



Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

Te Rerenga

NEWSLETTER | APRIL 2025

Issue Highlights

Tāpiri Mai initiative to be showcased in Portugal 6

Health coach approach to holistic weight management 7

2,253km to raise awareness for bowel cancer screening 8



Supporting general practice workforce

WBOP PHO expands professional development opportunities with the return of CME/CNE events and new training initiatives.

Western Bay of Plenty Primary Health Organisation (WBOP PHO) kicked off 2025 with a strong focus on workforce development, delivering multiple education opportunities to general practices. The first quarter of the year included the relaunch of Continuing Medical and Nursing Education (CME/CNE) events, six editions of the recently designed de-escalation training, and the first session of the 2025 Diabetes Education Series.

"The ongoing development of our workforce is crucial to ensuring the sustainability and effectiveness of primary care," says Wendy Dillon, General Manager Network Services at WBOP PHO. "By offering tailored learning opportunities, we support our network to grow and adapt to the evolving healthcare environment."

WBOP PHO's workforce development efforts include a mix of tailored training, sessions designed in response to emerging needs and networking opportunities. "These events provide a time to hear information from our specialist colleagues and for them to appreciate our generalist expertise," says Dr James Peckett, Clinical Advisor at WBOP PHO. "These opportunities strengthen our local health system."

Adding to this, regular forums and meetings, like the Provider Forum & Expo Service or leadership meetings for Practice Managers, Nurse Leads, and Equity Champions, create spaces for updates, education, and collaboration. To further support accessibility, WBOP PHO also works to bring external training to Tauranga.

Stay updated on training opportunities

WBOP PHO is preparing to launch a co-designed training on culturally appropriate conversations about cancer screening. A cervical screening training is scheduled for May, alongside three upcoming CME/CNE events in May, July, and September, as well as further editions of the de-escalation training.

Want to keep up with the latest training and self-development opportunities in our region? Sign up for Practice News, where we share details and registration links for local and nationwide events.



Continued on pages - 2 & 3

Promoting connections and collaboration in primary care



— CME/CNE returned with a skin-focused symposium at the University of Waikato.

The WBOP PHO Continuing Medical and Nursing Education (CME/CNE) events are back. The first session, a symposium focused on skin, took place on 5 March at the University of Waikato – Tauranga Campus, bringing together 46 professionals, including GPs, nurses, clinical assistants, and extended-care paramedics.

The evening featured presentations from Skin Centre specialists Dr AJ Seine on

non-surgical treatment of skin cancer and psoriasis, Dr Richard Barlow on eczema, and Dr Alistair Brown on acne. The session concluded with Dr James Peckett, WBOP PHO Clinical Advisor, presenting the Skin Lesion Service.

“Primary care can be a lonely place at times. Meeting regularly with colleagues in the same building can be challenging, and connecting with those in the wider area or with secondary care teams

is even rarer. CME events provide a valuable opportunity to socialise, support one another, and strengthen professional networks,” says Peckett.

Adding Value

Dr Tania Stokes attended the event and shared some practical benefits of the sessions: “The presentations were excellent, covering common everyday topics. There were some very relevant references that many of us will use regularly.”

Presenter Dr Alistair Brown highlighted the value of these events for fostering collaboration: “It is rare that we have time to interact directly with primary care colleagues. Well-organised events like these ensure we provide a service that adds value to our patients in the Bay of Plenty.”

The next CME/CNE event is set for 28 May, focusing on paediatrics with specialist-led sessions and an interactive Q&A.

Strengthening cultural competency

Tauranga hosted in-person eCALD training sessions for the first time in March, giving local primary care professionals easier access to learning that supports their commitment to inclusive and culturally responsive care. The initiative was driven by WBOP PHO’s efforts to bring the training closer to its provider network.

eCALD offers healthcare professionals training and resources to enhance their cultural competence when working with culturally and linguistically diverse (CALD) communities, including migrants and refugees from Asian, Middle Eastern, Latin American, and African backgrounds.

“The course was engaging and highly relevant, with a tutor who shared both personal experience and deep expertise. I would certainly recommend it and look forward to future training opportunities,” said Fiona Mears, Practice Manager.

As the Western Bay of Plenty becomes increasingly diverse, healthcare professionals are caring for more patients with different languages, experiences, and cultural beliefs. This need became evident through the Ethnic Health Project, a collaboration between WBOP PHO, Tauranga City Council, Te Whatu Ora | Health NZ, service providers, and ethnic community representatives.

“Community feedback highlighted the importance of strengthening cultural awareness and communication skills,” says Bella Medeiros, Network Service Liaison at WBOP PHO. “Bringing eCALD training to Tauranga supports general practice teams in their efforts to provide equitable and culturally safe care.”

“The course was engaging and highly relevant, with a tutor who shared both personal experience and deep expertise.”

— Fiona Mears, Practice Manager.

Building confidence when facing challenging situations

WBOP PHO has delivered six editions of the de-escalation training to support general practice staff in managing challenging interactions. Held between February and March, these free sessions reached 60 participants, primarily admin staff and some practice nurses. The training provided tools to enhance communication, promote self-awareness, and develop cultural competence.

The training was developed by WBOP PHO kaimahi Jessica Ciampoli, Mental Health Registered Nurse, and Sue Corstorphine, Coordinated Primary Options (CPO) Team Lead, with the first

edition launched in the beginning of this year for school nurses. Initially focused on de-escalation strategies for tamariki and rangatahi, the programme was adapted following positive feedback to meet the needs of the provider network and further refined with input from Sēnae Mitchell, Equity Programme Lead.

"De-escalation training is about equipping kaimahi with tools to maintain their own safety and the safety of tāngata whaiora in their care," says Jessica Ciampoli. "It's not about having all the answers, but about having strategies to handle difficult situations effectively."

Sue Corstorphine highlighted the value of the training: "Admin and reception staff are at the frontline of patient interactions and investing in their skills and confidence benefits both them and the patients they support."

Registered Nurse Mikaela Hellier shared her feedback: "The training has helped me reconsider that there is always another story we aren't getting if we don't ask. I recommend this session to others."

The training will soon be rolled out to Health Improvement Practitioners (HIPs) and Health Coaches.



— (Left photo) WBOP PHO kaimahi Jessica Ciampoli, Mental Health Registered Nurse, and Sue Corstorphine, CPO Team Lead, developed the training.

Expanding knowledge

Following the success of last year's sessions, WBOP PHO's Diabetes Education Services team has launched two in-person workshops for 2025.

The first session, Fundamentals of Diabetes, on 19 March, welcomed 14 participants and covered essential knowledge for primary care teams. The next workshop, Insulin Start for

T2DM, will be held on 29 May, focusing on supporting patients through insulin initiation and titration.

Led by Diabetes Nurse Educator Niki Pucci and Clinical Nurse Specialist Anne Waterman, these workshops provide valuable insights into screening, community referrals, and management strategies. Guest speakers also contribute by addressing medications and dietary considerations. ▲

Interested?

Email diabetes@wboppho.org.nz or scan the QR Code below.



New health minister meets Tauranga practices and urgent care provider



— New health minister Hon Simeon Brown with the teams from The Doctors Welcome Bay (left) and Tara Road (right), alongside WBOP PHO CEO Lindsey Webber, and MPs Sam Uffindell and Tom Rutherford.

New health minister Hon Simeon Brown visited The Doctors Welcome Bay, Tara Road Medical Centre, and Tauranga Accident and HealthCare on Tuesday, the 4th of February, as part of his first engagement in the region since taking on the health portfolio. WBOP PHO representatives, including CEO Lindsey Webber and Co-Chairs Dr Daniel McIntosh and Graeme Elvin, met with the Minister during the day. The agenda also included stops at Tauranga Hospital and Grace Hospital.

During the visit, Brown underscored the importance of keeping the patient at the centre, stating, “it’s all about the patient”. He emphasised primary healthcare as a key focus and addressed priorities such as ensuring that New Zealanders have timely, quality access to healthcare services.

The Minister spent time listening to practice staff and clinicians at all three sites. At the general practices, the teams valued the opportunity to meet Minister Brown and represent the wider network in discussions about the challenges facing the sector. He expressed a strong desire to collaborate with front line staff and showed genuine interest in feedback from the teams. The practices were

selected by the Ministry’s office with support from local MPs Sam Uffindell and Tom Rutherford.

WBOP PHO CEO Lindsey Webber said the visit demonstrated the Minister’s openness to understanding the challenges on the ground. “We highlighted the strength of our close-knit relationships with general practices and iwi partners, and how these relationships position us well to contribute to solutions for some of the current challenges,” she said. “We felt heard, and we are grateful to the practices for stepping in on short notice to represent our primary care community,” Webber added.

At Tauranga Accident and HealthCare, urgent care challenges took centre stage. The team described the increasing complexity of cases as patients face challenges in accessing general practice. Webber noted that after-hours care is a significant service that needs attention. “The Minister’s visit gave us a chance to shine a light on what’s happening locally,” she said.

Addressing System Complexity

As part of his discussions, Minister Brown also expressed interest in simplifying the healthcare system. He acknowledged that

historical bureaucracy has made the system overly complex and emphasised the importance of finding practical solutions to streamline processes and improve efficiency.

The WBOP PHO Co-Chairs found Brown’s kōrero encouraging. Dr Daniel McIntosh reinforced to the Minister that “continuity of care at the general practice level leads to better outcomes and higher life expectancy for patients”. Commenting on the visit, he noted that it provided a valuable opportunity. “It’s essential for national leaders to hear first-hand from those on the frontlines of care. Our practices are committed to delivering excellent healthcare, but they need ongoing support to meet the growing needs of our communities”, he said.

Graeme Elvin highlighted the importance of WBOP PHO’s strong partnership with iwi in improving access to healthcare for whānau. “This partnership plays a vital role in ensuring that our communities have greater access to care,” said Elvin. He also reinforced the role of equity in addressing healthcare inequities, noting that collaboration with iwi ensures services are tailored to meet the cultural and community needs of whānau. ▲

WBOP PHO submits formal opposition to the Principles of the Treaty of Waitangi Bill

The Western Bay of Plenty Primary Health Organisation (WBOP PHO) submitted a formal opposition to the proposed Principles of the Treaty of Waitangi Bill. The WBOP PHO asserts that Te Tiriti o Waitangi is a living framework that continues to guide the healthcare system, through advocating for equity, inclusion, and respect.

WBOP PHO strongly believes that the principles of Te Tiriti o Waitangi are not merely historical documents, but an active part of New Zealand's healthcare framework. The organisation's commitment to the Te Tiriti is reflected in its own values, including whai mana (equity), manaakitanga (caring for others), mana motuhake (empowerment), whanaungatanga (belonging), and whai ihi (passion and expertise). These values underpin the WBOP PHOs work in the community, focusing on ensuring that different communities are treated fairly and that healthcare inequities are addressed.

The WBOP PHO has expressed deep concerns over the proposed Bill, which it argues fails to meaningfully reflect the original agreement made in Te Tiriti o Waitangi. They are particularly worried that the Bill's principles could significantly alter the legal interpretation and effect of Te Tiriti, potentially diluting its role in shaping future policies and legislation.

Fundamental to addressing health inequities

In their submission, WBOP PHO highlights the lack of meaningful consultation with tangata whenua (Māori) in the development of the Bill. They stress that the voice of tangata whenua, as Treaty partners, is essential in any decision-making regarding the future of Te Tiriti o Waitangi. The absence of consultation undermines the principle of partnership, a key component of the Treaty relationship.

The WBOP PHO reinforces that Te Tiriti o Waitangi is fundamental to addressing

health inequities, and addressing inequities is not just a matter of policy, it is a moral obligation. The potential weakening of Te Tiriti o Waitangi through the Bill could harm progress made in reducing healthcare inequities in Aotearoa New Zealand, and the organisation calls on lawmakers to listen to the voices of tangata whenua, ensure proper consultation, and reconsider any proposals that could undermine the integrity of the foundational document of our country. ▲

Read WBOP PHO Submission at bit.ly/OurPositionOnTheBill or scan the QR Code below.



Kiri's Kōrero

Kia kaha, kia maia, kia manawanui – Be strong, be brave, be steadfast.

In August 2024, we were honoured to receive the Supreme Award at the 2024 Diversity Awards NZ™ and to be named the Medium-Large Organisation Winner in the Ngā Āhuatanga o te Tiriti Tohu category. This recognition reflects our commitment to Te Tiriti o Waitangi, diversity, equity, and inclusion. These values guide not only how we work but also how we connect with the many hāpori (communities) we serve.

The Chief Executive of Diversity Works NZ recently shared that conversations around Diversity, Equity, and Inclusion (DEI) have become more complex, and some organisations may be questioning their approach, but at its heart, DEI is not about ideology.

For us, diversity, equity, and inclusion are not just words, they are about people. They are about the people we work alongside every day and, most importantly, the people we are here to serve. They are about creating spaces where everyone feels valued, heard, and empowered to contribute.

When we build workplaces that foster belonging and fairness, we don't just strengthen our organisation, we help uplift our hāpori around us. Diversity, Equity, and Inclusion are proudly

woven into the very fabric of who we are as a PHO.

Our strength comes from the interwoven threads of our unique values, experiences, and identities. We need to protect each strand, ensuring that no single pull weakens the integrity of what we stand for. We have a responsibility to whānau, who rely on us.

As we navigate change and conversations around DEI evolve, we will continue to steadfastly embrace diversity, honour Te Tiriti, and work toward equitable outcomes, because when we enhance each other's mana, we all succeed.

Kiri Peita – GM: Māori, Population Health & Equity.

Tāpiri Mai to be presented in Portugal



The Tāpiri Mai project has been selected to be showcased at the International Conference on Integrated Care (ICIC25) taking place in Lisbon, Portugal, from 14–16 May 2025. This recognition highlights the project's innovative approach to co-designing a distance healthcare model with Matakana Island (photo) and Mōtītī Island, addressing challenges in equitable healthcare access.

Representing the project at the conference are Kiri Peita, WBOP PHO General Manager – Māori, Population Health & Equity, and Hera Murray, Community Nurse at Te Awanui Hauora on Matakana Island. They will share insights on how community engagement, digital health solutions, and strong partnerships have shaped Tāpiri Mai into a sustainable and equity-focused model of care.

"Taking Tāpiri Mai to a global audience allows us to highlight the exceptional mahi happening within our communities.

"Ehara taku toa i te toa takitahi, engari he toa takitini – Success is not the work of an individual, but the work of many."

It's also an opportunity to learn from global leaders and bring back fresh ideas and resources to further strengthen local healthcare. This exchange ensures we continually enhance the quality and equity of care provided to our people", explained Peita.

With the overarching theme 'Synergising Health and Care: Leveraging Integrated Care for a Sustainable Future,' ICIC25 will bring together leaders, researchers, clinicians, managers, community representatives, patients, and caregivers from around the world who are engaged in designing and delivering integrated health and care. Organised by the

International Foundation for Integrated Care (IFIC), the conference serves as a centre of excellence, facilitating the exchange of ideas among academics, researchers, health professionals, service users, carers, policymakers, and decision-makers globally.

Unique collaboration

Tāpiri Mai is a comprehensive healthcare initiative co-designed with the rural island communities of Matakana and Mōtītī Islands. It was initiated in response to challenges these communities faced in accessing healthcare, especially during the COVID-19 pandemic. The initiative aims to improve healthcare access through a range of solutions including digital tools and services. The project is a unique collaboration between Te Awanui Hauora, Western Bay of Plenty PHO, and Ngāti Kahu Hauora, showcasing the power of partnership in overcoming healthcare barriers.

Sharing our experiences and expertise

WBOP PHO was proud to share its expertise and experiences at the Collaborative Aotearoa Conference 2025 – Ngā Hononga Ora, held on 4–5 April at the Tākina Wellington Convention and Exhibition Centre. The conference brought together health professionals, community leaders, and innovators from across Aotearoa, focusing on collaboration and innovation in primary healthcare.

Kiri Peita, General Manager Māori, Population Health & Equity, represented WBOP PHO on the

Insight Panel: Diversity in Healthcare. She shared insights from the organisation's journey to the Diversity Awards, highlighting the importance of equity, inclusivity, and meaningful representation within the healthcare system.

Mollie Clothier, Health Coach Team Lead, and James Schofield, Project Manager, co-presented an engaging interactive session titled "Connecting with Communities" alongside Jo Lambert, from the Stroke Foundation. Their session explored practical

strategies for building stronger community relationships, enhancing collaboration, and promoting the Māori values of kotahitanga (unity) and whanaungatanga (kinship).

Reflecting on the significance of WBOP PHO's participation, Mollie Clothier emphasised, "This was an opportunity to showcase our commitment to community engagement and collaborative healthcare solutions while presenting our project with the Stroke Aotearoa. It was also invaluable to exchange insights with others dedicated to enhancing health outcomes across Aotearoa." ▲

Health coach shares insights on weight management and holistic health



Kylie Brown, Health Coach Mentor at WBOP PHO, has supported close to 400 tāngata whaiora – a Māori term used to describe a person seeking health and wellness – on their journeys to improve well-being. Drawing on her experience, Kylie has written a detailed 2,000-word article to share key lessons from her work, offering fresh perspectives on weight management and holistic health.

Through her role, Kylie has seen firsthand how traditional approaches to weight loss often overlook the bigger picture of health. She encourages a shift in focus from the scales to broader indicators of well-being, such as better sleep, reduced stress, and improved physical fitness.

Kylie notes that many tāngata whaiora initially approach weight loss with a narrow focus on numbers, but she works to help them redefine what “healthy” truly means. This perspective aligns with the Te Whare Tapa Whā model, which considers physical, emotional, social, and spiritual health as interconnected aspects of well-being. By reframing goals, individuals often achieve more sustainable and meaningful progress.




Well-being looks different for everyone

Stress management is another critical area Kylie highlights. Chronic stress, she explains, can hinder weight loss efforts by disrupting metabolism and appetite. In her coaching sessions, she incorporates tools to help tāngata whaiora manage stress and prioritise sleep, both of which can significantly impact overall health outcomes.

Kylie also emphasises the importance of managing expectations. While many seek immediate weight loss, she guides tāngata whaiora to focus on gradual improvements that lead to long-term results. Success is often measured not just in kilos lost, but in improved energy, mobility, and mental health.

KEY TAKEAWAYS Holistic Weight Management

Based on Kylie Brown’s article, here are three practical insights for healthier living:

| Focus Area | Key Insight | Why It Matters |
|---|---|--|
|  REDEFINING SUCCESS | Shift the focus from weight loss as a number to overall health improvements. | Improves physical, emotional, and spiritual wellbeing; helps maintain sustainable progress. |
|  MANAGING STRESS & SLEEP | Address stress and sleep as foundational factors in health and weight management. | Reduces metabolic disruption, enhances energy levels, and supports better decision-making around nutrition and activity. |
|  PROGRESS OVER PERFECTION | Celebrate gradual and sustainable lifestyle changes. | Encourages consistency, builds confidence, and prioritises long-term health over rapid, temporary fixes. |

Her article delves deeper into these themes, offering practical advice and insights for those working in the health sector or navigating their own health journeys. It provides a compelling reminder that the path to well-being is unique to each individual and often requires a holistic approach. ▲

For the full article and a detailed look at Kylie’s experiences, scan the QR code below.



Upcoming Events

May

- 1 - 31 World Smokefree May
- 5 International Day of the Midwife
- 6 World Asthma Day
- 8 World Ovarian Cancer Day
- 12 International Nurses Day
- 13 - 19 Mental Health Awareness Week
- 16 Pink Shirt Day (Stop Bullying)
- 30 World Multiple Sclerosis

June

- 6 Safe Sleep Day
- 9 - 15 Men’s Health Week
- 9 - 15 Coeliac Awareness Week
- 14 World Blood Donor Day
- 15 - 21 National Volunteer Week

There are too many events to list, so this list is not comprehensive.



MOVING FOR A CAUSE

2,253km to raise awareness for bowel screening



— Camila Nassif, Health Coach with Diesel

A group from Western Bay of Plenty Primary Health Organisation (WBOP PHO) took on the 100km to Beat Bowel Cancer challenge in February, embracing Bowel Cancer NZ's national Move Your Butt campaign. Together, they covered 2,253.8km, the equivalent of travelling from Tauranga to Auckland and back more than five times.

But the kaupapa wasn't just about getting active. The challenge became a powerful way to start conversations about bowel cancer screening, encouraging more people to discuss early detection and prevention.

For Tiana Bennett, Health Promotion Coordinator, the campaign opened the door for important kōrero. "Once you

start talking, personal experiences come up, stories of loss are shared, and people realise how vital prevention is. Screening is so easy to get done," she said.

Camila Nassif, Health Coach, covered an impressive 753.8km during the challenge. As a triathlete, her training includes swimming, biking, running, and walking her dog. She would often take other people's dogs along on very long runs for motivation. "The timing was perfect since it lined up with my race season," she said.

Patrizia Krieser, Marketing and Communications Advisor, used the challenge as motivation to explore new tracks, with the Waikareao Estuary Walkway being a highlight. "That day alone, I covered over 15km. It also sparked meaningful conversations about the importance of screening. I found myself checking the eligibility criteria and encouraging others to get tested."

Bowel cancer is one of the most common cancers in Aotearoa, yet it's also among the most treatable when detected early. Regular screening can save lives. If you or someone you know is eligible, don't wait and get tested. It's free, simple, and could make all the difference. Check out the table for key facts about bowel screening and how to get started. ▲

New faces in the whare

— Tara Gardiner
School Health Nurse

"In the summer, you'll find me and my little whānau out on the water, fishing or diving. In the winter, you'll find us in the bush, pig hunting."



— Cheyenne Kohere
Health Improvement Practitioner

"I have a fear of Styrofoam (polystyrene). I can't stand thinking about it, touching it, seeing it, or hearing it."



— Anne Monk
Health Improvement Practitioner

"I'm terrified of heights and usually end up in tears. But this year, I faced my fear on a 1,430 feet above the ground gondola. I was terrified, but it was amazing!"



— Morgan Hill
Health Improvement Practitioner

"We have pet frogs at home: Snoop Froggy Frog and Toe Jam, plus three others still waiting for names."



Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE



SIGN UP NOW TO RECEIVE TE RERENGA

Scan the QR code now and sign up to receive Te Rerenga directly in your email!



87 FIRST AVENUE, TAURANGA 3110 | PO BOX 13225, TAURANGA 3141 | TEL 07 577 3190