



Western Bay of Plenty  
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU  
WHAKARITORITO TE TUPU  
O TE HARAKEKE

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# Te Rerenga

NEWSLETTER | OCTOBER 2024

SUPREME AWARD

WINNER

## WESTERN BAY OF PLENTY PRIMARY HEALTH ORGANISATION



— Image: Diversity Works.

## WBOP PHO's shines at the 2024 Diversity Awards NZ™

**Dual national honours recognise our successful co-governance model with mana whenua and highlight our commitment to Te Tiriti o Waitangi.**

WBOP PHO is proud to have received the Supreme Award at the 2024 Diversity Awards NZ™, on 28th August in Auckland. The team was also recognised as the Medium-Large Organisation Winner in the Ngā Āhuetanga o te Tiriti Tohu category. These awards highlight the organisation's commitment to Te Tiriti o Waitangi and its dedication to diversity, equity, and inclusion.

The Supreme Award recognised WBOP PHO's successful co-governance model with mana whenua. The unique 20-year long joint-venture partnership, involving Ngāi Te Rangi iwi, Ngāti Ranginui iwi, and the Western Bay of Plenty Primary Care Providers Incorporated, makes

WBOP PHO the first and only PHO to operate under this framework.

Maretha Smit, Chief Executive of Diversity Works New Zealand, acknowledged that this genuine partnership and the cultural understanding it fosters are transforming WBOP PHO's mahi to support and deliver community-based primary health care and wellness services in the region.

"Winning these awards reflects our collective commitment to creating a workplace where diversity, equity, and inclusion are central. This recognition strengthens our commitment to drive positive change and continue our work in fostering equity within our organisation and beyond", stated Lindsey Webber, CEO of WBOP PHO.

The Ngā Āhuetanga o Te Tiriti Tohu award celebrates organisations that demonstrate strong dedication to Te Tiriti o Waitangi, enhancing Māori outcomes and building relationships with

*"Ehara taku toa I te toa  
takitahi engari he toa takitini –  
Success is not the work of one,  
but the work of many."*

indigenous communities. WBOP PHO's recognition in this category highlights the efforts and the significant impact on employees and the wider community.

Kiri Peita, General Manager Māori, Population Health and Equity at WBOP PHO, expressed her pride in the dual achievements: "These awards are a testament to the dedication and passion of everyone at WBOP PHO. Our commitment to Te Tiriti o Waitangi is a fundamental part of our organisation, and it's an honour to be recognised for our efforts to foster a more equitable future."

**Continued on pages – 2 & 3**

WBOP PHO wins 2024 Diversity Awards NZ™ – continued

# Honouring the journey

The 2024 Diversity Awards NZ™ honours mark a significant milestone for WBOP PHO as a reflection of the enduring vision established two decades ago. “Our kaumātua and kuia, our iwi Ngāi Te Rangī and Ngāti Ranginui, had the foresight and the vision to establish a co-governance arrangement, and we carry that through in our day-to-day. They paved the way and established the foundations for our present kaimahi, and for those in the future as the journey continues,” acknowledged Kiri Peita, General Manager Māori, Population Health and Equity, in the award acceptance speech.

Lindsey Webber, CEO of WBOP PHO, echoed this sentiment, celebrating both the organisation's founders and the

current team: “Ngā mihi to our founders Aunty Tuki and Dr John Gemming, who had this vision 20 years ago. I am so proud of our organisation and our kaimahi for the work they do every day on the frontline to improve the health and wellness of tangata whenua and tagata Tiriti.”

Present at the ceremony, Dr Daniel MacIntosh, WBOP PHO do-chair, reflected on the award’s relevance for general practice. “Receiving this recognition reminds me how crucial it is we continue to uphold diversity, equity, and inclusion. This award is a testament to the efforts we put into making healthcare more inclusive and equitable.”



– 2024 Diversity Awards NZ™ opening ceremony. Image: Diversity Works.

## Aotearoa’s most relevant awards for workplace diversity, equity, and inclusion

Led by Diversity Works, the annual Diversity Awards NZ™ is the most significant programme in Aotearoa New Zealand to celebrate excellence in workplace diversity, equity and inclusion.

This year’s award had 28 finalists, showcasing innovative initiatives to build work environments where everybody is safe to bring the best version of themselves. The list of winners featured prominent organisations, including KPMG, Air New Zealand, and Foodstuffs (see table).

The 2024 honours were presented across five categories: Leadership, Diverse Talent, Respectful Culture, Inclusive Workplace, and Ngā Āhuatanga o te Tiriti Tohu. Each one included awards for medium-large organisations (with more than 100 staff) and small-medium

organisations (fewer than 100 staff). Winners in these categories were eligible for the Supreme Award.

There were also two additional honours: The Impact Award, for organisations that made significant strides in supporting equitable labour market outcomes, and the Diversity Champion Award, which recognised an individual who excelled in creating a sense of belonging through their expertise and emotional intelligence.

The awards process required a comprehensive application, including up to a 2,000-word entry accompanied by supporting materials such as videos, photos, and documents. Finalists also hosted visits from the judges, providing them with a chance to showcase their initiatives.

### 2024 WINNERS

- ▲ **SUPREME AWARD**  
**Western Bay of Plenty Primary Health Organisation**
- ▲ **LEADERSHIP AWARD**  
**Waipapa Taumata Rau University of Auckland**  
Medium-Large Organisation  
Highly Commended
- ▲ **DIVERSE TALENT AWARD**  
**KPMG**  
Medium-Large Organisation  
Winner
- ▲ **INCLUSIVE WORKPLACE AWARD**  
**Foodstuffs North Island**  
Medium-Large Organisation  
Winner  
**Ara Poutama Aotearoa Department of Corrections**  
Medium-Large Organisation  
Highly Commended
- ▲ **RESPECTFUL CULTURE AWARD**  
**Tui Raumata**  
Medium-Large Organisation  
Winner  
**Aurecon**  
Medium-Large Organisation  
Highly Commended
- ▲ **NGĀ ĀHUATANGA O TE TIRITI TOHU**  
**Western Bay of Plenty Primary Health Organisation**  
Medium-Large Organisation  
Winner  
**Te Tumu Whakaata Taonga New Zealand Film Commission**  
Small-Medium Organisation  
Winner  
**Ratonga Ahi me ngā Ohotata i Aotearoa Fire and Emergency New Zealand**  
Medium-Large Organisation  
Highly Commended
- ▲ **IMPACT AWARD**  
**Araraurangi Air New Zealand**
- ▲ **DIVERSITY CHAMPION**  
**Tania Domett, Cogo**



WBOP PHO wins 2024 Diversity Awards NZ™ – continued

## CASE STUDY

# Embracing Te Tiriti o Waitangi

Once an organisation becomes a finalist in the 2024 Diversity Awards NZ™, the Diversity Works team creates a case study based on the application and the judges' visit. The Ngā Āhuatanga o te Tiriti Tohu category specifically recognises organisations that demonstrate a genuine commitment to being Te Tiriti o Waitangi responsive. This includes showcasing initiatives that enhance Māori outcomes and strengthen partnerships with whānau, hapū, and iwi.

Our case study details how Te Tiriti o Waitangi guide our strategy, clarifying our approach to engaging with, promoting, and supporting Māori health. It also describes initiatives such as Māori Health Cultural Training, annual Cultural Haerenga, cultural safety and biases training, and the



– Image: Diversity Works.

development of internal capabilities to support General Practice partners.

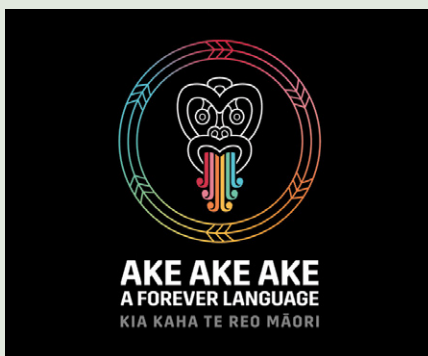
The case study further highlights our two-decade unique partnership with Ngāi Te Rangi iwi and Ngāti Ranginui iwi, illustrating how this collaboration embodies a true Te Tiriti partnership. It captures our ongoing efforts to integrate Māori values into our workplace and the positive impact this has on both the staff and the wider community. ▲

## Learn More

To read the full case study and gain deeper insights into our award-winning approach, scan the QR code below.



# Ake, ake, ake – A forever language



As we celebrated Te Wiki o Te Reo Māori – Māori language week across Aotearoa, from the 14th till the 21st of September, we are blessed with knowing that this week was not out of the ordinary for us at the WBOP PHO. Our focus on te reo, te ao and tikanga Māori is embedded in our everyday.

This starts from our inception 20 years ago, which has built momentum over

the years to show and prove we are a true Te Tiriti o Waitangi partner. Whether we are belting out te reo with waiata, introducing ourselves through pepeha at hui, practicing pronunciation in the fortnightly He Pounamu classes – we are supporting the concept of Ake, Ake Ake, and keeping te reo Māori a forever language.

In our whare, Te Wiki o Te Reo Māori, brought extra fun and it was filled with quizzes, posters for learning new phrases and people busting their moves to 'Māhunga, pakihiwi, puku, hope, waewae – Head, Shoulders, Tummy, Hips and Legs'.

Using te reo as part of your everyday, normalises its use and this can lead to it flowing into your home, inspiring family and friends to do the same. Te reo Māori not only is the official language of Aotearoa, but it is also a taonga

(treasure), to be loved and enjoyed. Check out some taputapu kē (choice, cool, neat) phrases today! ▲

## Give it a go

- ▲ **E rua, e rua.**  
Same, same/two of a kind.
- ▲ **Kia pai orā whakatā.**  
Have a good weekend.
- ▲ **Kei te hia āwhina koe?**  
Do you need a hand?
- ▲ **Kua kai rānei koe?**  
Have you eaten yet?
- ▲ **Tāuatāua.**  
You and me both.
- ▲ **Kia tūpato.** Be careful.
- ▲ **He aihikirīmi mā wai?**  
Who wants to get ice cream?

TĀPIRI MAI:

# Matakana Island's telehealth gets a boost

ASB Tauranga and Te Awanui Hauora have partnered to offer mobile high speed internet, improving access to healthcare.



Te Awanui Hauora on Matakana Island is now equipped with a Starlink satellite, offering reliable and faster internet for telehealth appointments. While the island previously had internet access, weak signals or no connection in certain areas often required patients to travel to the hauora for virtual consultations. Thanks to the support of ASB Tauranga and the efforts of Community Nurse Hera Murray, who brings the satellite to patients' homes and sets up the service, this is now changing.

The arrival of Starlink on Matakana Island marks a milestone for the Tāpiri Mai project, a collaboration between Te Awanui Hauora, Western Bay of Plenty Primary Health Organisation (WBOP PHO), and Ngāti Kahu Hauora, with the view to improve access to healthcare on Matakana and Mōtītī Islands. "It's a huge change," says project manager Moira Lomas. "Hera has strong relationships with whānau on the island. Bringing this technology into their homes and making the telehealth process easy is a key factor in success."

Starlink uses satellites to offer high-speed internet access globally, especially in remote areas. ASB Tauranga funded the hardware while ongoing monthly costs will be covered by Te Awanui Hauora. Relationships were key in making this happen for Matakana Island. "I got a call from my colleague Noel, who was on the barge to Matakana with Moira, asking if we had funds for the Starlink project from our ASB Community fund," said Anthony Ririnui, Kaihautū

– Te Waka Whaihua, ASB. "It's not a large fund, however we get to place it locally in the Community, but we have been amazed at the difference it can make."

Although the handover ceremony happened on 31 July 2024, the equipment had already been shipped and was available on Matakana Island since early July. "Starlink is already making a difference for people," explained Te Uta Roretana, Chief Operations Officer at Te Awanui Hauora. "Our previous system, which relied on a high-definition tablet and SIM cards, often had unreliable signals."

Being nurse-led ensures the services are comprehensive. "Having consultations at home removes many barriers to accessing healthcare, and the support we provide helps alleviate the stress of managing technology, which can sometimes be challenging," shared Hera. "As a nurse, I am also available to take blood samples, offer advice, or perform clinical procedures as needed," she added.

For Kiri Peita, General Manager Māori, Population Health & Equity at WBOP PHO, initiatives like this are all about providing community choices and improving access. "This is a small investment that significantly impacts people's lives and health outcomes. People can now choose between virtual or in-person appointments. We're grateful for partnerships like this that make it possible." The Tāpiri Mai project is now working on a similar solution for Mōtītī Island.

*"Ko te aho tapu te whanaungatanga e hara i te aho noa – it's not just about relationships, it's all about relationships."*

## ▲ Tāpiri Mai Project

Tāpiri Mai is a comprehensive approach to developing and promoting healthcare solutions, primarily digital, co-designed with the rural island communities of Matakana and Mōtītī Islands. The project began after the COVID-19 pandemic, when the people on the islands faced challenges accessing health services due to limited transport, poor internet and cellular coverage. The ongoing project provided 4G internet access and at the early phase of the project involved dedicated staff from WBOP PHO and Te Whatu Ora Health NZ to collaboratively design and implement distance primary healthcare solutions.

## ▲ About Starlink

The satellite internet service from SpaceX, available in New Zealand since 2021, offers fast and reliable connection by using satellites that orbit close to the Earth. It reduces delays in communication, making it faster and efficient.





# The face of technology and care on Matakana

**Community Nurse Hera Murray shares the impacts of digital solutions and patient-centred support on the island.**

Behind the Tāpiri Mai project is a dedicated team of community leaders, clinicians, project managers, and organisations, all committed to enhancing healthcare access on remote Matakana and Mōtītī islands. Central to the initiative's impact on Matakana is the Community Nurse Hera Murray. With her ties to the community and a passionate hands-on approach, she is key to the island's healthcare delivery.

"Living on an island is unique, but it comes with challenges. Offering nurse-led telehealth provides options by bringing services directly to patients homes. This service delivers timely, patient-centred care while addressing barriers to accessibility and convenience," summarises Hera.

The only clinical worker based on Matakana, Hera works Monday to Thursday at Te Awanui Hauora. Her role is especially important given the limited clinical resources on the island. "A GP from Ngāti Kahu Hauora, in Tauranga, visits every fortnight for half a day. Allied Health services and Poutiri Wellness come by once a month," Hera describes.

The telehealth service is essential for enhancing healthcare access on

Matakana, and while technology is a key component, Hera's efforts to connect patients, devices, and doctors are equally vital. The recent introduction of Starlink, a mobile satellite system that can be brought to patients' homes, has highlighted this.

*"The service is changing minds about telehealth. People feel comfortable to seek care sooner."*

**— Hera Murray,  
Community Nurse.**

For many, having an online appointment from their lounge is a straightforward task. On Matakana, however, unreliable connectivity previously meant that residents often had to go to Te Awanui Hauora for a virtual consultation with a doctor based on the mainland. "And that's if they are able to leave their house", Hera emphasises. "We have patients who are housebound due to mobility challenges, often with long-term conditions, or have no transport.

This service gives them access to basic healthcare."

To some, it might seem unnecessary for a nurse to visit homes to set up devices. The Tāpiri Mai project, co-designed with the community, however, quickly showed that improving health access on Matakana required more than a reliable internet connection. It required human connections, relationships.

## Supporting the patients journey

Hera's connection to Matakana Island extends beyond her medical role. Having lived in the community for 4 years and raising her three children there, she has built trust and rapport with residents. "Small communities need time and patience to build relationships with outside services," she shares. "The service is changing minds about telehealth. People feel comfortable to seek care sooner."

With her nursing expertise, Hera enhances telehealth by ensuring thorough handovers before virtual consults and handling tasks like respiratory and cardiac assessments, blood tests, and medication education. "I address any further needs in the treatment journey," she explains.

## Versatile care and skills

Remote healthcare brings logistical challenges. "Before taking someone's blood, for example, I have to consider the wind and tides. Getting the samples to Pathlab means a boat or a barge ride and timing that right is important," she says.

Passionate advocate for the community, Hera often schedules specialist appointments, coordinates with hospitals, and steps in when patients are too unwell to travel, sometimes requiring a helicopter or ambulance. Residents reach out day and night with questions about medications, wound care, or general health concerns.

Looking ahead, Hera aims to develop her skills and broaden the clinical services available on the island, as well as streamline the process of delivering blood samples to Pathlab. She finds immense fulfilment in her role. "Knowing the community and their health needs enables me to help in a meaningful way," she reflects. "The personal relationships I build and my ability to advocate for the community to improve health outcomes are deeply motivating." ▲



## Provider's takeaways

The 2024 WBOP PHO Service Expo welcomed some community-based providers for the first time, who were enthusiastic about the event. Chris Ryan, Vocation and Career Support at SAGE/Turning Point Trust, described it as “ideal for engaging with many relevant and complementary organisations. It's encouraging to learn about new developments in health and well-being services and to share what we offer.”

# Fostering collaboration

**The 2024 WBOP PHO Service Expo in September brought together general practice teams and a diverse range of community-based service providers.**

Held at the University of Waikato – Tauranga Campus, on the 4th, the evening was dedicated to sharing valuable insights and forging meaningful connections within the healthcare sector. The WBOP PHO Mental Health, Diabetes, Screening, and Wellness teams provided information about the programmes and services offered to the community. The project managers of the new WBOP Health Workforce Development Fund were also present to discuss the exciting recent opportunities available for professionals in primary and community care.

This year, the expo showcased 11 community-based service providers, including AvaNiu, BraveHearts, Hato Hone St John, Hep C, Ngāti Ranginui,

Practice Plus, Te Āhunga Whānau, Turning Point Trust, Multicultural Tauranga, Hāpainga Stop Smoking Services, and Parkinson's New Zealand.

“The expo was a wonderful showcase of the collaborative spirit that drives our healthcare community. It was inspiring to see so many dedicated professionals coming together to share knowledge and strengthen connections. We're grateful to all the participants and look forward to building on these relationships in the future”, commented Wendy Dillon, General Manager Network Services at WBOP PHO.

The event's value was evident from the feedback of attendees and providers alike. Keren Hoogwerf, Practice Manager at Katikati Medical Centre, underscored the importance of such events for rural practices: “It provides a valuable opportunity to explore the range of services available, which enhances our ability to offer comprehensive care. Additionally, attending such an event strengthens our connections with local community-based service providers, fostering a collaborative approach to patient care.”

Debbie Irving, Practice Manager at Fifth Ave Family Practice, praised the event's impact: “We were so impressed by the level of services available and the passion of the whānau working within those services. We look forward to exploring future connections and sharing awareness with our teams and patients.”



Chris Tongalea, Operations Manager at AvaNiu, highlighted the event's significance for community connections: “Participating in the WBOP PHO Service Expo reflects our commitment to the Pasifika community and our cultural values. These gatherings are vital for strengthening connections in Tauranga Moana and enhancing our support quality.”

Long-time providers who have consistently attended the expo also reflected positively on the event. Jennifer Broad, Healthcare Relationship Manager at Hato Hone St John, remarked, “The expo is a great opportunity to connect with health professionals outside of their busy work environment and have quality conversations. It's invaluable for updating them on how we support clients to live independently in the community.” ▲







– MultiEthnic Forum (main), and the first Community Health Talks in September (inset).

# A platform supporting ethnic communities

**Western Bay of Plenty Primary Health Organisation (WBOP PHO) had the privilege of presenting at the MultiEthnic Forum organised by Multicultural Tauranga and Tauranga City Council, at the Western Bay of Plenty District Council.**

Held on 15th August, the event attracted around 70 attendees and provided a dynamic platform to discuss WBOP PHO's role in primary care, community health services, and the objectives of the Ethnic Health Project.

The forum also featured a workshop led by Dr Rose Phan, where community members shared their experiences and challenges with the health system and offered valuable suggestions for improvement.

The feedback collected will be compiled into a comprehensive report to guide the next steps of WBOP PHO in the Ethnic Health Project.

Bella Medeiros, Network Services Liaison who led WBOP PHO's presentation, commented, "It was an honour to engage with the community. The insights we've gathered are invaluable and will be essential to enhancing our services to better meet the needs of our diverse population."

The Ethnic Health Project is a collaboration between WBOP PHO, Tauranga City Council, Te Whatu Ora, service providers, and ethnic community representatives. It aims to improve engagement between ethnic communities and Primary Healthcare by amplifying community voices and developing an Ethnic Health Action Plan. It also seeks to support the provider's network in actively engaging with the community.

*"The insights we've gathered are invaluable and will be essential to enhancing our services to better meet the needs of our diverse population".*

– **Bella Medeiros,**  
**Network Services Liaison.**

## Community Health Talks

At the heart of the project is the effort to understand the experiences, barriers, and challenges faced by this population in accessing healthcare. In September 2024, WBOP PHO launched a series of "Community Health Talks," starting with the inaugural event titled "Living Your Best Life." Held on Saturday, the 28th of September, this session focused on health and well-being and featured presentations from key partners, including Ngāti Ranginui, Diversity Counselling, Community Mental Health, Sport BOP, True Colours and kōrero on smoking and vaping. ▲

# Workforce Development Fund kicks off in the Western Bay

**Designed to support roles intended to be integrated within primary and community care, project focus on kaimahi supporting priority populations throughout the region.**

The Western Bay of Plenty Health Workforce Development Fund has launched in September. This fund is aimed at kaimahi supporting priority populations in primary and community care throughout the region. This local effort, powered by the Te Whatu Ora Workforce Development for Primary and Community Care fund, is designed to support roles intended to be integrated within primary and community care.

Research highlights that expanding the skill mix and diversity of people working in primary care teams improves community access and equity outcomes. The interim New Zealand Health Plan, Te Pae Tata, emphasises that strengthening primary and community care can reduce the risk and burden of disease, decrease demand for costly specialist care, and ultimately achieve better and more equitable health and well-being outcomes for New Zealanders.

In recent months, we have been working as members of the Western Bay of Plenty Comprehensive Primary and Community Care Teams Design Group, which includes WBOP PHO, Ngā Mataapuna Oranga (NMO), Poutiri Trust, and Ngāti Ranginui, to design and roll out this local funding opportunity.

Aligning with the recommendations of Te Pae Tata, the WBOP PHO purpose and equity statements, the fund provides an opportunity for successful applicants to receive contributions towards their course fees. Additionally, applicants can request supplementary funding to support mentoring, release time, supervision, travel, accommodation, or other expenses that may pose barriers to starting or completing their studies. This comprehensive support aims to overcome obstacles and advance professional development in primary and community care settings.

In a targeted approach, the first round of applications opened on the 2nd of September 2024 and closed on the 14th of October 2024. Applications received will be prioritised in a contestable selection process. This approach ensures a fair distribution of resources, with a preference for growing our Māori, Pacific Peoples, and Allied Health workforce to

better support our communities. After analysis of the first round of applications, more information on the next rounds and how the fund may be allocated to support kaimahi for the rest of this year and in 2025 will be released.

A parallel fund, to promote workforce development initiatives and support a highly skilled and diverse Hauora workforce in primary and community care, is available specifically to kaimahi working for Hauora Māori service providers. You can email [hauoraworkforce@poutiri.org](mailto:hauoraworkforce@poutiri.org) to kōrero and learn more.

We look forward to sharing new updates as the Western Bay of Plenty Health Workforce Development Fund is implemented. ▲

**For more details, please scan the QR code or reach out via email to [workforce@wboppho.org.nz](mailto:workforce@wboppho.org.nz)**



## WBOP Health Workforce Development Fund

Grow your skills  
Define your future  
Support local whānau  
Improve health outcomes for local communities



## Diabetes Dashboard Project Roadmap



*“Through the dashboard, clinicians are able to get specific, detailed and/or summarised data pertinent to whaiaora, and from there they can prioritise those with the highest needs for delivering diabetes care.”*

— Dr Claire Isham, Clinical Director WBOP PHO.

## Diabetes Dashboard goes live

General practices within the WBOP PHO network now have access to a unique tool developed to improve diabetes management for patients within the community. The Diabetes Dashboard went live in Thalamus on the 8th of August and is one of the projects to come out of the PHO Board Strategy 2023.

Alongside the Project Management Office (PMO), the project team worked with the PHO Clinical Director, Clinical Committee, the Population Data Analyst and the Data & Digital team. The project also provided the opportunity to work with external Diabetes specialists in secondary care, and PHO colleagues in the Te Manawa Taki region.

“The Diabetes Dashboard work was the catalyst for the formation of the WBOP PHO Project Management Office (PMO). We saw the complexity involved in delivering such a key outcome for practices and whaiaora, and needed to ensure it was structured appropriately through clear processes within a centralised entity,” noted Trish Anderson, General Manager Projects.

The project aimed to support Tāne Māori aged 30 to 60 years diagnosed with Type 2 diabetes. Dr Claire Isham, Clinical Director at the WBOP PHO, notes that, “Through the dashboard, clinicians are able to get specific, detailed and/or summarised data pertinent to whaiaora, and from there they can prioritise those with the highest needs for delivering diabetes care, such as the group targeted by the project. They can also track improvement and ensure alignment with best practice.”

Following the dashboard launch, a webinar for the General Practice Network

hosted by Dr Claire Isham and Niki Pucci, Diabetes Nurse Educator, provided background on the project as well as a comprehensive overview of the tool and its features. ▲

### Early outcomes from the project

- ▲ The expansion and updating of the Diabetes Education Plan by our Diabetes Nurse Educator for the General Practice Network.
- ▲ Revision of referral and Health Pathways information to support best practice.
- ▲ A strong and enduring relationship developed with our secondary care colleagues to support each other, the General Practice Network and most importantly, our whaiaora.

# Big win for women’s health screening at Volcanix game

**WBOP PHO stood on the sidelines to promote regular cervical and breast screenings to rugby fans.**

On a cloudy Saturday at Tauranga Domain, the Bay of Plenty Volcanix faced Auckland in a highly anticipated rugby match, on 14th September. While the locals didn’t win, the WBOP PHO team, represented by Support to Screening Nurse Gemma Pearson and Health Promotion Coordinator Tiana Bennett, scored a win for women’s health. Their health promotion stall, set up to highlight cervical and breast screening, engaged many fans who attended the game.

With Cervical Screening Awareness Month in September and Breast Cancer Awareness Month in October, the fans had the chance to learn about the importance of regular screenings while cheering on their team. “Even though the game didn’t go our way, the real victory was connecting with so many people about women’s health. Bringing this message to an event where people are relaxed and engaged makes all the difference,” reflected Tiana.

Gemma highlighted a memorable moment from the event: “At the game, we had Nicole, one of our prize pack winners, who completed her cervical screening with the new self-test right there at the rugby match. Her experience



– WBOP PHO team: Sēnae Mitchell, Wendy Horo-Gregory, Gemma Pearson and Tiana Bennett.

illustrates how easy and convenient the new self-test is, showing that it’s possible to fit these important health checks into your daily activities.”

The feedback from the event was very positive, with fans and rugby clubs valuing the initiative. Our team connected with over 100 attendees, engaging in nearly 40 detailed discussions about screening options, and four participants completed a self-test on the day. Most people who were overdue for screenings were aware of their status. As Gemma highlighted, “It’s about integrating these health checks into their busy lives and prioritising them.”

### Busy months for health promotion

September was an active month for Cervical Screening Awareness. The WBOP PHO team dedicated substantial resources to promoting and facilitating self-tests through events and clinics.

We partnered with Te Wānanga o Aotearoa and Health NZ to offer cervical screening at the Tukarere Campus in Tauranga on the 10th and 24th of September. Our efforts also included a series of drop-in clinics for cervical self-testing, which began in late September, and will continue through November, at the Hillier Centre in Mount Maunganui and Te Puke Community Health Centre. ▲



– Nicole won a prize after taking a self-test.

## Upcoming Events

### October

- 1 - 31 Breast Cancer Awareness Month
- 9 - 15 Baby Loss Awareness Week
- 15 World Hand Washing Day
- 16 (Until 10 Nov) 20th Birthday Celebrations PHO
- 20 World Osteoporosis Day

### November

- 1 - 30 ‘November’ Men’s Health Month
- 12 World Pneumonia Day
- 13 World Kindness Day
- 14 World Diabetes Day
- 25 White Ribbon Day

### December

- 1 World AIDS Day
- 3 International Day of Disabled Persons
- 10 World Human Rights Day

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



# FluroFest glows with a focus on mental health and well-being

WBOP PHO was honoured to be at the festival, promoting free wellness and lifestyle support.

Western Bay of Plenty Primary Health Organisation (WBOP PHO) was honoured to be part of FluroFest 2024 on 22nd September at Memorial Park. This year's event was a vibrant and colourful celebration of mental health, well-being, and community spirit, bringing people together for an action-packed day dedicated to meaningful experiences.

With music, kai, sensory activities, and a range of interactive experiences, the event offered something for everyone. The festival was more than a day of fun; it was an opportunity to highlight the importance of mental health by connecting the community with support services and activities that promote well-being.

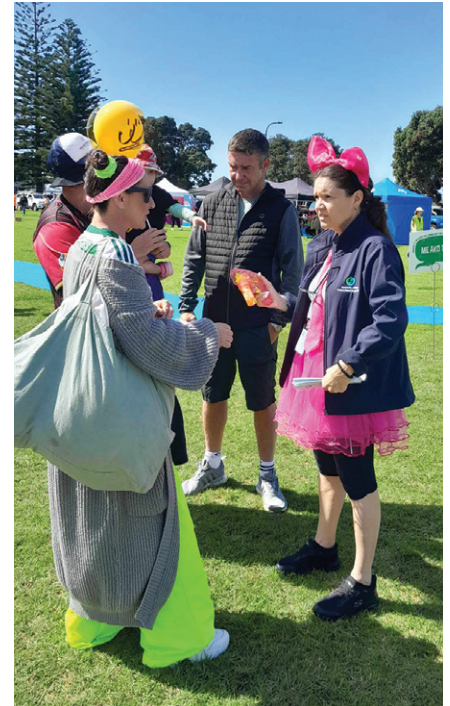
"Community events like FluroFest create vibrant, inclusive spaces where people can come together to connect, learn, and uplift one another. We passionately believe that building a stronger, healthier community starts with fostering these connections and encouraging open, honest conversations about mental health. After all, there is no health without mental health, and just like physical health, we all have a mental

health status that deserves care and attention", expressed Naomi Malcolm, Primary Mental Health Services Lead at WBO PHO.

Health Improvement Practitioners (HIPs) and Health Coaches took centre stage at WBOP PHO stall at FluroFest, promoting free wellness support. From mental health guidance to lifestyle coaching, the team encouraged attendees to explore the available resources to enhance their overall well-being.

Health Coach Kylie Brown captured the spirit of the event: "FluroFest was an amazing opportunity to share the services available to support our community. I loved engaging with people, sharing our mahi, and showcasing what we offer. It's an honour to walk alongside whaiora and help them achieve their optimal well-being, whatever that looks like for them."

The essence of FluroFest is deeply connected to Mental Health Awareness Week, a dedicated time to promote mental well-being and the need for continuous support. The theme of this year's was the power of connection and community. ▲



## Embracing the 5 Ways to Well-being

A central element of FluroFest was the incorporation of the 5 Ways to Well-being, a set of evidence-based principles designed to enhance mental health and resilience. These principles guided the festival's activities and interactions:

- ▲ **Connect:** Build and strengthen relationships with family, friends, and the community.
- ▲ **Take Notice:** Practice mindfulness and appreciate the present moment.
- ▲ **Keep Learning:** Engage in new experiences and challenge yourself with fresh insights.
- ▲ **Give:** Spread positivity and kindness throughout the day.
- ▲ **Be Active:** Participate in physical activities to boost mood and energy levels.



# Kiri's Kōrero

*A tribute to the Māori King – Kiingi Tuheitia Pootatau Te Wherowhero Te Tuawhitu.*

E rere ana ngā mihi aroha ki a Kiingi Tuheitia Pootatau Te Wherowhero Te Tuawhitu kua riro ki te uma o Ranginui. Moe mai e te ariki i te rangimārie me te aroha o tō iwi.

The Kīngitanga movement (Māori King movement) is one of New Zealand's most enduring political institutions. Kīngitanga was established more than 160 years ago to unite all tribes. One of its primary goals was to provide a springboard for the preservation of Māori culture in the face of colonisation.

Kiingi Tuheitia Pootatau Te Wherowhero VII has been remembered as a “kind”, “listening” and “humble” man – whose influence has left an “indelible mark on our nation”.

For the Kīngitanga, protecting Māori language (*te reo Māori*), customs (*tikanga*), and identity is crucial for the health of the people. The movement's efforts to resist cultural erosion were not only about political sovereignty, but also about protecting the spiritual and

psychological well-being of future generations. Today, research shows that indigenous peoples who maintain strong cultural identities, often experience better mental health and resilience.

The theme for this year's Māori Language week was Ake, ake, ake – a forever language.

It represents the *resilience, adaptability, and endurance* of our official language.

It also reflects the commitment New Zealanders have in embracing and learning te reo Māori long into the future. Under enduring pressure te reo Māori has shown it will adapt and survive. It grows with our people, our culture, and our environment.

Mauri ora!

Ngā mihi,  
**Kiri Peita** – Director of Māori Health and Wellbeing



## In memory of Michelle Rapana

It is with heavy hearts that we share the sad news of the passing of our cherished PHO whānau member, Michelle Rapana, who left us on 19th August 2024.

Michelle was a valued part of our mahi whānau for over a decade, beginning her journey in Acute Demand before transitioning to the CPO Mental Health Team, where she supported the programme's administration until health challenges arose last year.

Michelle was well known across our network, and we wish to acknowledge her significant contribution to our service's growth and development over the years.

When you mention Michelle's name, her smile instantly comes to mind. Her smile was radiant, unforgettable, and reflected the beauty of her soul. She had a unique, genuine vibe – chilled, positive, and always full of hope, regardless of the challenges she faced. She was never one for drama and brought a sense of calm, optimism, and light-hearted naughtiness to every situation.

Our Christmas functions and PHO gatherings will never be the same. Michelle loved a good party and always enjoyed bringing her partner, Pieter, along for the ride. Michelle was a very proud mother of her three adult children Anita, Eden, and Campbell and cherished her three mokopuna.

## New faces in the whare

– **Gail Morley**  
*Health Improvement Practitioner*

“I love combining my passion for therapy and horses, and have been facilitating Equine Assisted Therapy for over 10 years.”

If you have any messages for Michelle's whānau, these can be forwarded to Naomi Malcolm at [naomim@wboppho.org.nz](mailto:naomim@wboppho.org.nz).

Kua wheturangitia koe, ki te korowai o Ranginui. Return and take your place among the stars, alongside your ancestors who adorn the sky in the heavens. ▲



Western Bay of Plenty  
Primary Health Organisation

TŌNGIA TE URURUA KIA TUPU  
WHAKARITORITO TE TUPU  
O TE HARAKEKE



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