



Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

Te Rerenga

NEWSLETTER | JUNE 2024

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Freedom from Smoking: Voices of Change

Stories from people who have quit smoking, offering hope and encouragement to others on the same journey.

In the backdrop of World Smokefree May, a month dedicated to championing smokefree living, Western Bay of Plenty Primary Health Organisation (WBOP PHO) and Hāpainga Stop Smoking Service launched Freedom from Smoking: Voices of Change. This series of videos shares powerful stories from people who have taken the brave step to quit smoking, embarking on a life-changing journey.

"These stories are unique and inspiring. One of the biggest themes that struck me was the positive impact quitting smoking has on all aspects of people's lives. It gives individuals a superpower to overcome other addictions or start new healthy habits," said Emma Walker, Quit Smoke Practitioner at WBOP PHO/Hāpainga and the driving force behind the project.

In the "Freedom from Smoking: Voices of Change" videos, a diverse group of Bay of Plenty residents share their journeys to becoming smokefree. Bronson

Amoroa from Whakatāne describes his struggle through various quit-smoking programmes before finding success with Hāpainga. "I thought it was my fault, for starting to smoke in the first place," he says. Julia Dyer from Tauranga reflects on the benefits of stopping smoking. "I can breathe better. It also helped me financially. I can pay my bills without any worries. I am there for my kids. I feel have more free time on my hands now," she describes.

As we immerse ourselves in their narratives, we are reminded that with the right support and determination, anyone can overcome the grip of smoking. Helena Brown from Whakatāne decided to quit smoking due to health concerns. "It was hard to stop really. I was living amongst other people who smoked, but the Quit Smoke Coach never gave up on me. Without Hāpainga, I think I would still be picking up a cigarette today", she affirms.

Freedom from Smoking: Voices of Change is about real people finding the courage to change their lives. It is about showing that quitting smoking is possible and worth the effort. Watch the series and spread the word to your whānau and friends. Together, we can create a healthier, smokefree future.

Watch now

Scan the QR code to watch Freedom from Smoking: Voices of Change. The seven episode series features the stories of Helena

Brown, Julia Dyer, Bronson Amoroa, Shalea and Paerangi Pickering, Julie Lamont, and Quit Smoking Coaches Candy Blackwell and Dani Noblett.



Continued on pages – 2 & 3

Freedom from Smoking: Voices of Change – continued

The spark behind the project



“If she could turn back the clock, she would tell her 15-year-old self not to pick up that first cigarette. If she could, she would tell every young person not to start smoking.”

— Emma Walker, Stop Smoking Practitioner, WBOP PHO and Hapāinga, on how a conversation with a client inspired the project.

The Freedom from Smoking: Voices of Change project was created to spotlight the personal journeys of individuals who have successfully quit smoking. A collaboration between the WBOP PHO and Hapāinga, the initiative was led by Emma Walker, Stop Smoking Practitioner for both organisations. Alongside videographer Derrin Richards, she interviewed residents from the Bay of Plenty region who had quit smoking with the support of the Hāpainga Services and were eager to share their stories.

Emma explains, “We want to reinvigorate awareness around the seriousness of smoking tobacco. Although vaping is very much a hot topic, smoking tobacco is still prevalent, particularly for our Māori population. It is still the number one cause of preventable diseases leading to death in New Zealand”.

The idea for the project came to Emma during a conversation with a client suffering from Chronic Obstructive Pulmonary Disease (COPD). “In between her taking short, concentrated breaths, she relayed to me how if she could turn back the clock, she would tell her 15-year-old self not to pick up that first cigarette. With tears in her eyes, she said that if she could, she would tell every young person not to start smoking because it's just not worth it,” Emma recalls.



— Emma Walker during the Smokefree May activities in the region.

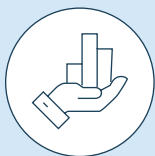
Quit Now



Tobacco use causes about 5,000 deaths each year through cancer, stroke, and heart disease



Smoking is the leading cause of preventable death and disease in New Zealand



Long-term smokers die an average of 10 to 15 years earlier than non-smokers.

Freedom from Smoking: Voices of Change – continued

How we can help

The WBOP PHO Stop Smoking Programmes offer free, individual or group support to help people quit smoking. The programmes are accessible through General Practices or directly via the Hāpainga Service and a Quit Coach, who can meet you at a convenient location, including your home.

To get support, book a consultation with your GP to discuss your desire to quit smoking or contact Hāpainga directly. Your doctor can refer you to the Hāpainga Programme for personalised support or they can manage your quit journey through the practice. You will set a quit date and develop a plan, with ongoing support through regular contact.

The Hāpainga Stop Smoking Services offers access to nicotine patches, gum, or lozenges. They also provide incentives

for reaching milestones, such as a \$50 voucher for four weeks of carbon monoxide-validated quitting. Special programmes are available for hapū māmā (pregnant women), caregivers of young children, and young Māori women.

Learn more about Hāpainga here



Get Free Help

- Ask your General Practice for a referral
- Call 0800 427 246 to request Quit Smoke Coach



We're backing you!

World Smokefree May culminated on World Smokefree Day, the 31st of May, encouraging people to quit smoking and live a healthier life.

This year's theme, "We're backing you!" reflects a nationwide effort to support New Zealanders in becoming smokefree, as part of a national campaign for Aotearoa to be Smokefree by 2025.

This theme focuses on whanaungatanga and wrap-around support, who provides it, and how. The theme was backed with the whakatauki: 'Taituara, taiwhare, taieke'.

With backing, even the tallest of oceans waves can be conquered.

Smoking causes about 5,000 deaths each year. It is linked to various cancers, heart disease, stroke, and other severe health issues. Smoking harms not only the smoker but also those exposed to second-hand smoke.

The goal of Smokefree May is to raise awareness about the dangers of smoking and to provide resources and support for those looking to quit. By reducing smoking rates, we can improve public health, save lives, and create a healthier future for all.

Smokefree May 2024: In the community

During World Smokefree May 2024, the Western Bay of Plenty Smokefree Coalition coordinated numerous community activities to raise awareness and support those seeking to quit smoking. Key events included engagements at local sporting events, libraries, and retail areas, where

Hāpainga Stop Smoking Services and other coalition members provided on-the-spot support and resources to individuals on their smokefree journey.

A standout initiative was the "Auahitūroa – A Eulogy to Tobacco" art exhibition, featuring works by local artists and rangatahi. This travelling exhibit,

displayed in Rotorua, prompted significant conversations about the cultural impact of tobacco in New Zealand. Students from Te Wharekura o Mauao contributed innovative and challenging artworks, enriching the exhibition's powerful messaging and engaging the community in meaningful dialogue. ▲

Matariki – Remembrance, Present & Future

This year we will celebrate Matariki, Māori New Year, from the 29th of June to the 6th of July, with a national public holiday on the 28th of June.



Matariki is an abbreviation of 'Ngā Mata o te Ariki Tāwhirimātea' ('The eyes of the god Tāwhirimātea') and refers to a large cluster of stars, known to many, as the Pleiades.

According to Māori tradition, the god of the wind, Tāwhirimātea, was so angry when his parents, Ranginui the sky father and Papatūānuku the earth mother, were separated by his siblings, that he tore out his eyes and threw them into the heavens.

Traditionally, Matariki was a time to acknowledge the dead and to release their spirits to become stars. It was also a time to reflect, to be thankful to the gods for the harvest, to feast and to share the bounty of the harvest with family and friends.

Many still celebrate Matariki in the traditional way, others offer a modern twist while retaining the traditional essence of Matariki. How will you celebrate Matariki this year? ▲

The Principles of Matariki

▲ MATARIKI HUNGA NUI – REMEMBRANCE

Honouring those we have lost since the last rising of Matariki.

▲ MATARIKI AHUNGA NUI – CELEBRATING THE PRESENT

Gathering together to give thanks for what we have.

▲ MATARIKI MANAKO NUI – LOOKING TO THE FUTURE

Looking forward to the promise of a new year.

Kiri's Kōrero

Celebrating the past, present and future.

Matariki signifies the start of the New Year in Māori culture and will be celebrated on Friday, the 28th of June 2024.

Matariki begins with the rising of the Matariki star cluster and is viewed as a period of renewal and celebration.

Our whānau will be celebrating Matariki by honouring all our tūpuna (ancestors) especially our mum who passed since the last rising of Matariki. The 28th of June would have been her 91st birthday.

We will be welcoming our new uri (descendant) to the whānau: a precious mokopuna who continues the whakapapa line and who will hold mum's name – Ataraita.

Over the weekend our whānau will be feeling whakawetai (gratitude) and holding a wānanga on our ancestral whenua (land). Our theme is "Whatungarongaro te tangata, toi tū te whenua;" a whakataukī (proverb)

meaning "People come and go, but the land remains." By honoring whenua during Matariki, our whānau will reaffirm our role as kaitiaki (guardians) of our whenua. Whenua not only represents the physical land itself, which is integral to identity, well-being, and spirituality, but it also refers to the placenta, which is why we bury it, to further reaffirm our connection to the land.

Matariki, with its focus on reflection, renewal, and connection to the land and ancestors, is beautifully encapsulated in this whakataukī.

However you choose to celebrate Matariki, we hope it is a positively reflective period.

Ngā mihi o Matariki, te tau hou Māori, Happy Matariki.

Kiri Peita – Director of Māori Health and Wellbeing

MĀNAWATIA A PĒPI:

SUDI Prevention Workforce Training



— Mānawatia a Pēpi workshop.

A workshop aimed at re-igniting the importance of Sudden Unexpected Death in Infancy (SUDI) prevention was held on the 9th of May at the Hillier Centre.

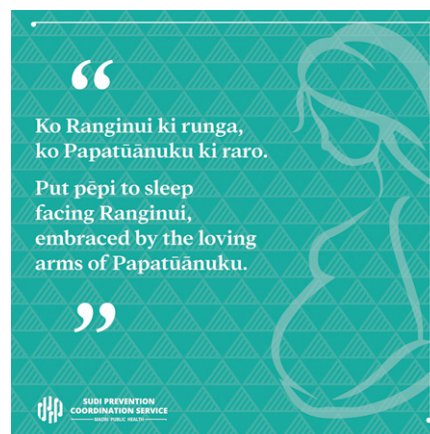
The workshop was facilitated by the BOP SUDI Prevention Taskforce, for those working within the Western Bay of Plenty, who place the health and well-being of tamariki mokopuna and whānau at the centre of everything they do.

The goal is to reduce the incidence of SUDI across Aotearoa. To do that, service providers aim to work collaboratively in promoting best practice solutions, and ensuring kaimahi from a range of services are skilled in Safe Infant Sleep and SUDI Prevention, is essential in pursuing this goal. Relevant and consistent messaging gives support to whānau so they can make safe sleep choices and provide best protection for their pēpi in the first year of life.

Nineteen participants representing Western Bay of Plenty organisations attended the day workshop. Those attending learned best practice around effective communication when working alongside whānau, safe sleep principles roles and responsibilities for safe sleep, and explored wahakura and the quality expected for safe sleeping.

“Even though I have been involved in SUDI for some time, I learned some valuable information to takeaway and keep in my kete. It was a great day full of important kōrero, and I know it has left

other participants feeling more confident in their knowledge and to have brave conversations with whānau around safe sleep for their pepi”, said Tiana Bennett, Health Promotion Coordinator at the WBOP PHO.



Safe Sleep Day 2024

National Safe Sleep Day, known as Te Rā Mokopuna, is observed on 7th June and features online campaigns and events designed to engage the community and raise awareness about Sudden Unexpected Death in Infants (SUDI). Recognising that SUDI is preventable, the initiative focuses on educating caregivers about critical risk factors and effective preventive measures. By implementing



Sign up now!

The next SUDI workshop will be on the 15th of August.

Connect with **Tiana Bennett**
tianab@wboppho.org.nz if you would like to attend.

You can also learn more about safe sleep through online tools and apps here:



these steps, the goal is to significantly decrease the incidence of SUDI, ensuring safer sleep environments for all babies across the nation. ▲

WBOP PHO Named Finalist in the 2024 Diversity Awards NZ™

We are proud to announce that WBOP PHO has been named a finalist in the prestigious 2024 Diversity Awards NZ™ in the category Ngā Āhuatanga o Te Tiriti Tohu. This recognition, announced on Thursday, 30th May, places us among 28 esteemed organisations celebrated for their dedication to fostering a culture of inclusion in workplaces across Aotearoa New Zealand.

The judging panel has acknowledged that our initiatives exemplify best practices in workplace diversity, equity, and inclusion, positively impacting our employees and enhancing our business performance. The Ngā Āhuatanga o Te Tiriti Tohu category honours organisations that show a genuine commitment to being

responsive to Te Tiriti o Waitangi. This includes demonstrating initiatives that improve outcomes for Māori and foster stronger, more robust partnerships with whānau, hapū, and iwi.

“The WBOP PHO is uniquely structured through its JV partnership with equal representation between Ngāi te Rangi and Ngāti Ranginui Iwi and General Practice, ensuring that our commitment to Te Tiriti o Waitangi is central to our mission. This commitment influences every aspect of our mahi, guiding our resource allocation and investments to promote a culture of equity within our organisation and out in the community,” says Kiri Peita, Director of Māori Health and Wellbeing.



In our category, we stand alongside three other remarkable finalists: Ratonga Ahi me ngā Ohotata i Aotearoa Fire and Emergency New Zealand, Te Tumu Whakaata Taonga New Zealand Film Commission, and Ventia. As finalists, we will now advance to the next phase, which involves visits and interviews. This stage will offer the judges deeper insights into our efforts and the positive outcomes we are achieving.

The winners will be announced on Wednesday, the 28th August, at the Grand Millennium Auckland. ▲

The Big Latch On

On a stormy Friday, the 12th of April, 26 Māmā and their 27 Pēpi came together in Pāpāmoa Plaza to be a part of the The Big Latch On event.

The Big Latch On, is a global movement, with the aim of supporting the parents breastfeeding journey, by creating safe and accepting spaces to breastfeed. It also provides an opportunity for parents to connect, meet new friends and receive support and information from local community services. It was started here in Aotearoa 19 years ago, by Women's Health Action and the theme of 2024 was around celebrating all people that make up the different villages that support māmā with their breastfeeding journey.

This year, the Western Bay of Plenty Breastfeeding Coalition facilitated the Big Latch On event, which featured the upbeat energy of MC Riria Gibbons and entertainment by local resident, Teowai Webster, who captivated the audience with humour as they shared platters of fruit and bottles of water. Spot prizes

were given throughout the event, kindly donated by the various event supporters listed below.

Included in this year's event, was Project Uplift, where whānau were invited to bring along maternity bras that they no longer needed. Several bras were received, and these would go to women who needed them throughout the Pacific islands.

This year's event was supported with thanks by Poutiri Trust, Māmā Maia Breastfeeding Service, Plunket NZ, Western Bay of Plenty PHO, Te Manu Toroa, Pāpāmoa Plaza, George St Linen, Double Teaspoons, Women's Health Action, Nature's Touch, Maimoa Creative and Tiana Potaka.

“Ko te mana o te whāngai ū, ko tā te whānau whānui. Supporting breastfeeding helps whānau and communities to flourish.” ▲



Upcoming Events

June

- 12 - 18 Men's Health Week
- 14 World Blood Donor Day
- 28 Matariki (Māori New Year)

July

- 28 World Hepatitis Day

August

- 1 - 7 World Breastfeeding Week
- 9 International Day of the World's Indigenous Peoples
- 12 International Youth Day

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

Old WBOP PHO laptops make their way to the Solomon Islands

Some were broken, others were old, none were fit for purpose. Old WBOP PHO laptops that had reached the end of their economic life, made their way to Florence Young School in the Solomon Islands after being refurbished by Katikati Rotarian.

Before retiring this year, Chris Dever, then Chief Information Officer at WBOP PHO, noted that the broken and old laptops piling up in the technical equipment cupboard could still be useful to new owners. He suggested donating them on behalf of the PHO to the Rotary Club of Katikati, where members could refurbish and distribute them to a worthy cause.

Computer engineer and Katikati Rotarian, John Buchanan, got to work on the old PHO laptops. He removed old drives, installed new ones, and traded



– Florence Young School Teachers.

parts between the donated machines, coming out the other side with 12 fully refurbished and fully functional laptops. The equipment made it to their new home, the Florence Young Christian School in the Solomon Islands, thanks to Bethlehem College students, who had a planned school visit and transported them in their luggage.

Rotary Club representatives were ecstatic to be involved in supporting school students. “We all felt it was great that the Rotary Club was able to extend its reach into the Pacific and support a school and their students in such an important way with these old PHO laptops, and we hope to do it more in the future”, said Chris, who is a member of the Tauranga Sunrise Rotary Club, and involved in the creation of the new Ōmokoroa Rotary.

Florence Young Christian School was named after a New Zealand missionary, who carried out work in the Solomon Islands beyond spreading the Christian faith. She also focused on education, providing medical assistance and helping improve the living conditions of the community, which is a beautiful parallel to the work we do at the WBOP PHO. ▲

INTRODUCING

Sarah Stevenson, the new General Manager for Community Services



Ko Sarah Stevenson taku ingoa, nō Tauranga Moana ahau, e noho ana au ki Omanu, me tōku hoa tāne me āku kōtiro e rua.

I was born and raised in Tauranga. I live in Omanu, Mount Maunganui with my husband, Karl, two daughters, Lola Waiata and Eliza Arahia, as well as our sausage dog, Pito.

Sarah started her career in health after graduating with a Bachelor of Science (Nutrition) in 2005. She then went on to complete, with distinction, a Master of Public Health in 2010. “My career was founded with a curiosity around how people’s environments and history influence their health and well-being”, she says. Throughout the past 18 years of working in the health sector, Sarah has developed skills and expertise in public health, co-commissioning, health service design and development, leading teams and health system change management.

“Working in different areas of health in Aotearoa, Australia and the United Kingdom provided me deep insights into what works well to improve population health and well-being. Navigating complex change in high-pressure environments is right in my wheel-house”, she comments.

Sarah is passionate about utilising innovative and collaborative approaches to co-design health services and initiatives that are whānau centred, fit for purpose, effective, value for money, and aim for equity. “Most importantly, I have a strong commitment to upholding Te Tiriti o Waitangi and acting as a partner, I am a continuous learner about te ao Māori, mātauranga, tikanga Māori, and te reo Māori”.

I am really excited to join the WBOP PHO whānau as General Manager for Community Services. I have a can-do attitude, I am a ‘people person’ and lead with manaakitanga. You will need to get used to me asking over and over “what matters to whānau?”, as in the end, whānau are the centre of all that we do. Mauri Ora! ▲

New Leadership in Equity Programme



Farewell to Michaela Kamo

We are both saddened and proud to announce that our wonderful Equity Programme Lead, Michaela Kamo, has accepted a new role as Director Hauora Māori at Pegasus Health, based in Christchurch. Michaela is returning home to serve her whānau, hapū, and iwi.

In her new role, Michaela will provide strategic leadership in Māori Health and Equity across the organisation, address equitable access and outcomes for Māori and their whānau, and facilitate positive and meaningful engagement with Te Tiriti partners. Michaela has been dedicated to these causes for many years in our PHO. Her dedication, work ethic, integrity, kindness, compassion, and fun-loving nature will make her a star in her new position.

Introducing Sénae Mitchell

While we will greatly miss Michaela (left), we are excited to announce that Sénae Mitchell (right) has been appointed our new Equity Programme Lead. Sénae was most recently an Advanced Health Improvement Practitioner at The Doctors Pāpāmoa and Bayfair Clinics.

Sénae is a Kaiwhakaora Ngangahau (Occupational Therapist) driven by personal values of cultural responsiveness, compassion, and strong advocacy for whāiora, colleagues, and the profession. Her background in Occupational Therapy and her passion for supporting and advocating for equitable practices and community engagement uniquely qualify her to take on this important role. She looks forward to supporting all practices on their equity journey. ▲

New faces in the whare



– Nick McLennan

Data & Digital Team Lead

"I recorded a studio album at the age of 10!"



– Carla Moreira

Health Coach

"If you sing near me, I will have that song going over and over in my head."



– Deirdre Sadd

Executive Assistant to CEO

"I had a passion for all things beauty and trained as a beauty therapist in my early 20's."



– Sarah Stevenson

Community Services General Manager

"I used to sing in a country folk band."



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