



Western Bay of Plenty  
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU  
WHAKARITORITO TE TUPU  
O TE HARAKEKE

# Te Rerenga

NEWSLETTER | SEPTEMBER 2025

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## BeingWell: Free, everyday mental health and wellbeing

WBOP PHO brings Health Improvement Practitioners, Health Coaches, counsellors and social workers together under one new identity, making support easier to reach.



workers,” says Sarah Stevenson, General Manager of Community Services at WBOP PHO. “You don’t need to see a doctor to speak with a Health Coach or HIP, just fill in the form on our website or ask your general practice for a free appointment.”

### Flexible and free

BeingWell is available through most general practices in our region and is here for anyone who wants support with their wellbeing. It’s free, flexible, and designed to work alongside your GP and whānau. People use the service for all sorts of reasons, such as stress, anxiety, grief, chronic pain, lifestyle changes, or just feeling stuck.

Appointments can be in person, over the phone, online, or in some community settings. “There’s no cost, no limit on the number of sessions, and support is tailored to what matters to you,” says Stevenson. “You might talk with a HIP about managing low mood or sleep problems, or work with a Health Coach on setting personal goals or navigating support systems. We’re here to help people in their everyday lives.”

Two primary care teams offering free, same-day mental health, addictions and wellbeing support are now under one easy to recognise identity. BeingWell is the new name for a service many people in the Bay of Plenty region already use. Managed by the Western Bay of Plenty Primary Health Organisation (WBOP PHO), it connects people with a team of professionals based in general practices and community settings. Most are seen within 1 week of referral.

“We chose BeingWell after speaking with people who’ve used our services,” says Sarah Stevenson, General Manager of Community Services at WBOP PHO. “They described taking small, meaningful steps towards ‘being well’, and that’s what this service is all about.” As part

of the relaunch, BeingWell now has new webpage where you can learn more about the support available and request an appointment.

Our BeingWell team includes Health Coaches, Health Improvement Practitioners (HIPs), counsellors, and social



– Coffee and kōrero that bring people together

### Learn more

Scan QR code to explore the service and book an appointment with a Health Coach or HIP or contact your general practice.



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*BeingWell: Free, everyday mental health and wellbeing – continued*

# The story and the journey behind the BeingWell tohu

## OUR LOGO



**When our BeingWell service launched, we wanted more than just a new name and logo, we wanted a tohu (symbol) that truly reflected who we are, who we serve, and the values that guide us.**

The design journey was a collaborative one, shaped through kōrero within the Western Bay of Plenty Primary Health Organisation (WBOP PHO), through focus

groups of current and potential whaiora, and guided by graphic designers Leah Critchley and Tiana Potaka. Leah brought her creative expertise to develop the initial design concept, while Tiana built on the design aligning both her creative and cultural lenses to ensure the tohu reflected both meaning and identity.

At the heart of the tohu are the creation stories of Ranginui (Sky Father) and Papatūānuku (Earth Mother). Their separation is a story of love, grief, transformation, and the birth of new possibilities. This pūrākau speaks to the journeys of growth and resilience that many of us experience. It also mirrors the path of tangata whaiora (people seeking wellness), supported by kaimahi who walk alongside them.

In the design, one side represents tangata whaiora, leading their own health journey, while the other represents kaimahi, offering support and guidance. The flowing colours, from the blue of

Ranginui to the green of Papatūānuku, symbolise the balance of sky and earth, and the partnership between people and their environment.

The space between the two sides of the design holds special meaning too. It represents a sacred, shared space. The place where relationships, healing, and transformation occur. It is here that creativity, trust and collective purpose come to life.

Woven into the design are also references to raranga (weaving) and Hineteiwaiwa, the atua wahine of weaving and creativity. These elements symbolise connection, whakapapa and the strength we find in working together.

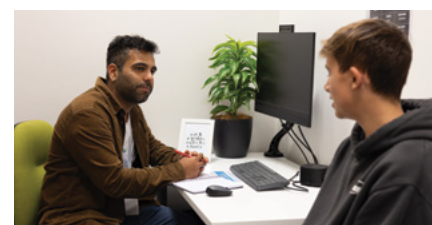
For our team, the tohu is more than a logo. It is a reminder of our shared purpose: to honour Te Tiriti o Waitangi, to grow alongside the communities we serve and to support wellbeing in a way that is balanced, respectful and deeply connected.

## About BeingWell

BeingWell brings Coordinated Primary Options (CPO) and Integrated Primary Mental Health and Addictions (IPMHA) services together, under one team and name.

Available through general practices in the Western and Eastern Bay of Plenty, as well as local community settings, it provides free support from Health

Improvement Practitioners (HIPs), Health Coaches and referral pathways to social workers or counsellors. BeingWell helps bridge the gap between general practice, community support and more specialist mental health and wellbeing services, ensuring people can get support when and how they need it.



## Meet your BeingWell team

The BeingWell team includes:

- **Health Coaches** – for lifestyle changes, goal setting and navigating support systems
- **Health Improvement Practitioners (HIPs)** – for managing stress, low mood, sleep issues and more
- **Counsellors and Social Workers** – available through referral pathways. ▲

# Bringing free cervical screening into trusted community spaces

**WBOP PHO, Huria Trust and Te Wānanga o Aotearoa team up to offer free\* self-tests and HPV vaccinations at the Tauranga campus during Cervical Screening Awareness Month**

September is Cervical Screening Awareness Month, a reminder of the importance of staying up to date with screening to prevent cervical cancer. To make it easier for more people to access care, WBOP PHO is running special screening clinics at Te Wānanga o Aotearoa (TWOA) in Tauranga, offering eligible people free\* cervical screening and HPV vaccinations in partnership with Huria Trust.

Gemma Pearson, Support to Screening Nurse at WBOP PHO, said creating opportunities in trusted community settings like TWOA is vital.

"Screening saves lives, but we know people often face barriers such as cost, time, or information in accessing services. Bringing clinics into familiar spaces makes a real difference. It's about meeting people where they are and developing ongoing relationships and trust within the community."

## Clinic Dates

**4 and 10 September – 10am to 1pm**

**16 and 22 September – 5pm to 7.30pm**



— Gemma Pearson (WBOP PHO),  
Maia Peckham (TWOA), Kara Winiata and  
Rosina Taueki (Huria Trust)

Alongside these special clinics at TWOA, regular cervical screening services are already available across the Western and Eastern Bay of Plenty, with support from community providers:

## Western Bay

### ▲ ARATAKI COMMUNITY CENTRE

(Zambuk Way, Mount Maunganui)  
First Tuesday of each month, 4pm–6.30pm

### ▲ RANGIORA HEALTH HUB

(95 Sixteenth Avenue, Tauranga)  
Wednesdays, 1pm–4pm  
(or by appointment)

### ▲ HURIA TRUST

(1 Te Kaponga Street, Brookfield, Tauranga)  
Monday to Friday, 9am–3pm

### ▲ TE PUKE COMMUNITY CENTRE

(68 Commerce Lane, Te Puke)  
By appointment only

## Eastern Bay

(Delivered by Ngāti Awa)

### ▲ KAHU TAURIMA

(43 Domain Road, Whakatāne)  
First, second and fourth Tuesday of each month, 10am–3pm

### ▲ TE TAI COMMUNITY HUB

(44 Tuhoe Street, Tāneatua)  
Third Tuesday of the month, 10am–2pm

### ▲ ŌPŌTIKI HEALTH CENTRE

(32 King Street, Ōpōtiki)  
Every second Wednesday, 11am–3pm

## New webpage launching soon

WBOP PHO is also launching a new Cervical Screening Support webpage in September. Designed for the Bay of Plenty community, the page will make it easier for people who are overdue or under screened to connect with the service through a simple online form, alongside the existing 0800 920 033 number. It will also provide resources, clinic details and clear information on eligibility and support for those facing barriers to screening. The page will be available at [www.wboppho.org.nz](http://www.wboppho.org.nz).

## \*Eligibility Criteria Reminder

**Cervical screening is not free for everyone. People with a cervix are eligible for free screening if they are:**

- ▲ **MĀORI OR PACIFIC, AGED 25 TO 69**
- ▲ **AGED 25 TO 69 AND HAVE A COMMUNITY SERVICES CARD**
- ▲ **AGED 30 OR OLDER AND HAVE:**
  - Never had a cervical screening test, or
  - Not had a cervical screening test in the last 5 years
  - Not had an HPV test in the last 7 years
- ▲ **AGED 70 TO 74 AND HAVEN'T HAD:**
  - Two normal results between ages 62–69, or
  - A negative HPV result in the last 5 years
- ▲ **DUE FOR FOLLOW-UP SCREENING**
- ▲ **IN NEED OF SUPPORT TO SPECIALIST SERVICES**

This includes women, trans men, non-binary and intersex people who have a cervix. ▲

# WBOP PHO opposes the Pae Ora Amendment Bill

The Western Bay of Plenty Primary Health Organisation (WBOP PHO) has made a formal submission opposing the Government's proposed Healthy Futures (Pae Ora) Amendment Bill.

This Bill weakens the equity and Te Tiriti o Waitangi principles at the heart of the Pae Ora (Healthy Futures) Act 2022, removing legal obligations to address health inequities and dismantling proven mechanisms for improving Māori health outcomes.

The proposal also disregards the recommendations from Wai 2575 (Waitangi Tribunal) Report and reduces

the decision-making role of Māori in the health system, downgrading Iwi-Māori Partnership Boards (IMPB) to advisory-only status.

Our community knows that a "one-size-fits-all" approach to healthcare does not work. Removing culturally safe, equity-focused requirements risks widening the gap for Māori, Pacific Peoples, Disability, Migrant, Rainbow and other underserved communities. Outsourcing more services to the private sector will further fragment care and shift focus away from collective wellbeing.

WBOP PHO believes this Bill moves us backwards, away from a healthcare system that truly works for everyone. For these reasons, we are calling for the Amendment Bill to be abandoned. ▲

**Scan to read  
WBOP PHO submission**



## Kiri's Kōrero

**Pae Ora:**  
*Protecting Equity,  
Honouring Te Tiriti  
o Waitangi.*

In 2018 I had the privilege of going to a Waitangi Tribunal hearing and listening to heartfelt evidence on breaches of Te Tiriti o Waitangi related to health services and outcomes. The Pae Ora (Healthy Futures) Act 2022 was designed to respond to decades of inequity in our health system, highlighted in what is known as the Waitangi Tribunal WAI2575 Hauora

Report. That report made it clear; the Crown had systematically failed Māori in health, breaching Te Tiriti o Waitangi. The key findings were a flawed policy framework, insufficient Treaty-based principles, underfunding of Māori primary health organisations and a lack of accountability for health equity.

Our Board recently made a submission on The Healthy Futures (Pae Ora) Amendment Bill. Our position was firm; we DO NOT support the Healthy Futures (Pae Ora) Amendment Bill in its current form. It removes explicit reference to equity and Te Tiriti o Waitangi. Without those safeguards, the health system risks defaulting to a one-size-fits-all model. We know from decades of experience that this does not work, because not everyone has the same starting point.

Changing its name from *Pae Ora (Healthy Futures)* to *Healthy Futures (Pae Ora)* may seem minor, but it symbolically undermines Te Reo Māori and brings no real health benefit.

That's why revitalising te reo Māori is so important. It's not just about language, it's about restoring health, identity and balance. It's something we can all be part of, by keeping te reo Māori visible, valued and part of our daily rhythm. One way to do this is by joining in Te Wiki o te Reo Māori, which takes place from 14 – 20 September 2025. Get involved, explore the resources, and let's keep strengthening the movement.

Ngā mihi nui – thank you all.

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

## THE JOURNEY OF TE REO MĀORI

# 50 years of Te Wiki o Te Reo Māori



*"Today we celebrate not only the survival of the language but its growing strength."*

was actively discouraged, especially in schools, where children were punished for speaking it. Assimilation policies failed to recognise te reo as a vessel of culture, identity and pride. Over time, some Māori began questioning its place in a society dominated by English.

After World War II, many Māori moved to cities in search of work. Cut off from their home communities and surrounded by English, te reo suffered another blow. Teachers in urban schools often had little or no knowledge of the language, and suppression continued. By the 1980s, fewer than 20% of Māori could be considered fluent speakers.

The 1970s saw a powerful cultural awakening. Groups such as Ngā Tamatoa, the Te Reo Māori Society, and Te Huinga Rangatahi championed the survival of the language. Their efforts, beginning with the 1972 petition, paved the way for initiatives such as kōhanga reo, kura kaupapa Māori, and Māori broadcasting. Today, Te Wiki o te Reo Māori celebrates not only the survival of the language but its growing strength, with more people – Māori and non-Māori – embracing te reo as part of Aotearoa's identity.

In 1972, a small but powerful act of activism sparked a movement. A petition, signed by more than 30,000 people, was delivered to Parliament on 14 September, calling for Te Reo Māori to be taught in schools. That year, the first "Māori Language Day" was held, and by 1975, it had grown into a week-long celebration. Today, Te Wiki o te Reo Māori is a cornerstone of our national calendar, honouring the resilience and revival of the Māori language.

The journey of te reo has been far from straightforward. From its place as the first language of Aotearoa to near extinction, and then to revitalisation, its story is one of endurance and identity.

In the early 1800s, te reo Māori was the primary language of Aotearoa. New arrivals quickly recognised its importance with many early European settlers and missionaries learning and using it fluently. The written form of the language was established in 1814 by missionaries and formalised in 1820 with the help of Ngāpuhi rangatira Hongi Hika and linguist Professor Samuel Lee. Māori themselves embraced literacy, sharing knowledge widely throughout the country.

By the 1860s, with Pākehā now the majority, English became the dominant language. Te reo was increasingly confined to Māori communities and

## Start where you are and keep going

Te Wiki o Te Reo Māori takes place this year from the 14 to the 20 of September this year, but you can use te reo any day.

Learning Te Reo Māori is a journey, and we are all at different stages, but the most important part is starting.

Whether your te reo flows like a river, bumbles like a stream or putters like a pebble skimming over the water – share it, love it, live it. Kei a koe! It's up to you! ▲

### Basics

<b>Kia ora</b>	Hi/Hello/Thank you (informal).
<b>Mōrena</b>	Morning!
<b>Ka kite anō</b>	See you later.
<b>Aroha mai!</b>	Sorry/Excuse me.

### Phrases

<b>Marama keke</b>	Piece of cake.
<b>Taputapu kē!</b>	Neat! Choice! Cool!
<b>Me he wai</b>	Be like water.
<b>Koia koia!</b>	That explains it!

# Creating space for impactful kōrero

The first Let's Talk Screening training brought together 22 kaimahi from general practice, iwi and community providers at Tāne-nui-a-rangi Wharenui, Mount College.



The full-day session, on 23 July, was designed to support non-clinical staff to feel more confident having opportunistic cancer screening kōrero with Māori and Pacific whānau.

The day opened with a pōwhiri led by the College's rangatahi, providing a powerful and culturally rich welcome that set the tone for the programme. For many participants, it was their first pōwhiri, and the wairua of the space created an environment where deeper conversations could unfold.

Grounded in local experience and co-designed with community partners, the training went beyond knowledge-sharing. It created space for stories, reflections and connection. One of the

most powerful moments came when local community member Tatai Allen shared her lived experience, leaving a lasting impression and bringing the kaupapa to life.

Feedback from participants has been strongly positive. One attendee shared, "The training gave me another perspective on inequities and how I can change the way I do my mahi to have better conversations with my clients." Another reflected, "It will definitely help me approach patients differently. It also gave me ideas on how to make screening feel more convenient for them."

Reflecting on the day, WBOP PHO General Manager: Network Services Wendy Dillon said it showed why investing in workforce capability is so

important. "Better health outcomes start with the people having these everyday conversations. When we create safe, culturally grounded training, we build confidence and trust, and that means more whānau are able to access screening that can save lives."

WBOP PHO Equity Programme Lead Sénae Mitchel emphasised that the kaupapa reinforces the need to keep equity front and centre. "Māori and Pacific communities face real barriers to accessing screening. By designing training with and for these communities, we're tackling those barriers in a practical way. Equity isn't something added on at the end, it has to shape how we train, support and enable our teams."



— Sénae Mitchel, WBOP PHO Equity Programme Lead

## Partnerships that make it possible

This kaupapa reinforced the value of co-design through partnership and collaboration, which sits at the heart of WBOP PHO. Special thanks go to the co-design rōpū and the organisations they represent: Sénae Mitchell, Tiana Bennett, Gemma Pearson, Laura Penny, Rebecca Shooter and Wendy Dillon (WBOP PHO); Sameli Tongalea and Sela Tu'uholoaki (AvaNiu Pasifika); Esther Martin (PICT); Hayley Honana (Waiariki Whānau Mentoring); Mary Ann Nixon (BreastScreening Midlands); and Chrissy Paul (Hauora a Toi Bay of Plenty).

## Online version coming soon

The training is being edited and adapted into a digital platform that will be available to our provider network. We'll share more details once it's ready to launch. ▲

# GP25: Showcasing the impact of our mahi

Projects and services from the Western Bay of Plenty Primary Health Organisation (WBOP PHO) took the spotlight at the GP25 Conference in Christchurch this July. The conference drew primary care leaders from across Aotearoa to share ideas, challenges, and solutions for the future of general practice.

Representing WBOP PHO, General Manager: Community Services Sarah Stevenson delivered three sessions highlighting how local initiatives are improving access to care, building stronger teams and supporting workforce wellbeing. Together, these examples reflect WBOP PHO's commitment to more connected, equitable care for the communities it serves.



## Service Medal for Tauranga doctor

During the GP25 conference in Ōtautahi Christchurch, Tauranga doctor Andrew Corin (right) received a President's Service Medal from the Royal New Zealand College of General Practitioners (RNZCGP). The medal was presented by College president Dr Luke Bradford (left).

Dr Corin was recognised for his leadership across education, clinical research and primary care. He plays a key role in supporting the next generation of GPs as a dedicated teacher in the College's training programme and a mentor to junior doctors. He also founded Clinical Horizons NZ, an independent research organisation driving innovation in clinical guidelines and condition management.

## Increasing access

One session explored the quality improvement journey behind BeingWell, WBOP PHO's refreshed mental health and wellbeing service. The approach combined co-design, real-time data and performance tools, leading to results such as 85% of people being seen within a week, stronger engagement with practitioners, improved access for Māori and growing public awareness.

## Connected care

Sarah also shared lessons from implementing the Comprehensive Primary and Community Care Team (CPCT) model. Early results and community feedback show the impact of a whānau-centred, team-based approach that reshapes the care experience for providers and patients alike.



— Sarah Stevenson, WBOP PHO, General Manager: Community Services

## Workforce wellbeing

Alongside consultant Josh Turner, WBOP PHO demonstrated how strengths-based approaches are being used to support staff. Coaching, collaboration and leadership tools are helping to build confidence, connection, and resilience across teams.

## VIDEO:

## WBOP PHO leaders share insights on service design and outreach care



While at GP25, WBOP PHO general managers Wendy Dillon (Network Services) and Sarah Stevenson (Community Services) also joined consultant Erin Monck for a video kōrero later shared on LinkedIn.

The discussion highlighted WBOP PHO's co-governance model

and its influence on service design, before focusing on outreach care coordination, including immunisations, in-home nursing, GP re-engagement and rebuilding trust in the health system.

Sarah reflected on one parent's story, saying: "It's people like her (the outreach vaccinator) who transform the system... Because of her we have started to regain trust... those small things matter deeply."

**Scan to watch the video on LinkedIn**



## Long-awaited steps forward for general practice

In July, while on stage at the GP25 Conference in Christchurch, Health Minister Hon. Simeon Brown announced major changes to the way general practices will be funded. From 1 July 2026, the capitation formula, which has remained unchanged for more than two decades, will be updated to better reflect the needs of enrolled patients.

The revised model will go beyond the current demographics of age and sex, to incorporating multimorbidity, rurality, and socioeconomic deprivation. This shift recognises the complexity many practices manage daily and aims to address long-standing funding inequities, particularly in high-needs and rural areas.

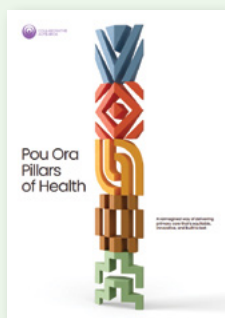
While more detail is still to come, we welcome this announcement as a step towards a more responsive and fairer primary care system. That said, our view is that ethnicity should be considered within the demographics for capitation, and we will continue to advocate for its inclusion at every opportunity.

## Future of GP Workforce

Health Minister Hon. Simeon Brown has also announced that, from 2026, GP registrars will have their second and third years of training fully funded.

The Royal New Zealand College of General Practitioners (RNZCGP) welcomed the move as a win for the workforce. Chief Executive Toby Beaglehole said in a press release: "This funding sends a signal to the sector that the expertise of general practice is valued as a vital part of the health system. It will also help reduce costs for the rural GP workforce." ▲

# Highlights



### ▲ Pou Ora | Pillars of Health Launched

In August, Collaborative Aotearoa launched Pou Ora | Pillars of Health, a future-focused model for primary care grounded in Te Tiriti o Waitangi and equity. Pou Ora builds on the Health Care Home approach, aiming to help whānau thrive while empowering kaimahi.

The model sets out five pillars with practical tools for general practices to improve access, reduce barriers and support a sustainable workforce across urban, rural and remote communities.

WBOP PHO contributed to Pou Ora development, with general managers Wendy Dillon (Network Services) and Sarah Stevenson (Community Services) both part of the national working group behind the model. We are proud to have been part of this work and look forward to seeing the outcomes of its implementation in general practice.

### Scan to download Pou Ora | Pillar of Health



### ▲ New contract for Māori-led immunisation service

WBOP PHO and Ngāti Kahu Hauora have been awarded a new contract by Te Whatu Ora | Health NZ to boost immunisation in the Bay of Plenty. The service will take a whānau-centred, Māori-led approach to improving timely vaccinations, with a focus on pēpī under 24 months and hapū māmā. The project is now in its implementation phase and the team should be out in the community soon.

### ▲ Supporting better outcomes for disordered eating

WBOP PHO's Health Improvement Practitioners (HIPs) were the first in the Bay of Plenty to complete Guided Self-Help for Eating Disorders training, offered by Hauora a Toi Bay of Plenty. Led by nurse specialist Emma Thomas, the evidence-based course equips HIPs with skills to better support people with disordered eating.



### ▲ A night of culture, connection, and care

WBOP PHO was at the recent Ladies' Disco Night in Mount Maunganui, in July, which brought together over 300 women from diverse ethnic communities. Wendy Dillon, General Manager: Network Services, stepped into her nursing role to kōrero about cervical and breast screening, while Bella Medeiros, Network Service Liaison, supported connections on the ground.



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