

▲ Workforce Development

The PHO paused CME and CNE sessions over the reporting period to take time to reassess the needs and expectations of our Network around Professional Development. A focus on reintroducing a more user-friendly, online, self-managed service offering is being progressed to compliment face-to-face training programmes offered via external providers. WBOP PHO is also part of a collaboration between the Midland region's five DHBs and eight PHOs to offer the Midland Collaborative Recertification Programme for Registered Nurse Prescribers in Community Health.



In our Community

INTERVENTION FOR HEALTHIER LIVING

The PHO Dietetic service are on a mission to tackle lifestyle conditions such as type 2 diabetes and cardiovascular disease (CVD) in the Western Bay.

“We aim to offer every person in the Western Bay of Plenty diagnosed with type 2 diabetes or prediabetes, amongst others, the opportunity to attend a self-management group,” explains Amy Allport, Community Nutritionist.

Currently around 5% of the NZ population have type 2 diabetes, around 18.6% of the NZ population have prediabetes and 1 in 3 deaths in NZ are attributable to CVD.

“Lifestyle change in people with prediabetes reduces their chance of developing type 2 diabetes by circa 50-60% over 3 years and 27% over 15 years,” adds Amy. “Our self-management

groups, are a lifestyle intervention as well as an education, which aims to empower patients to make positive and meaningful changes to their health.”

The regularly occurring free courses, look at everything from nutrition, to sleep health, stress levels, behaviour change and exercise routine.

Amy shares, “we can take referrals from GP’s, Nurses, HIPS, Health Coaches or self-referrals.”

While a more urgent focus is on diabetes and CVD, the courses are for anyone who wants to learn more about how to live healthier lives and reduce their risks of health issues in the future. Amy notes, “Our self-management groups are a lifestyle intervention as well as an education, which aims to empower patients to make positive and meaningful changes to their health.” ▲

A WHĀNAU-FOCUSSED MODEL OF CARE

The whānau-focussed model of care, Te Āhunga Whānau, consists of mobile registered nurse and Kaiāwhina teams that work in collaboration with individuals, whānau, and general practice teams as well as allied health and social services agencies. The Te Āhunga Whānau model provides opportunity for a broader exploration of health and social needs with people and whānau within the context of their home/ social environment.

A real value of the Te Āhunga Whānau model is the ability to bring services to people who might not otherwise access care, by providing services in places other than a medical centre, such as at home or work. This is particularly helpful for those without reliable transport, in an isolated location, with no whānau support or with mobility constraints. Networking with social service agencies also provides opportunities for broader health and social issues to be addressed as part of ongoing health management.

Lessons from the pilot and the current work continues to inform the ongoing evolution of the Te Āhunga Whānau model. The model has shown how it can work effectively alongside general practice teams as well as with community based social service agencies, ensuring equity of service provision to vulnerable communities.

Ngāti Ranginui Iwi and Ngāi Tūhoe Iwi are working with the WBOP PHO in the rollout by employing registered nurses and Kaiāwhina to work with whānau referred to the programme. The success of the pilot points to a bright future for the place of alternative models of care in the new health reforms, particularly for vulnerable communities. ▲

REGISTERED NURSE PRESCRIBER IN COMMUNITY HEALTH RECERTIFICATION PROGRAMME

The Designated Registered Nurse Prescriber in Community Health (RNPCH) Re-certification Programme is delivered via the Midland Collaborative (made up of five former DHBs and eight Primary Health Organisations (PHOs) within the Midland area, including Pinnacle Midlands Health.

The recertification programme has both a theory and practical component, consisting of online learning modules, group zoom sessions and the development of an electronic prescribing portfolio. The focus is on developing nurses who can safely manage care for a normally healthy population, presenting with common acute illness using a limited list of medicines approved for prescribing in a community setting.

Donna Hardie, Network Liaison at WBOP PHO, is the Bay of Plenty coordinator for the programme, and assists Registered Nurses (RNs) work their way through the course requirements via facilitated training. "Allowing nurses, the opportunity to achieve these skills lowers the burden on GPs and improves community health by giving patients another point of contact for certain prescriptions."

"Along with members from other PHOs, I help facilitate training, walk nurses through programme requirements, and act as a support throughout the course. During the course, candidates compile a portfolio of evidence to prove they have the knowledge, skills, and experience necessary to begin prescribing medication. Once portfolios have been submitted, RNPCH facilitators, take turns to mark and moderate the work.

"Candidates are then assessed and if we have enough evidence to say they can be a designated registered nurse prescriber in the community, the council amends their nursing registrations and puts an extension on their scope of practice, which lasts for three years." Supervised by a General Practitioner or Nurse Practitioner, participants require active support throughout the entire 12 months of the course. ▲

NEW NURSE PRESCRIBER WITHIN SCHOOLS

Having completed the Designated Registered Nurse Prescriber in Community Health Recertification Programme (designated RNPCH), Paula Ngatai, a school-based health nurse, is now able to prescribe medications for a certain range of illnesses and conditions from a list of approved medications by the New Zealand Nursing Council.

After nursing for 30 years, Paula decided to become a Registered Nurse Prescriber in community health (RNPCH) to help improve equitable access to medications and healthcare for students at school, and to help free up doctor time.

“Given my experience, my motivation was to improve my clinical assessment skills and knowledge around medications and treatment options available when seeing students,” Paula says. “The schools I work in don’t have GP-run clinics available and some students struggle to get to their family GP outside of school hours or do not have a GP.



— Paula Ngatai – Registered Nurse Prescriber in community health.

“... my motivation was to improve my clinical assessment skills and knowledge around medications and treatment options available when seeing students.”

Being a RNCNP allows me to provide healthcare, plus generate a script straight away. This prevents delays and limits the possibility of more harmful health consequences occurring. Being the first point of contact for students and being able to prescribe medications, if warranted, is very rewarding.”

“The qualification has given me the ability and confidence to prescribe in the areas of sexual health, skin infections and eczema to students at school. Being able to do skin assessments and provide creams for eczema has been especially valuable for students living with eczema,” says Paula.

Paula recommends the course for other nurses who wish to close the equity gap and provide care to people holistically and independently and says the RNPCH qualification adds another layer of health provision for the community.

Paula says that support from the PHO and school GP service was vital in her success in gaining this qualification. “I would like to thank Philippa Jones for her enthusiasm and support, Dr Claire Isham for portfolio assessment oversight and guidance, Dr Tracy Ball for her ongoing clinical and educational support, Michelle Myers for her help and support, and the leadership team,” says Paula. ▲



— The homelessness taskforce PHO representatives James Schofield and Trish Anderson.

HOMELESSNESS TASKFORCE TAKES SHAPE

A homelessness taskforce committee with the long-term vision of creating a wellbeing hub to assist people living on the streets has re-positioned itself to tackle some immediate issues at its recent workshop facilitated by WBOP PHO.

The group called Kāinga Tupu Mahi includes Tauranga agencies and providers who gathered in May to address the increasingly significant issue of homelessness across the city. The immediate aim was to identify actions that can be taken to improve outcomes for individuals sooner than later while having an ongoing long-term wellbeing hub project as the ultimate future goal.

PHO Localities Development General Manager Bharat Mahajan says “Providers already working with the homeless community on the ground like Salvation Army, joined Tauranga City Council, Te Whatu Ora, and other NGOs and community providers to see how we can in practical ways advance help, while still planning for the long-term goal of a hub.”

Gaps were identified that can be filled through collaboration between agencies. So, a steering group has now been formed to progress the work further and that group met at the start of June.

“One thing that came out of our discussions is that the health coach workforce within the PHO is important as they have the time and ability to work with providers and encourage the homeless community to engage with WINZ and Salvation Army, finding food, showers, or whatever is needed,” says Bharat.

“It’s early days, but already progress is being made and we’re focussed on pushing ahead to improve outcomes for our homeless community in the Western Bay.” ▲



INAUGURAL SMOKEFREE FUN RUN/ WALK

The inaugural World Smokefree Fun Run/ Walk organised by the Western Bay of Plenty Smokefree Coalition was held on Sunday 21 May based at Hopukioire (Mt Drury).

The event was one of many activities that have been organised around the country during May to celebrate smokefree lives with the national campaign theme of 'We're Backing You'. The focus this year is about encouraging a team effort to support whanau to quit and stay smokefree, with the longer-term goal for Aotearoa New Zealand to be Smokefree by 2025.

"After a very wet night on the Saturday before the Tauranga event, it was refreshing to wake up to sunshine on Sunday" says organiser and PHO Health Promotion Co-Ordinator Tiana Bennett. Twelve eager and enthusiastic people participated in the 1km walk along the Mount Main Beach boardwalk, as well as the 5km walk or 5km run around the base of Mauao.

With the stunning views and scenery and an opportunity to grab some fresh air, people seemed to enjoy the event with one participant saying, "that was fun, the people were great, and I will enjoy my spot prize!"

On returning to Hopukioire (Mt Drury) all participants enjoyed refreshments of bottled water and a sausage sizzle. Spot prizes were given out to all attendees who also provided some valuable feedback for the organisers to consider for future events in the planning.

Some members of the public took the opportunity to stop by and talk with workers from the Pacific Island Community Trust who set up a tent and provided health information on the day. It is hoped that the Fun Run-Walk will now be an annual event to promote the Smokefree Kaupapa. ▲



— Some of the spot prizes provided by Koratika Tiban (Pacific Island Community Trust) Hāpainga (Stop Smoking Service).



— Participants in the Work Smoke Free Hikoï gather at Hopukioire (Mt Drury).

COVID-19, THE REMNANTS

The PHO is continuing to provide COVID-19 healthcare support to both enrolled and unenrolled patients across the Western and Eastern Bay of Plenty.

Set up at the beginning of 2021, the COVID-19 Primary Response Team (CPRT) sits within the WBOP PHO, acting as a touchpoint between patients, GPs, and telehealth services. “The role of the CPRT team is to connect COVID-19-positive patients with healthcare providers who can give them the additional and ongoing support they need to make a full recovery,” says Sarah Johnson, Clinical Service Lead at the WBOP PHO.

“When someone in the community registers a positive RAT test online, their details come to us through the National Contact Tracing System (NCTS). If they are enrolled at a General Practice, the GP gets notified and can touch base with the patient to provide ongoing care. “However, if an unenrolled patient comes through on the system, we refer them to Tunstall, a telehealth provider who connects with the patient to make sure they are okay.

“This system is especially important for COVID-19-positive hospital releases. Coming out of the hospital can be daunting at the best of times, but from what we know about different recovery rates, long COVID-19, and other complications, it’s essential to provide support after patients are discharged, especially for those who are unenrolled,” Sarah adds. Tunstall provides clinical oversight for unenrolled populations and follows up with the patient through a phone call, before implementing further action if it is required.

“If a patient is unwell and needs further support, Tunstall can refer them to Evolve, another telehealth service that has GP support and clinical assistance.” Ensuring that patients don’t relapse, the CPRT team forms an integral part of the wellness hub which supports welfare, social, and manaaki needs.

“The amazing thing about the process is that when Tunstall connects with an unenrolled patient, they can help them register and re-engage with the GP of their choice,” adds Jen Moore, CPRT Coordinator at WBOP PHO. Connected within the wider PHO and working alongside external providers, the CPRT team assists with equity challenges and engagement among clinical services.

“Our role was huge initially. There were a lot of manual processes involved and we started by working on just one Excel spreadsheet, but as COVID-19 continued and we worked our way through together, the processes have become more automated,” Sarah says.

“The team has shrunk since the start of COVID-19 because there isn’t as much demand anymore, but we still provide a seven-day-a-week service,” Jen adds. “It’s been a long journey through COVID-19 and while we might feel like we are coming out the other side, it’s important for both patients and healthcare providers to know that our team is still here assisting COVID-19-positive patients in the community. “In the ever-changing environment in which we operate, we like to remind ourselves that we are building the plane as we fly,” says Jen. ▲



Our Performance



Services provided by the Western Bay of Plenty Primary Health Organisation reached more patients in the year ended 30 June 2023, than in previous years, and clinical staff had success in reaching greater proportions of some at-risk patient groups.

Brief advice was given to 9679 smokers in the past 15 months and clinical staff made positive gains during the year. This activity, along with the referrals for 10% of smokers to support-to-quit programmes, reflects progress towards the PHO objective of reducing patient deaths from the effects of long-term smoking and chronic obstructive pulmonary disease.

Cardio-vascular disease risk assessments were completed for 62,318 patients, which reflects sustained clinical intervention for at-risk patients. Consistent coverage level for Māori males (35-44 years) each quarter reflects, in part, an increasing cohort eligible for screening. The number of screens provided in this group is consistently increasing but only at approximately the rate of growth in the population cohort.

Progress continued on timely vaccination of eight months olds who are due their childhood immunisations, reaching 456 (71.4%) Māori children for by their milestone age. This results is reflective of wider results nationally. Work to improve this performance has begun for the 23/24 year.

In assisting our General Practice network, our Support to Screening Services team ensured that 37,246 eligible women had their cervical smears by 30 June 2031.

Services provided by the Western Bay of Plenty Primary Health Organisation reached more patients in the year ended 30 June 2021 than in previous years and clinical staff had greater success in reaching greater numbers of at-risk patient groups. Brief advice was given to 15,527 smokers in the past 15 months and clinical staff made positive gains during the year.

This activity, along with the referrals for 13% of smokers to support-to-quit programmes, reflects progress towards the PHO objective of reducing patient deaths from the effects of long-term smoking and chronic obstructive pulmonary disease. Cardio-vascular disease risk assessments were completed for 61,375 patients, which reflects sustained clinical intervention for at-risk patients, despite the challenges of COVID-19 resurgence. Continually improving coverage for Māori males (35-44 years) each quarter reflects, in part, the continued commitment of our practice network to actively seek to engage with this cohort to minimise their risk of CVD.

Progress continued on timely vaccination of eight-month-olds who are due their childhood immunisations, with sustained success in reaching 538 (79%) Māori children. Messaging about the benefits of immunisation following the continued COVID-19 response following resurgence spikes this year has contributed to greater coverage for infants.

In assisting our General Practice network, our Support to Screening Services team ensured that 32,528 eligible women had their cervical smears by 30 June 2021. Contacts with at-risk Māori women (50-69 years) have consistently improved quarterly breast screening results for the eligible population enrolled with Western Bay of Plenty Primary Health Organisation – the result of a focussed PHO initiative involving better use of patient information, improved clinical processes, and coordinated activity within clinics.



**PRESENTATIONS TO A&E:
50,487**

+9800



**AFTER HOURS VISITS BY
UNDER 14'S:
7,570**

+643



**INFLUENZA VACCINATIONS
TO OVER 65'S:
25,811**

-5,968



446

**COMPREHENSIVE
HEALTH
ASSESSMENTS
FOR YR 9S**



62%

**MĀORI WOMEN
SCREENED FOR
CERVICAL CANCER**



52.7%

**MĀORI OVER 65 YEARS
WHO RECEIVED
INFLUENZA
VACCINATIONS**



7,228

**STUDENT CONTACTS
WITH SCHOOL
HEALTH SERVICES**

78%

**SMOKERS
PROVIDED WITH
SUPPORT TO QUIT**

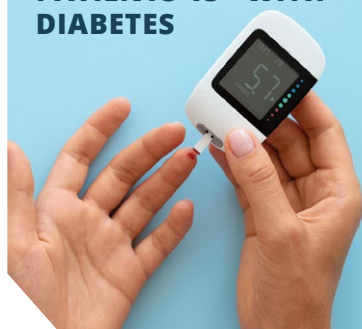


37,246

**WOMEN SCREENED
FOR CANCER**

5.6%

**PATIENTS 15+ WITH
DIABETES**



79.2%

**ELIGIBLE PATIENTS
WHO RECEIVED
HEART AND
DIABETES CHECK**



Health and Safety

We're committed to creating a nurturing environment for all our team and those who visit us. A place where people feel a sense of belonging and purpose, a place where mental and physical wellbeing are the priority, a place that is safe and positive. He tangata, he tangata, he tangata- it's all about the people, the people, the people.

Mental Safety and Wellbeing

It is our core belief that all staff and associates of Western Bay of Plenty Primary Health Organisation, regardless of position, have the right and expectation to be able to work in, and visit, our organisation without fear of discrimination, bullying or harassment. Associates in this context may include contractors, visitors, committee members and governing board members. Our staff have developed an anti-bullying, anti-harassment and mana enhancing policy and staffroom poster. Also, our staff, managers and senior leaders have worked together to create a document that incorporates our shared values of inclusiveness (Whanaungatanga), empowerment (Mana Motuhake), achieving equity (Whai Mana), and showing respect for each other (Mana Motuhake). The document outlines that staff have the right to expect the following:

- They will be treated with kindness, professionalism and respect
- Their differences will be accepted and celebrated
- Less-than-optimal performance will be addressed respectfully
- Bullying behaviour will not be tolerated at any level of the organisation.

Staff new to management roles will be given leadership training to guide them in achieving high outputs from their staff while maintaining professional and appropriate behaviours.

Physical Safety and Wellbeing

Our Health and Safety Committee includes staff and management who work together to share responsibility for instigating, developing, and actioning measures designed to safeguard the health and safety of our employees.

As part of our health and safety responsibilities, we have health and safety representatives who attend monthly Health and Safety Committee meetings, fire wardens who carry out bi-annual fire drills, and certified first aid officers at both of our sites – First Avenue and Whakatāne.

All new employees receive a health and safety induction and a workstation assessment.

All staff are involved in the annual national ShakeOut, which reminds people of the action to take during an earthquake – Drop, Cover, and Hold.

CHAMPIONING TE REO MĀORI WITH SUPPORTED LEARNING

This year, the PHO celebrated Te Wiki o Te Reo Māori knowing that the previous 12 months have been a time of embracing Te Reo Māori and the various cultural stories within the team.

Actively bringing Te Reo Māori into their everyday lives, we have embedded Māori language into everyday workplace culture, with a dedicated Kaiako (tutor) who works with staff one-on-one to provide tailored support and encouragement. “Every Wednesday as a team we have a Karakia/ Waiata huddle which acts as an opportunity for a team member to share their cultural tale,” says Director of Māori Health and Wellbeing, Kiri Peita. “It could be about their upbringing, values, beliefs, whānau traditions, language, whatever is important to them.

When we seek to understand and celebrate diversity, we can learn to respond in culturally intelligent and relational ways.” This year marked 35 years since te reo Māori became an official language of Aotearoa New Zealand, as well as 50 years since the Māori Language Petition kickstarted an incredible movement across Aotearoa.



“We’re proud to play an active role in keeping Te Reo Māori alive by providing tools for our workforce to learn in a safe, welcoming, and supportive space,” adds Kiri. “Language forms part of our identity and tells tales of families, ancestors, and stories from throughout Aotearoa,” explains Kiri.

“Te Reo Māori isn’t just about words; it’s about bringing people together. “Displaying our passion, commitment, and love for the language, we facilitate cultural haerenga, have a regular morning karakia, He Pounamu (Te Reo Māori sessions), sing waiata, and use everyday phrases such as ‘kia ora’ or `kia pai tō rā’. “Helping our employees add to their kete of knowledge by learning Te Reo Māori also helps them gain a deeper understanding and connection to Te Ao Māori and Aotearoa.”



THE PHO FUN RUN AND WALK

Bringing the workplace and the wider community together, we teamed up with members from local general practices and took part in a network wide fun walk and run on Saturday 29 October 2022.

The event was held in memory of Lizzie Nicholls, Acute Demand Administrator at WBOP PHO, who sadly passed away the previous year. In the run-up to the event, WBOP PHO staff donated \$150 to the Child Cancer Foundation, Lizzie's family's charity of choice. General practice and PHO staff members enjoyed the much-anticipated event, which was previously postponed in March due to COVID-19 regulations and restrictions.

With both 5km and 10km trails around Mauao and the surrounding area to choose from, over 40 participants attended, enjoying a sausage sizzle at the end. It was great to see a good turnout, with keen people from both the PHO and general practices showing up with big smiles despite the weather being a little challenging.

"It was great to finally be able to get our team together to enjoy some time outdoors and explore our beautiful back garden," says Lindsey Webber, CEO.

Phil Back, General Manager, Network Services PHO says, "Being part of a local workforce that's so committed to helping the community is something he's proud of."



— Kaimahi gather for the fun run/walk.



— Laura and Bharat attending the Cross Agency Rainbow Network (CARN) Rainbow Conference at the start of June.

BE THE RAINBOW, LEAD THE WAY

Proud to be leading the way as the first PHO in the country to be seeking the Rainbow Tick, the Western Bay of Plenty Primary Health Organisation is encouraging others around the country to embrace diversity.

Rainbow Tick evaluates an organisation's level of LGBTQIA+ inclusion in five areas: policies, staff training, staff engagement and support, external engagement, and monitoring. A training package, as well as advice and resources on best practices. A report is provided based on the results of the evaluation undertaken by Rainbow Tick, identifying any recommendations for change.

Laura Penny, WBOP PHO Development Facilitator in the Network Services team, has worked in conjunction with Claire Isham, Clinical Director, and Gender Dynamix to develop a Guidance Resource for General Practices about how to create welcoming spaces for gender diverse patients.

Laura presented to the PHO Clinical Committee, and the national Clinical Leads Forum about the need for this resource, how to build confidence in this area, and shared practical tips about how to start the journey. "Based on general practice queries coming in we identified there was a gap in general practice confidence in this area, as well as a lack of clear signposting for staff who were looking to engage with gender-diverse patients but couldn't always find clear information about how best to do so," explains Laura.

“A lot of staff were eager to learn but weren’t sure where to start. Gender Dynamix is a local organisation that offers training for clinical staff and delivers a CME/CNE training session for the PHO Network. They also attended an Equity Champion Rōpū to discuss the impact of equity in healthcare for the gender-diverse community. In partnership with Gender Dynamix, the PHO developed a guidance document to focus on the operational aspects of providing inclusive care to our gender-diverse communities.

“The guidance document covers a range of topics from basic terminology, through to clinical top tips for screening services, advice for updating IT systems, and links to best practice Clinical Guidelines,” says Laura. It was launched to the network in November 2022 at a Practice Managers forum.

I look forward to seeing how Aotearoa New Zealand progresses in this field, particularly in healthcare, as there are many barriers still to be addressed but I feel hopeful about the changes that are to come.”

PINK RIBBON BAKE SALE

This year staff at the PHO brought their culinary skills to the forefront in support of the Pink Ribbon Breakfast campaign by having a bake sale to help support the Breast Cancer Foundation NZ’s vital work.

Over \$500 was raised. This money will contribute to educating the public about breast health; supporting patients and their families during treatment and beyond; funding research projects and medical grants to help improve survivorship.

Staff enjoyed the homemade baked goods that were on offer, looking for either something familiar on the menu or something they wouldn’t normally make at home. The delicious chocolate cake was a popular choice, while an array of cupcakes, slices, truffles, biccies were also displayed. We were even treated to a much-loved steam pudding. It wasn’t just all about the baking on offer, staff also showed their support for the kaupapa by dressing and adorning themselves in all things pink.

The PHO kaimahi, in and outside of work, are always happy to support these very worthwhile causes working alongside our communities to strive for positive health and wellbeing.



— The delicious baked goods on sale in the staff room.



— Kaimahi choose their favourites at the Pink Ribbon Bake Sale.



Our Future Direction

As we look to the future of the WBOP PHO, we aim to broaden our approach, with the ambition of moving from a health-only focus to a community well-being and health focus. A key driver of support is our 'locality' work, which allows for the furthering of our opportunities to partner with new organisations, and our continued goal of eliminating all inequities.

Broadening our Footprint

People are more than just their physical health. By broadening our approach to consider community wellbeing and health, we look at a person more holistically, more completely and we consider their needs across their entire person. This aligns well with a locality approach and the bringing together of different health and wellbeing organisations in one location, as it creates a wraparound support system.

It is with this approach that we will find new opportunities to expand collaborative partnerships, including NGOs, which sit outside our traditional provider network. We have already started this great mahi with Kāinga Tupu, the Stroke Foundation, our neighbouring PHOs within Te Manawa Taki region, and through the creation of the Homelessness Taskforce.

Equity

Our overarching reason for being is to reduce inequity. Acknowledgement of equity is a basic human right and all inequities are unfair. Lindsey notes, "We aim to find them, prove them, and do our best to remove them". One of our biggest goals this coming year will be a strong focus on reducing diabetes inequities. We will take an end-to-end population health approach working upstream on prevention as well as on improving treatments and interventions.



As we take this holistic approach, to wellbeing and health, we have started our journey toward achieving our Rainbow Accreditation. The Rainbow Tick accreditation process is centred around accepting and valuing people in the workplace, embracing the diversity of sexual and gender identities. The certification process tests whether a workplace understands and welcomes sexual and gender diversity and involves on-going quality improvement process. We look forward to being the first accredited PHO in the country.

Approach to Whānau Voice

With the new health system, we have a strengthening of the voice of people, whānau, and communities. This is particularly true for those who most need better health care and better health outcomes. So, you can have more say in what and how health services are delivered in your community.

Our new ways of working will see the PHO finalise the establishment of an independent, Iwi-owned Tino Rangatiratanga Iwi Commissioning Agency (TICA) that will work in partnership with the PHO, ensuring whānau and community have a voice during discussions that identify where the need really lies and where solutions for Māori are best found.

In addition to this, and to ensure we capture the voice of whānau, we will approach our work through co-design. That is, working collaboratively with service users, service deliverers, and service procurers. The system, as it stands, does not work well for Māori, and by using co-design, we hope to break down those barriers.

Setting Up a Project Management Office (PMO)

One way we aim to deliver in a more cohesive and organised manner is through a clear process and a centralised entity responsible for managing and supporting all projects and initiatives undertaken by the PHO. The maturation of our projects, programmes, and services, has created a space for us to establish a Project Management Office. This will allow us to work with partners in a more organised way, which in turn supports our equity Kaupapa.





Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

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