Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

Let's Talk Screening

23rd July 2025

Karakia Tīmatanga

Whakataka te hau ki te uru
Whakataka te hau ki te tonga
Kia mākinakina ki uta
Kia mātaratara ki tai
E hī ake ana te atākura
He tio, he huka, he hau hū

Tihei Mauri Ora

Cease the winds from the west
Cease the winds from the south
Let the breeze blow over the land
Let the breeze blow over the ocean
Let the red-tipped dawn come with a sharpened air
A touch of frost
A promise of a glorious day

Agenda for the Day

1. Opening Karakia
2. Housekeeping
3. Welcome, Introduction & Objectives of the Training
4. Module 1: Engaging with Tangata Whenua
   *(*Sénae Mitchell– *WBOP PHO)*
5. Module 2: Engaging with Tagata Pasifika
   (Sela Tu'uholoaki, Sameli Tongalea - AvaNiu Pasifika)
6. Lunch Break
7. Module 3: Technical Knowledge
   (*Breast, Bowel & Cervical Screening)*
8. Q&A/Group Discussion
9. Conclusion & Wrap-Up
10. Closing Karakia

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Introduction & Objectives of the Training

Tiana Bennett

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Te Aka Whai Ora
Māori Health Authority

Aim & Purpose

Funding: Te Aka Whai Ora

Collaboration: WBOP PHO, Community Organisations, and National Screening Services

- Build skills and confidence for frontline kaimahi/staff
- Support opportunistic, meaningful conversations about cancer screening
- Promote culturally responsive, effective engagement

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Engaging with Tangata Whenua

Let's Talk Screening

Sénae Mitchell

Tiro whānui - overview

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TŪNGIA TE URURUA KIA TUPU WHAKARITORITO TE TUPU O TE HARAKEKE

- **History**
  - Ka mua, Ka muri – Walking backwards into the future.
  - He Whakaputanga, Te Tiriti o Waitangi, Impact of Colonisation, Wai 2575
- **Mana Enhancing Kōrero**
  - Understand term ‘Mana’
  - What does Mana enhancing mean and how to engage
- **Indigenous health model**
  - Te Whare Tapa Whā - Purpose and Benefits
  - Te Whare Tapa Whā Activity
- **Lived experience kōrero**
  - Tatai Allen
- **Reflection**
  - Purpose and Benefits
  - What can I take away from today’s kōrero?

History

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TŪNGIA TE URURUA KIA TUPU WHAKARITORITO TE TUPU O TE HARAKEKE

- **He Whakaputanga o te Rangatiratanga o Nu Tireni**

- Declaration of Independence
- Declared Aotearoa a sovereign nation – sovereignty was never ceded
- Foundational document and predecessor to Te Tiriti o Waitangi

- **Te Tiriti o Waitangi**

- Pre-Treaty Context: Britain & Aotearoa
- Rangatiratanga vs Sovereignty
- Contra proferentem - two texts, two meanings
- Failure to Honor Te Tiriti

Impact of Colonisation

- Systemic colonisation through legislation
- Disconnection from Whenua and Cultural Identity
- Intergenerational Trauma

Prevalence

1 in 5 **Māori adults** have an **anxiety disorder**

40% more likely to experience an **anxiety disorder**[2]

Māori adults are

2.5x **more** likely to have **bipolar disorder**[2]

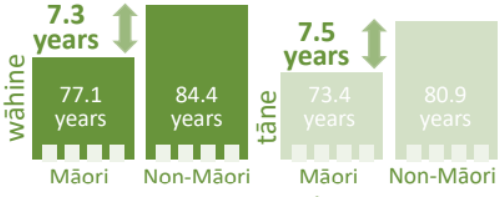
3.5x amongst **Māori tāne**

Māori are **20%** **more** likely to experience **depression**[2]

Māori are **4.6x more likely** to be **secluded**[3]

Life Expectancy

Māori live 7.4 years less on average



1 in 3000

15-24 years old Māori **die** by **suicide**

This is **double** the rate of non-Māori

Health Loss & Mortality

Māori are **2x more likely** to **die** from **avoidable causes**[3]

53% of **Māori deaths** are potentially **avoidable**

Māori are more likely to die[2] **from these five leading conditions...**

	More likely
Ischaemic heart diseases	1.9 x
Throat and lung cancer	3.1 x
Chronic lower respiratory	3.1 x
Diabetes mellitus	3.5 x
Cerebrovascular diseases	1.4 x

Reference: Arotahi ki te Pae Oranga – Hauora Māori Infographics, December 2023

Waitangi Tribunal (Wai 2575) – Article Principles

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Partnership	• Working with Māori in the governance, design, delivery and monitoring of health and disability services – *Māori must be co-designers, with the Crown,* of the primary health system for Māori.
Tino Rangatiratanga	• Providing for *Māori self-determination and mana motuhake* in the design, delivery and monitoring of health and disability services.
Equity	• Being committed to achieving *equitable* health outcomes for Māori.
Active Protection	• Acting to the fullest extent practicable to achieve equitable health outcomes for Māori. This includes ensuring that the Crown, its agents, and its Treaty partner under Te Tiriti are *well informed* on the extent, and nature, of both Māori health outcomes and efforts to achieve Māori health equity.
Options	• Providing for and properly resourcing Kaupapa Māori health and disability services. The Crown is obliged to ensure that all health and disability services are provided in a *culturally appropriate way* that recognises and supports the expression of Hauora Māori models of care.

Mana-enhancing kōrero

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- **Mana:** Ma – clear/pure, Na – belonging to, Inherent influence - Mana whenua, Mana tangata
- **Mana; (noun)** prestige, authority, power, influence, status, *mana* is a supernatural force in a person, place or object. *Mana* gives a person the authority to lead, organise, make decesions that effect others.
- **Mana:** is both inherited through whakapapa and earned through one's actions, achievements, and service to others. It reflects a balance of rights and responsibilities, where personal authority is always connected to the wellbeing of the collective

The Power in Knowing Who You Are

Everyone has some form of mana. Your mana comes from knowing who you are, where you come from and the connection to your land.

Mana grounds you.

Mana makes you solid.

Mana bridges you to your past, present and future

Tame Iti

Mana-enhancing kōrero

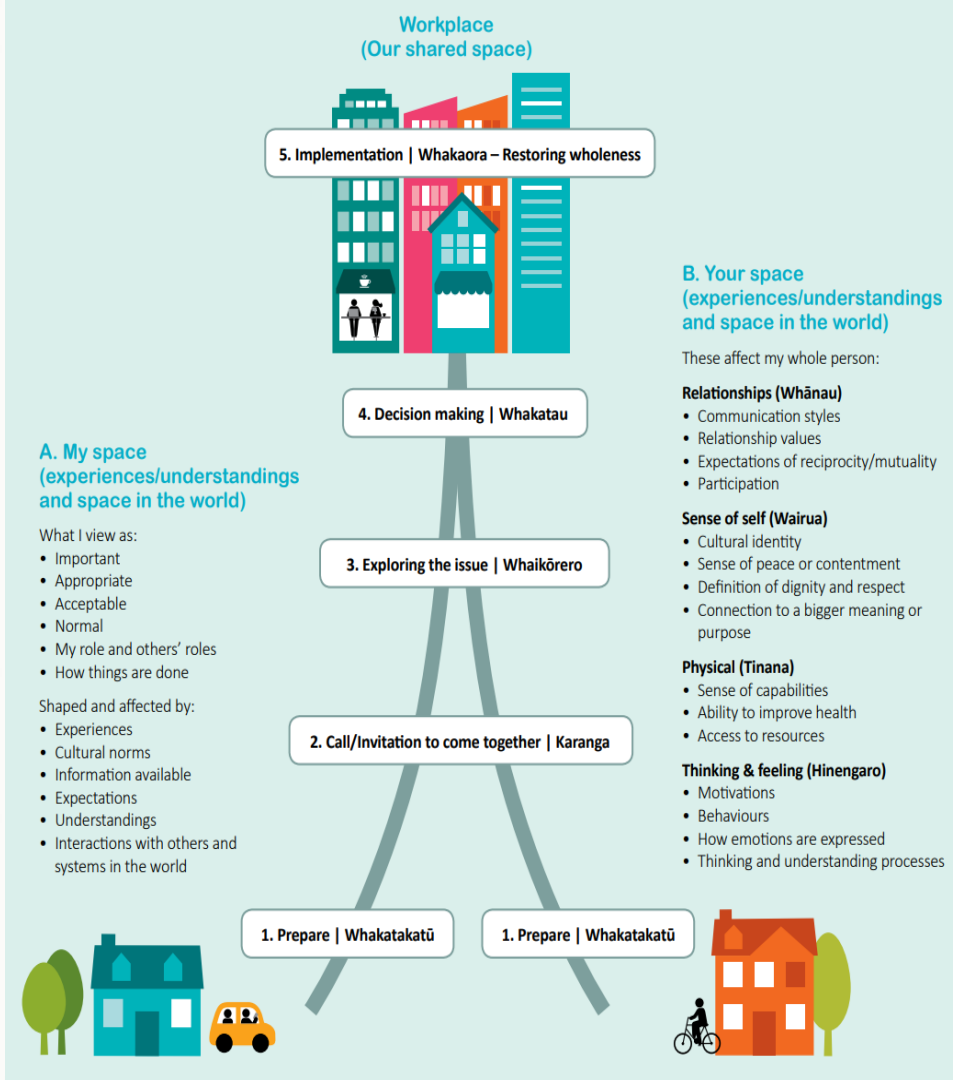
- **Mana-enhancing vs Mana-Diminishing**

- **Your space & My space**

  - Our own lens influences our interactions

  - Our engagement impacts the whole person across all their taha

  - Our role and responsibility to close the gap



Mana-enhancing kōrero

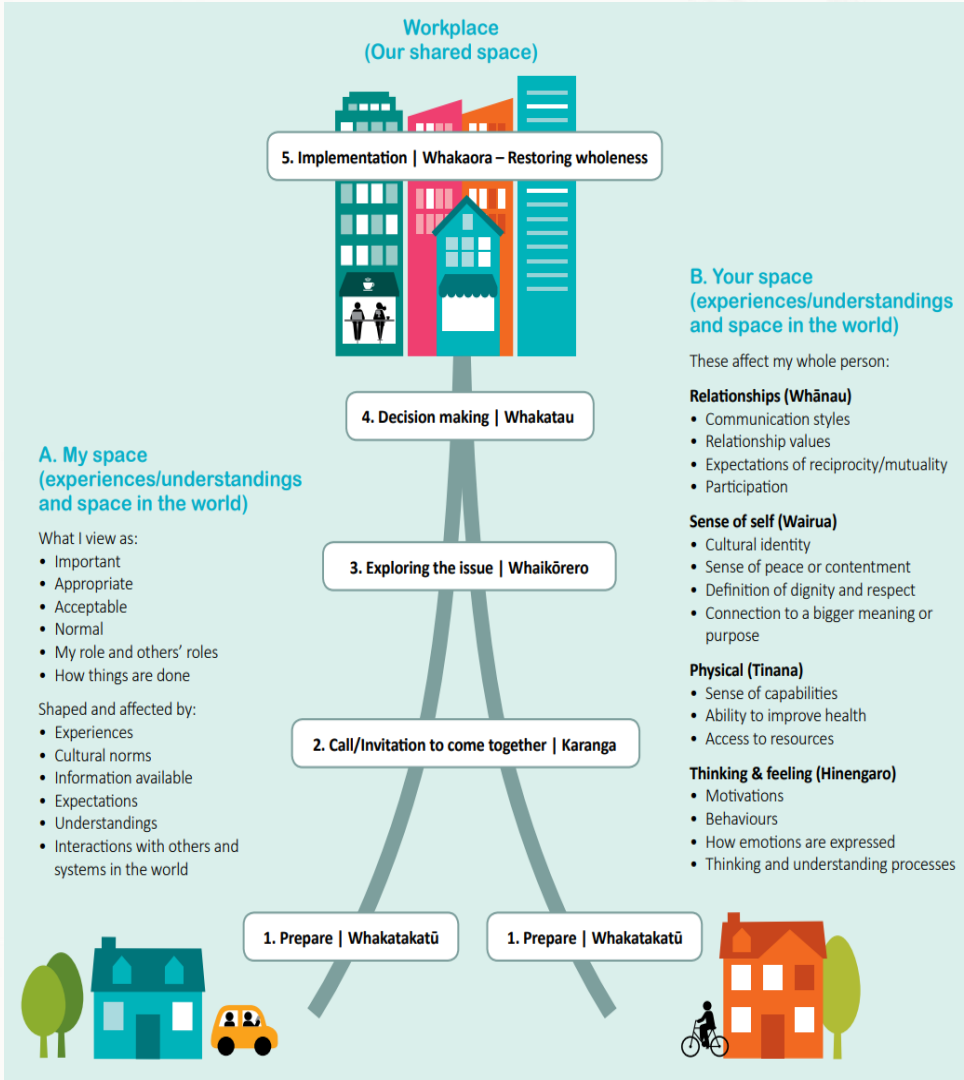
Our Shared Space
– Building Connection and Trust

Karanga - Invitation to Connect
- Be transparent, every interaction matters

Whaikōrero – Exploring the Relationship
- Whanaungatanga; connection comes first
- Take time

Whakatau – Decision Making
- Maintain a mana enhancing approach

Final reflections
- Connection comes before content
- Acknowledge and affirm differences
- Mindful engagment



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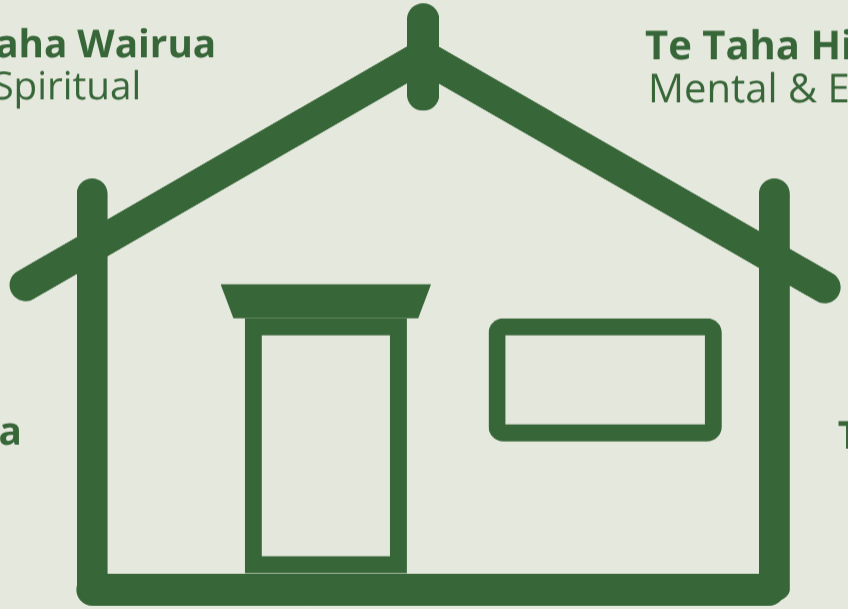
WHAKARITORITO TE TUPU
O TE HARAKEKE

Te Whare Tapa Whā

Developed by Sir Mason Durie

Te Taha Wairua
Spiritual

Te Taha Hinengaro
Mental & Emotional



Te Taha Tinana
Physical

Te Taha Whānau
Family & Social

Whenua
Land, Roots

Te Taha Wairua - Spiritual

What is important to you and how do you prioritise this?
What strengthens and/or uplifts your wairua?
What are your values, and how do you honour them?

Te Taha Hinengaro - Mental & Emotional

How do you recognise and respond to your thoughts and emotions?
What daily habits or practices help you care for your hinengaro?
What tools or supports do you rely on to get you through stressful or challenging times?
What are some other ways you look after your hinengaro?

Te Taha Tinana - Physical

How do you care for your physical health and energy?
Are there cultural practices or rituals you use to support your body?
What support would help you strengthen your taha tinana?

Te Taha Whānau - Family & Social

Who supports you, and how do they show up in your life?
How do you support and show up for others?
What roles or responsibilities do you carry, and how do they shape your identity and purpose?

Where do you feel most connected or a sense of belonging?
What does your connection to whānau, whakapapa and/or whenua mean to you?
What are some ways you might explore or begin to understand your identity, belonging, or purpose?

Whenua - Land, Roots


Tatai Allen

Reflection

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- The power of reflection in our mahi
- Pause to understand how we engage
- Foster self-awareness and cultural intelligence
- Care that is respectful, equitable and culturally safe
- Reflect on Your Kete – What to add or let go

What's one key insight your taking away today?

What could you do differently or more consciously in your mahi?

What might your kete need more of – or less of – right now?

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Module 2: Engaging withTagata Pasifika

Sameli Tongalea
Sela Tu'uholoaki

AvaNiu Pasifika

AvaNiu Pasifika

TUTALA AGA

Let’s Talk Screening

AvaNiu Pasifika

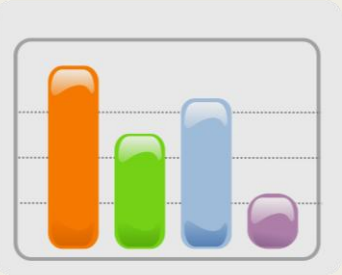
FOR TODAY….

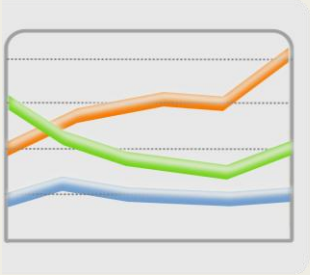
- Know and understand more about Pasifika People & our contribution towards Aotearoa NZ, before the health stats
- Have an increased awareness of cultural context, when engaging with Pasifika women
- Pasifika Cultural Model of Wellbeing
- Receiving & Understanding Health information from a Pasifika lens
- Have at least three things as “take-aways”

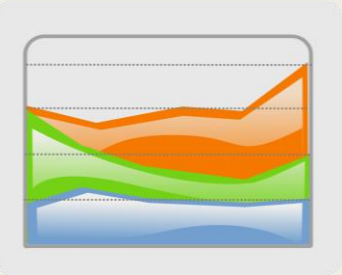
AvaNiu Pasifika

PACIFIC PEOPLES

The data that we all know about....







AvaNiu Pasifika

CONTRIBUTION TO AOTEAROA NZ

WW 1: Over 400 men from Niue, Cook Islands, Tonga, Samoa, Fiji, other smaller islands

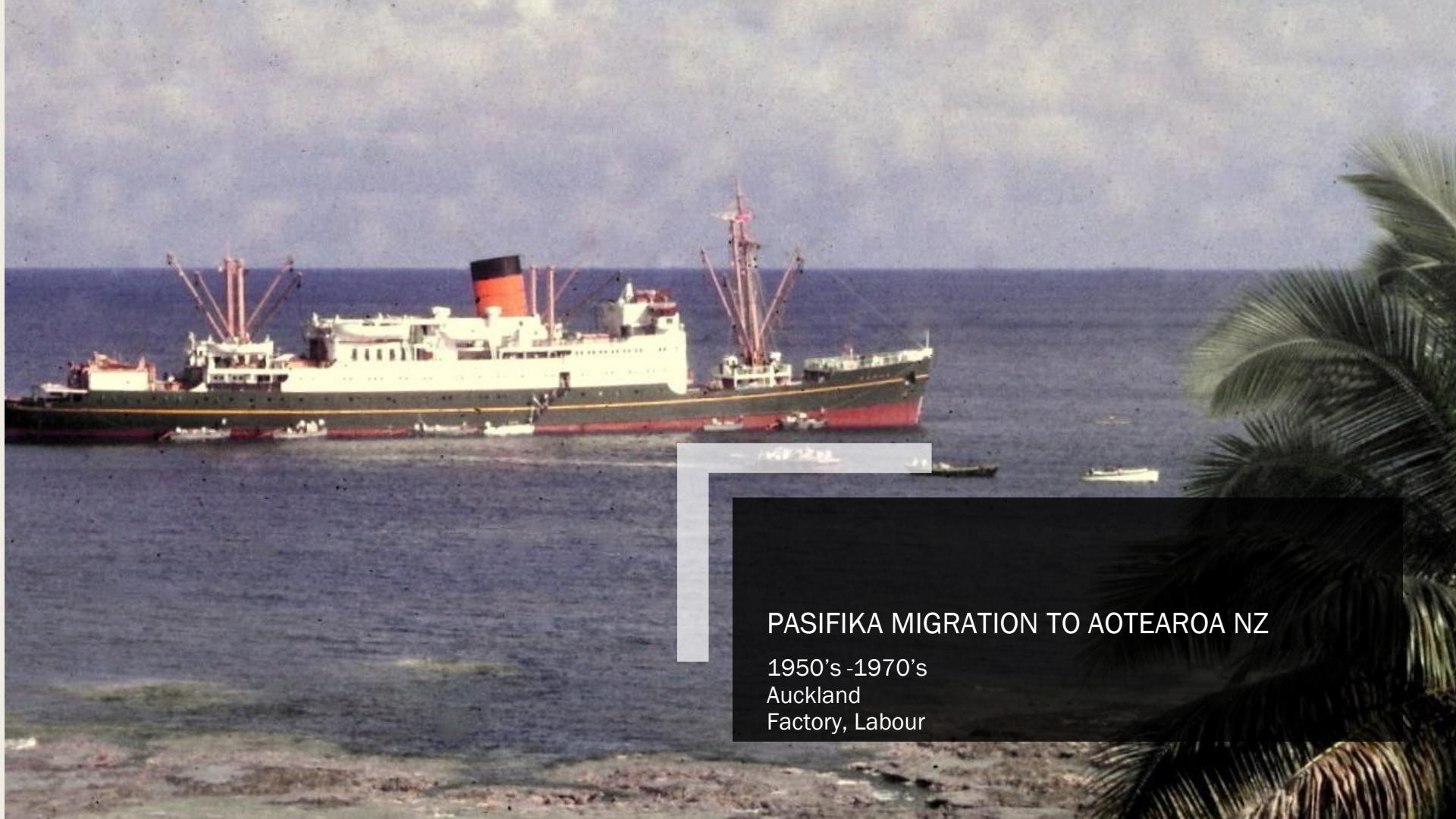
AvaNiu Pasifika

POST-WW 1&2 - NOW

Some returned home – re-adjusting to island life, living with illnesses like TB,

Some remained in NZ - adjusting to NZ life

Horticulture, Hospitality, Construction



PASIFIKA MIGRATION TO AOTEAROA NZ

1950’s -1970’s
Auckland
Factory, Labour

PACIFIC MIGRATION TO AOTEAROA NZ

Whole families left their Island homes for better opportunities

(Photos: Geoff Head)

EVENTS THAT IMPACTED THAT MIGRATION

- The Dawn Raids: 1970's (impact of global oil crisis, Pasifika Labour force no longer needed)

- The Citizenship (Western Samoa) Act 1982

Both these events split families

THAT EVENT

https://youtu.be/fueGYb822xQ?si=eidVu0iHs9h2MrIN

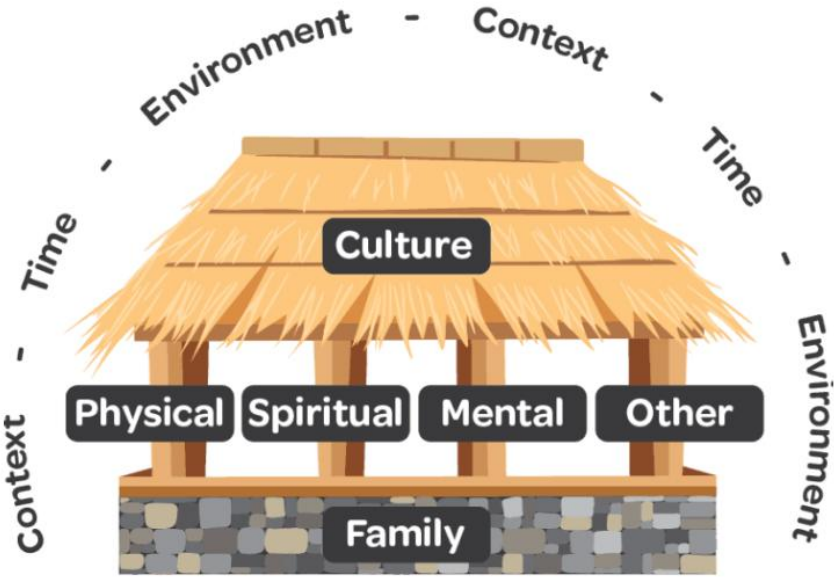
NEXT ON THE MENU

You will need to stand up!

Tu ki luga! Masike

FONOFALE

Health Model of Care


Environment - Context - Time - Environment - Time - Context
Culture
Physical
Spiritual
Mental
Other
Family

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Module 3: Technical Knowledge

Ehara taku toa I te toa takitahi, engari kē he toa takitini

Acknowledging it's a team effort, that one's success is due to the support and contribution of many

Introducing Cancer Screening

👥**Audience:** Skilled Kaimahi/Community Health workforce.

🎯**Purpose:** Empowering cancer screening conversations in our Māori & Pacific communities.

🗣️**Presenters:**

Mary Ann Nixon - Breast
Recruitment & Retention Coordinator
BreastScreen Midland

Chrissy Paul - Bowel
Kaihautu – Te Moana a Toi, Community Engagement
Hauora a Toi/ Bay of Plenty

Gemma Pearson - Cervical
Support to Screening Nurse
Western Bay Of Plenty Primary Health Organisation

Why We're – He Tangata, He Tangata!

"What is the most important thing in the world? He tangata, he tangata, he tangata."

We're here for all our people – our kuia & koro, māmā & pāpā aunties & uncles, sisters & brothers, for the whole whānau.

Early detection of cancer saves lives – but not everyone has the same access.

You, our kaimahi, are the connectors between the health system and our people.

Why We Have National Screening Programme's

🎯 It's about early detection, equity, and access.

🤝 To ensure every person in Aotearoa has a fair chance to be screened.

📊 Collects and protects data.

🔄 Supports safe follow-up and continuity.

📉 Reduces health inequities.

Why Equity Matters – Aotearoa's Reality

🪦 Māori cancer deaths are 1.7x that of non-Māori.

📈 Māori wāhine experience a higher incidence of breast & cervical cancers compared to non-Māori.

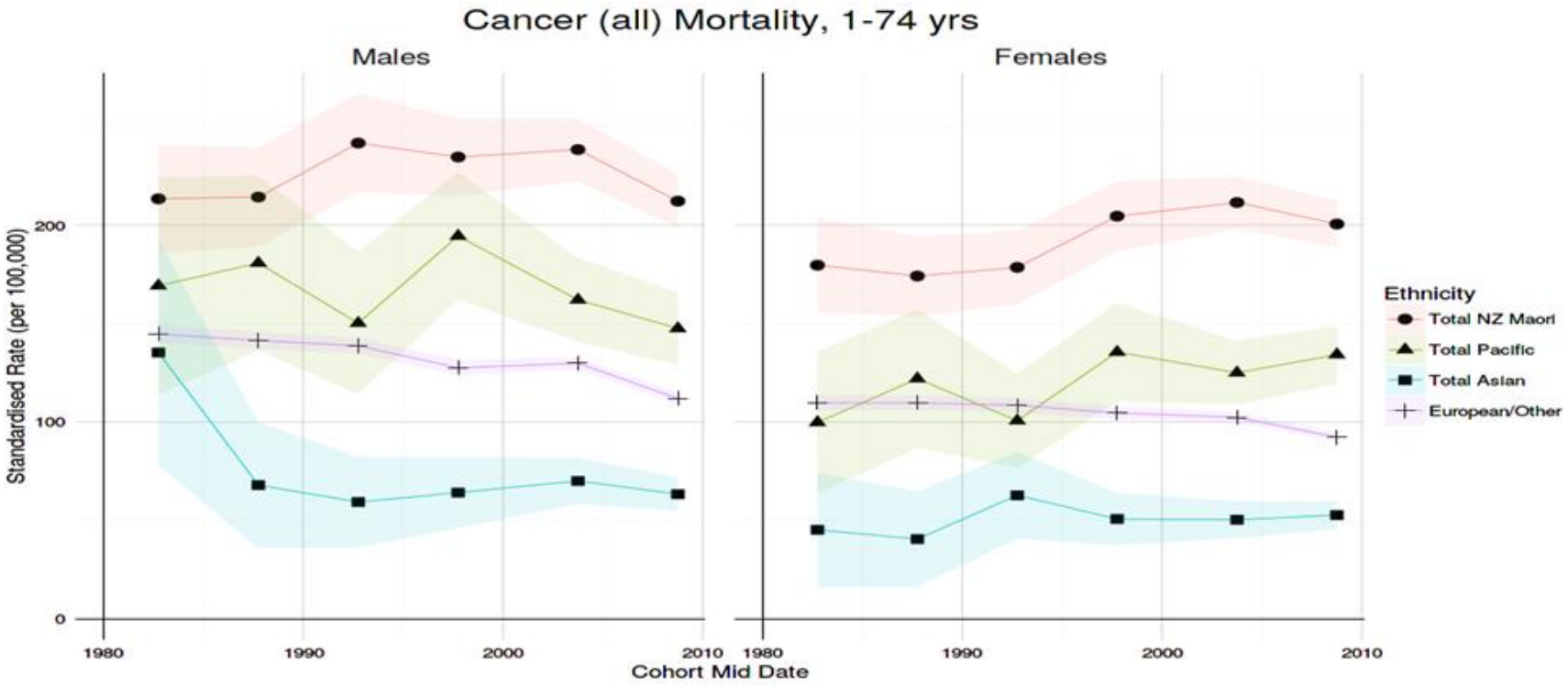
📊 Māori are more likely to be diagnosed with breast & bowel cancer at a younger age than non-Māori.

📉 Lower screening rates due to colonisation, trauma, racism in health services, lack of culturally safe care.

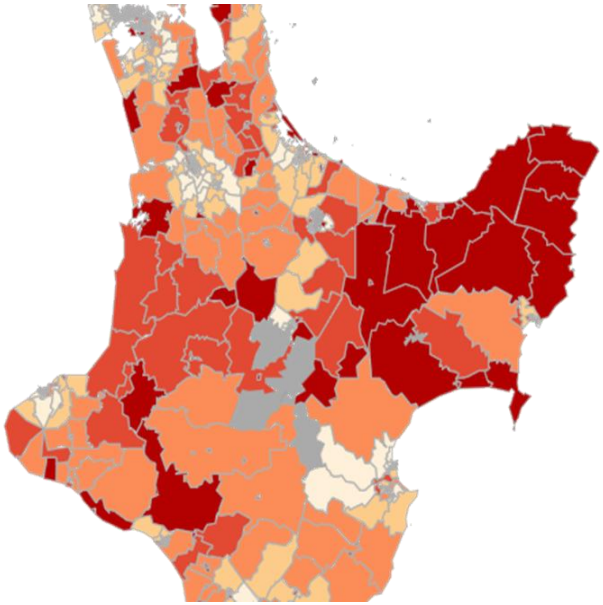
🌺 Pacific and Asian communities also face these barriers.

🎯 We focus on priority groups because inequity isn't accidental — and neither is fixing it.

Cancer Mortality



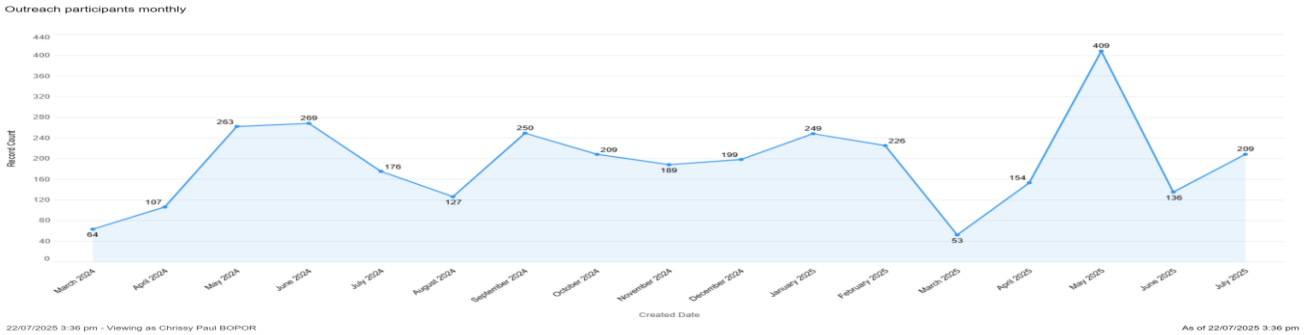
Cancer Screening – Deprivation and Access

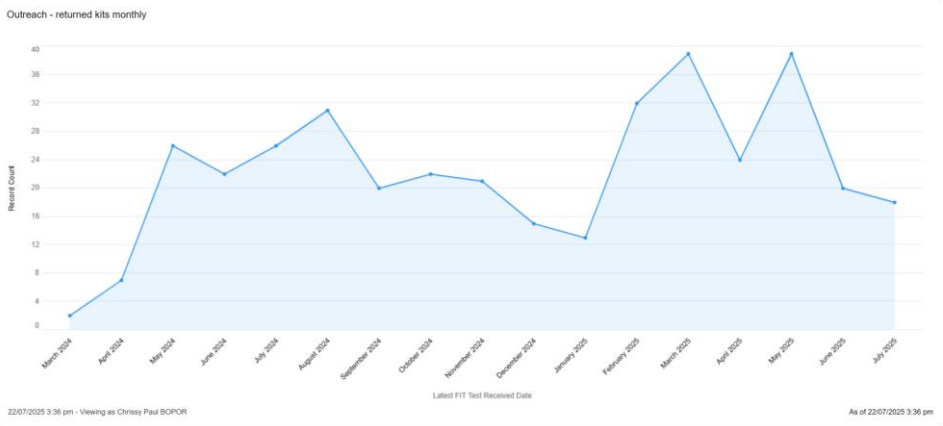


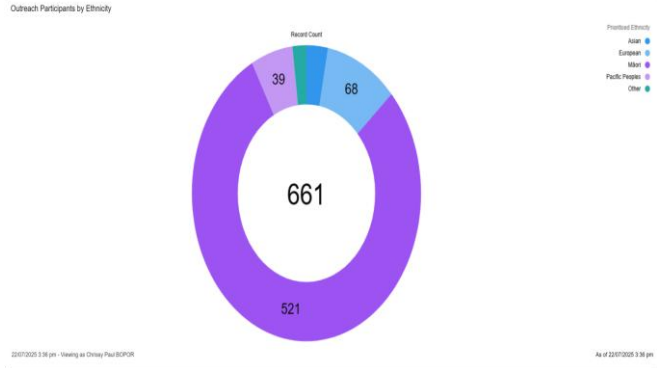
Homelessness, poverty, isolation, higher mortality, no support or resources, hunger, victim blaming, appropriate info.

Take every opportunity to engage, start the discussion, empower our whanau, target those with less access.

Recent BOP BOWEL Screening Rates

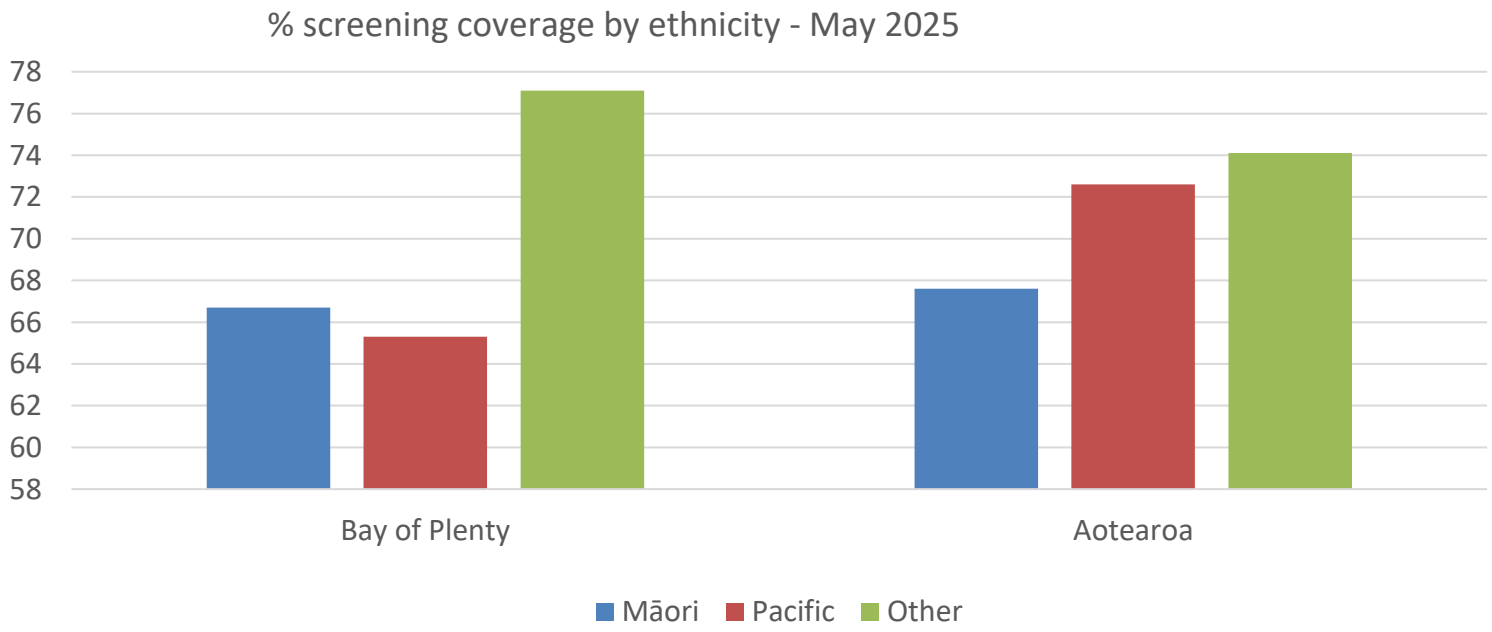






Recent BOP CERVICAL Screening Rates

🎯 The NCSP target is to reach 80% screening coverage for all those eligible.



Recent BOP BREAST Screening Rates

🎯 National Target: 70%

Bay of Plenty:

	Total	Māori	Pacific
Eligible	41,026	8,368	563
Screening status	62.25%	59.51%	57.01%

BreastScreen Midland (Waikato, Bay of Plenty & Lakes)

	Total	Māori	Pacific
Eligible	124,567	26,404	2641
Screening status	63.48%	58.27%	57.25%

BreastScreen MIDLAND

Breast Care & Screening

The programme
and how we can help ourselves

Aroha UU Aroha you
breast care, self care

Mary Ann Nixon
Recruitment & Retention Coordinator
BreastScreen Midland

A special thank you & acknowledgement to
Lisette Ingram, Clinical Nurse Specialist,
Te Whatu Ora Waikato

BreastScreen MIDLAND

Aroha UU Aroha you breast care, self care

What is the Breast Screening Programme?

A publicly funded national breast screening programme in Aotearoa New Zealand.

It provides free mammograms (x-rays of the breast) for eligible wahine every two years

The aim of the programme is to reduce the number of wahine who die from breast cancer by finding it early and treated before it grows or spreads.

BreastScreen MIDLAND

Aroha UU Aroha you breast care, self care

Eligibility

The programme is available for women who:

- Are aged 45 to 69 years. To be extended to 74 years in October 2025
- Have no symptoms of breast cancer
- Have not had a mammogram in the last 12 months
- Are not pregnant or breastfeeding
- Are eligible for public health services in Aotearoa/New Zealand
- Have been free of breast cancer for 5 years

BreastScreen MIDLAND

Aroha UU Aroha you breast care, self care

Joining the programme

- When you turn 45 and for subsequent two yearly mammograms, you will be sent an invitation to screen via email, text or letter, depending on the contact details we have.
- Invitations will include a personalised link for managing your own enrolment and booking online.
- You can enrol online via TimetoBreastScreen.nz
- Feel free to call 0800 270 200 if you prefer

BreastScreen MIDLAND

Aroha UU Aroha you breast care, self care

Why is this important?

- Breast Cancer is the most common cancer among women in Aotearoa New Zealand
- 1 in 9 women will be diagnosed during their lifetime – 70-75% of those are 50 years and older
- 3,500+ women diagnosed each year and 650+ will die each year
- Most will have no family history
- Men make up 1% of NZ breast cancer cancers (approximately 25 each year)

Don't put it off! It could save your life

BreastScreen MIDLAND

Aroha UU Aroha you breast care, self care

About Mammograms

Screening mammograms do not prevent breast cancer but can reduce the risk of dying from breast by approximately 33%
Early detection is your best protection

Screening does not provide an absolute guarantee but does detect 8-9 out of 10 breast cancers.
So..be breast aware! Know your normal

The radiation dose is very low – benefits outweigh possible risks

BreastScreen MIDLAND

Aroha UU
Aroha you
breast care, self care

Anxious about having a mammogram?

- Take a support person
- Book with a friend – awhi one another
- Talk to the Medical Imaging Technician (Mammographer)
- Worried about discomfort?
- Pre-menopausal?
- You have the right to ask the MIT to stop the mammogram at any time

BreastScreen MIDLAND

Aroha UU Aroha you breast care, self care

Risks we can’t change

We don’t know exactly what causes breast cancer, but we do know that certain risk factors can increase your chance of getting it

BreastScreen MIDLAND

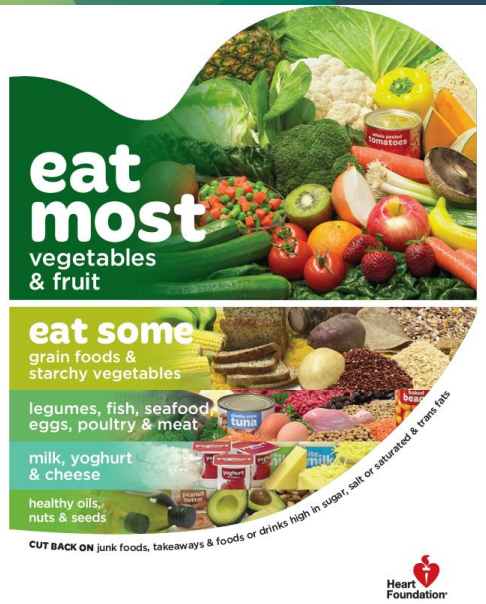
Aroha UU Aroha you breast care, self care

Risks we can try to change

Exercise regularly. Choose something you enjoy – you're more likely to maintain a routine. Include strength and balance.

BreastScreen MIDLAND

Aroha UU Aroha you breast care, self care



Maintain a healthy diet and body weight

For breast cancer risk, maintaining a healthy body weight post menopause is very important

Other risk factors we can change:

- Alcohol - avoid or reduce consumption
- Smoking – don’t!

Aroha UU
Aroha you
breast care, self care

Common misunderstandings cleared up

Deodorant/antiperspirants, silicone implants and underwire bras do *not* cause breast cancer

BreastScreen MIDLAND

Aroha UU
Aroha You
breast care, self care

Breast Awareness

It’s as easy as TLC –
touch, look, check

BreastScreen MIDLAND

Aroha UU
Aroha you
breast care, self care

There’s no right way!

The aim is to know
what is normal for you,
and become familiar
with your own body

BreastScreen MIDLAND

Aroha UU
Aroha you
breast care, self care

Before you start, have a look in the mirror

You are looking for changes that are new to you. Have your breasts changed shape?

BreastScreen MIDLAND

Aroha UU Aroha you
breast care, self care

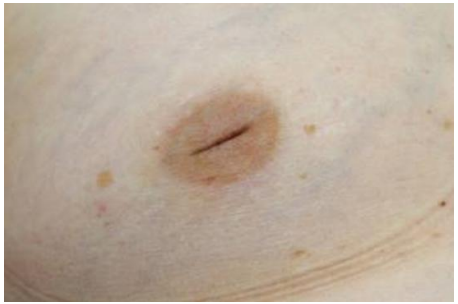
PAUSE.

Time to leave if needed.

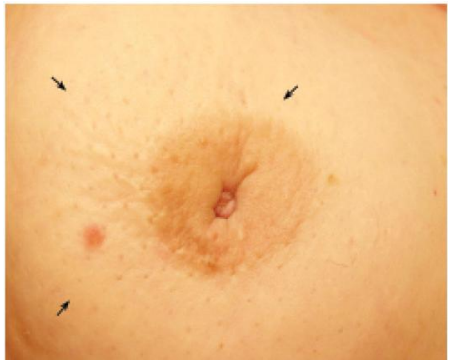
BreastScreen MIDLAND

Aroha UU
Aroha You
breast care, self care

Nipple inversion



Have a look at your nipples – are they roughly the same?
Are either of them pulling in or fully inverted?



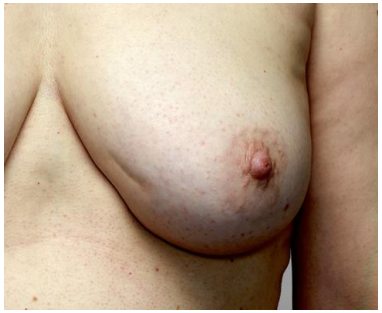
BreastScreen MIDLAND

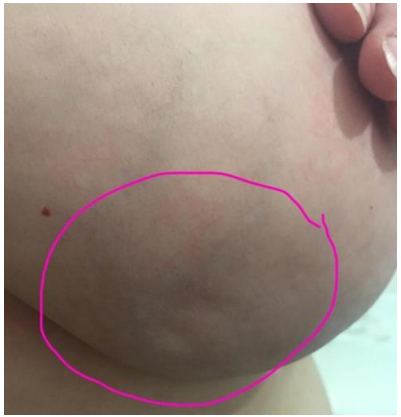
Aroha UU
Aroha you
breast care, self care

Are there any dimples or puckering of the skin?

Subtle dimpling or puckering can be a sign of changes under the skin

These can become a lot easier to see if you raise your arms up high to look at your breasts as they lift up and flatten out





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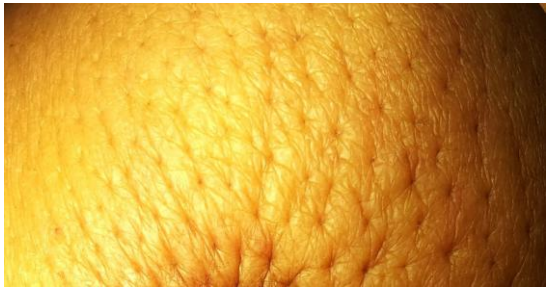
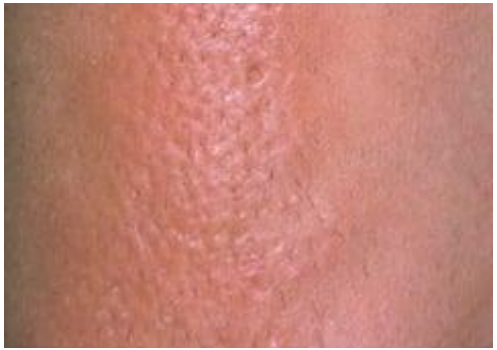
breast care, self care

Peau d’orange



Orange peel texture of the skin



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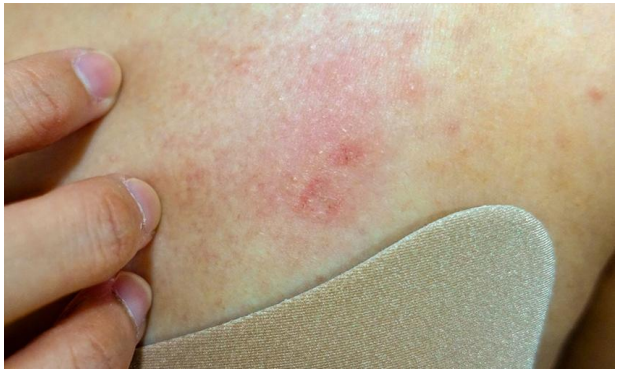
Skin scaling or rashes

Redness or flaking skin on the breast or nipple



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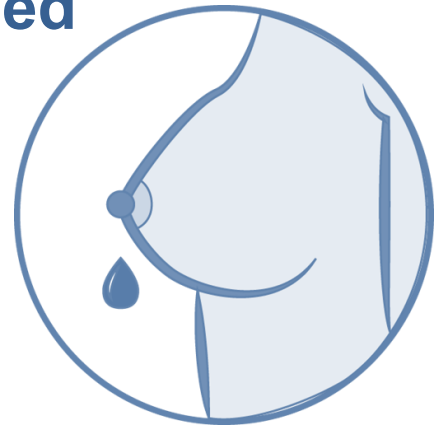
Nipple discharge other than breast milk

Any clear or blood stained fluid should be checked



Any discharge that happens without squeezing or is only coming from a single duct should be assessed

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Aroha you
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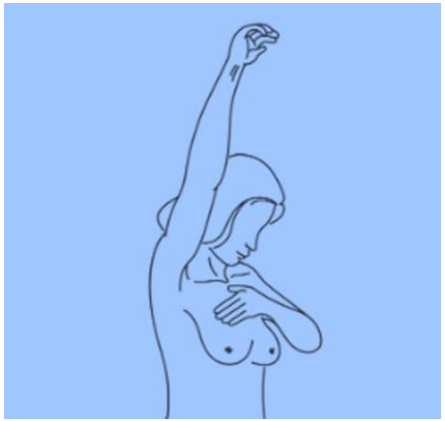
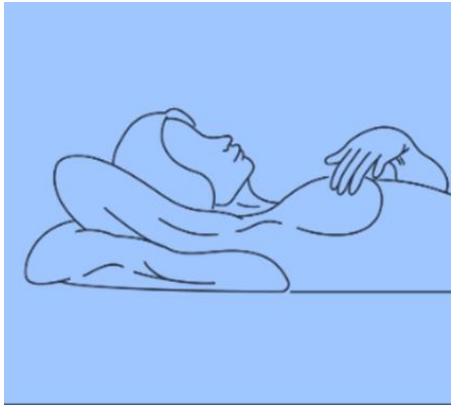
You can choose to examine yourself standing up or lying down





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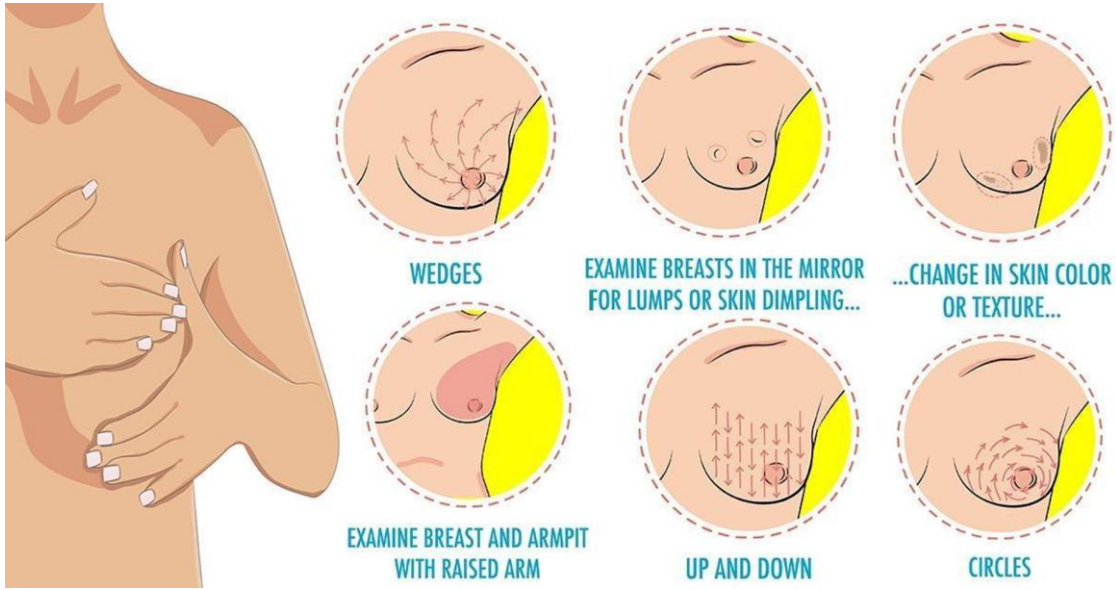
Aroha you
breast care, self care



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breast care, self care

Noticed changes?

Book an appointment with your GP to be assessed by your doctor

If the GP is unable to rule out a concern about the changes, he/she will refer you to a breast care/diagnostic centre for an assessment appointment

You will be triaged and have a mammogram and/or ultrasound and see a doctor at the breast care/diagnostic centre for assessment

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Aroha UU Aroha you breast care, self care

Goals

- Enrol in the breast screening programme when I turn 45 and screen every two years
- Do I know how my breasts normally feel and look?
- Do I check them monthly and know the signs and symptoms?
- Do I know about my family history of cancer, and do my children/grandchildren know?
- I will get any unusual breast changes checked by my doctor
- I know the risk factors I can influence

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Questions / He Pātai

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breast care, self care

“Ko au te Puna”
“Ko te Puna ko au”
“I am the Spring and the Spring is me”

Te Puna Ora

Te Puna Aroha

Te Puna Poipoi

Te Puna Awhina

Te Puna Rangimarie

Te Puna Roimata

He Wahine, He Taonga!!
Mauriora!

BreastScreen MIDLAND

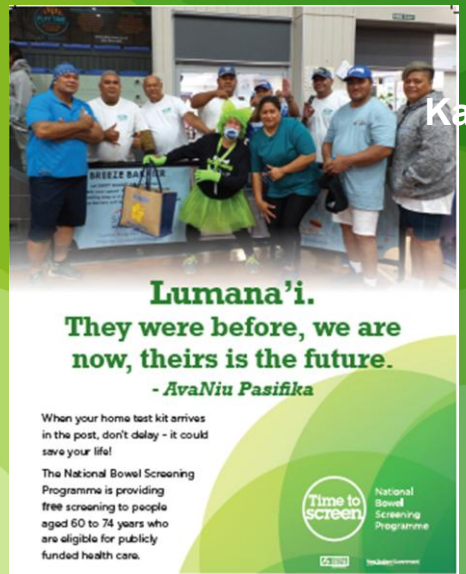
Aroha UU
Aroha you
breast care, self care

TE TĀTARI WHEKAU BOWEL SCREENING

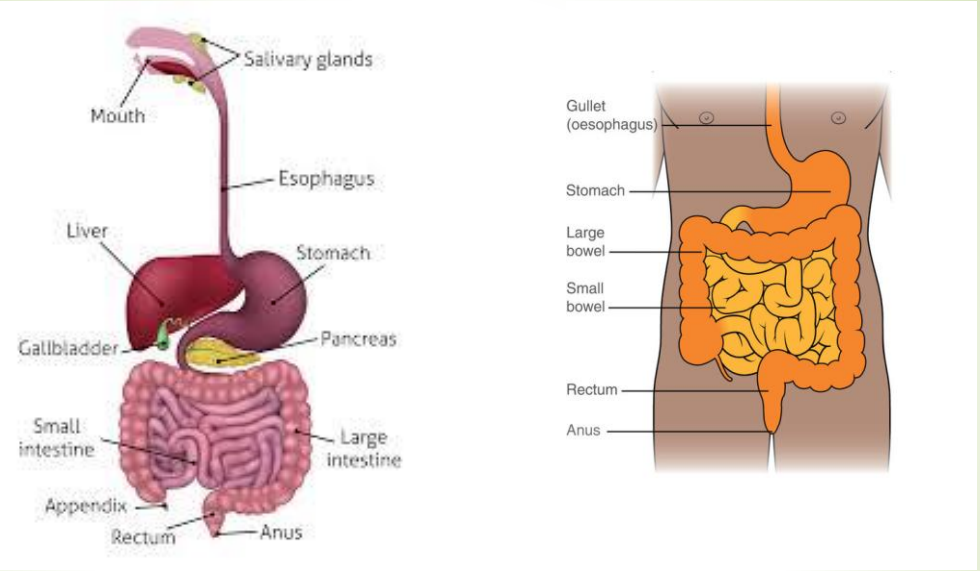
Chrissy Paul

Kaihautu – Te Moana a Toi Community Engagement | Hauora a Toi Bay of Plenty

Time to screen
National Bowel Screening Programme



What is your bowel?



The bowel is part of our food digestive system. It is divided into the small bowel and the large bowel. It connects the stomach to the anus (bum). It may also be known as your intestines, colon, guts, tero tero or whekau. Images always help whanau to locate our internal organs.

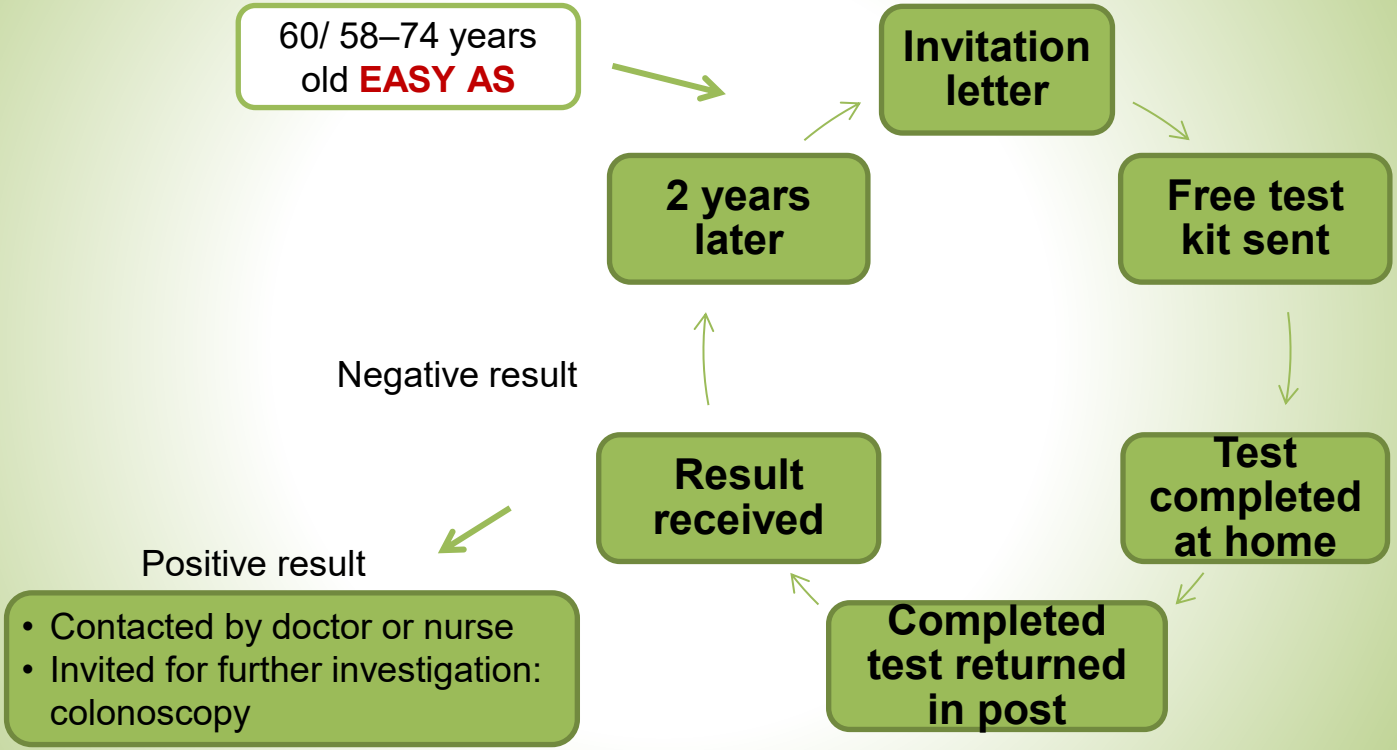
Bowel screening why, who and how

- New Zealand has one of the highest rates of bowel cancer in the world. The second highest cause of cancer death in Aotearoa.
- More than 3300 people are diagnosed every year and more than 1,200 die.
- **For kaumatua 60/58- to 74-year-olds**

Bowel screening why, who and how

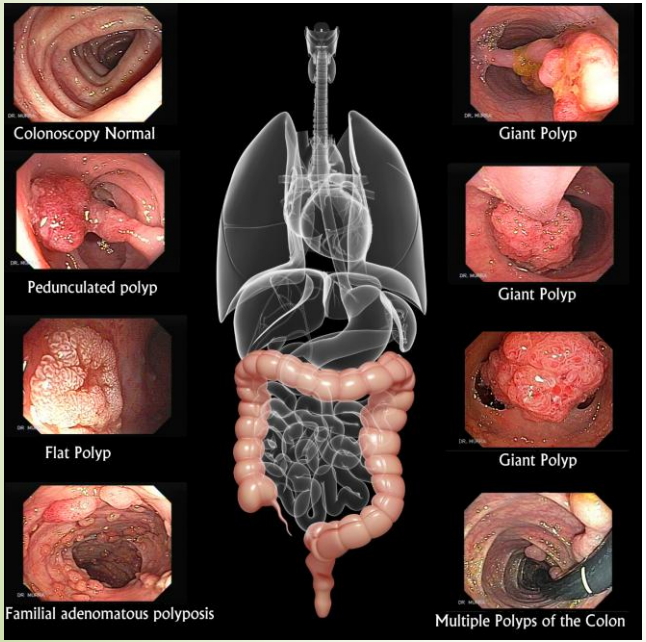
https://youtu.be/GGkoybpAy20

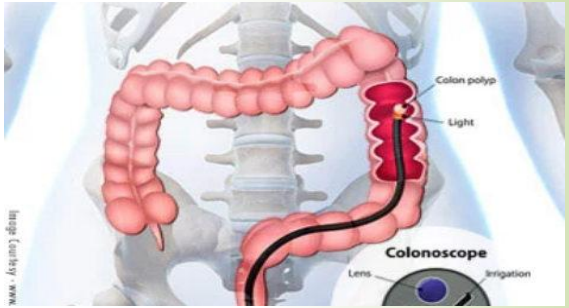
Participant pathway



What is a Colonoscopy?

Your bowel is cleaned out by drinking special drinks and food. Then a special camera passes along your bowel looking for pre cancer polyps or cancer. Polyps are removed at the same time. **Pictures really inform**





Screening outcomes

- For every **1000 people** who complete a bowel screening test, **about 50 will be a positive test.**
  Of those, **about 35 will have polyps** &
  on average **3 or 4 can have bowel cancer.**

- **Reassure whanau a POSITIVE test only means a further test is needed. Many kaumatua are afraid of what might be found.**

- **This can help kaumatua not to worry and provides a picture of screening outcomes.**

Signs and symptoms

It's important to get checked by your doctor, don't wait!

Always encourage and support kaumatua to attend GP

0800 924 432

Common concerns & korero

💩 **Its dirty - taking your sample is clean** and only needs a very small **bit of tiko/poop** on the stick.

💩 **Posting the tiko/poop** - the container is very strong in a plastic bag and posted in a cardboard prepaid envelope.

💩 I'm **worried, scared** and don't care.

💩 I don't trust the health system

💩 **I did the test because I love life!!**

Information is power, demystify bowel screening , it works.

Mauri ora ki a tatou katoa,
Let the life force be with us all.

National
Bowel
Screening
Programme

New Zealand Government

Cervical Screening

'Me tiaki i te whare tangata'
...the house of life must be protected.

Gemma Pearson
Ngāti Kahungunu ki Wairarapa
Support to Screening Nurse
Western Bay Of Plenty Primary Health Organisation

Time to screen
National Cervical Screening Programme

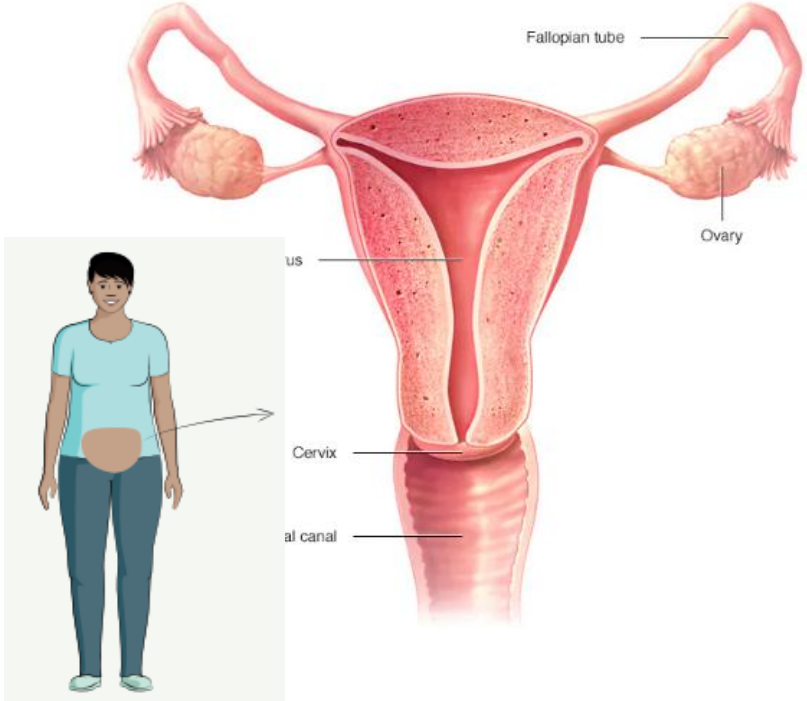
What Is Cervical Cancer?

♀️Cancer of the cervix.

🦠 Usually caused by a virus called HPV.

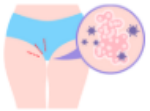
🚫Often there are no signs of early-stage cervical cancer.

🤷🏾‍♀️It is one of the most preventable cancers.



Signs & Symptoms of Cervical Cancer

vaginal bleeding between periods or after menopause



vaginal discharge that's not normal for you

unexplained weight loss

vaginal bleeding/pain during/after intercourse

pain or swelling in your legs

lower back pain

feeling tired and weak (fatigue)

🩺Having these symptoms does not mean you have cervical cancer, but it is important to have any changes checked by your doctor.

🛑Often there are no signs of early-stage cervical cancer, which is why regular cervical screening tests are important.

What Is Cervical Screening?

🎯 It's a simple test to check for HPV, the virus that can cause cervical cancer.

🤷🏾‍♀️ Self-swab

🥼 Clinician-assisted swab

💡 It's quicker, easier, and less invasive than the old smear test!

✋🏽 Cervical screening is not about treating cancer—it's about **preventing it**. With HPV vaccination and routine screening checks, we can eliminate cervical cancer.

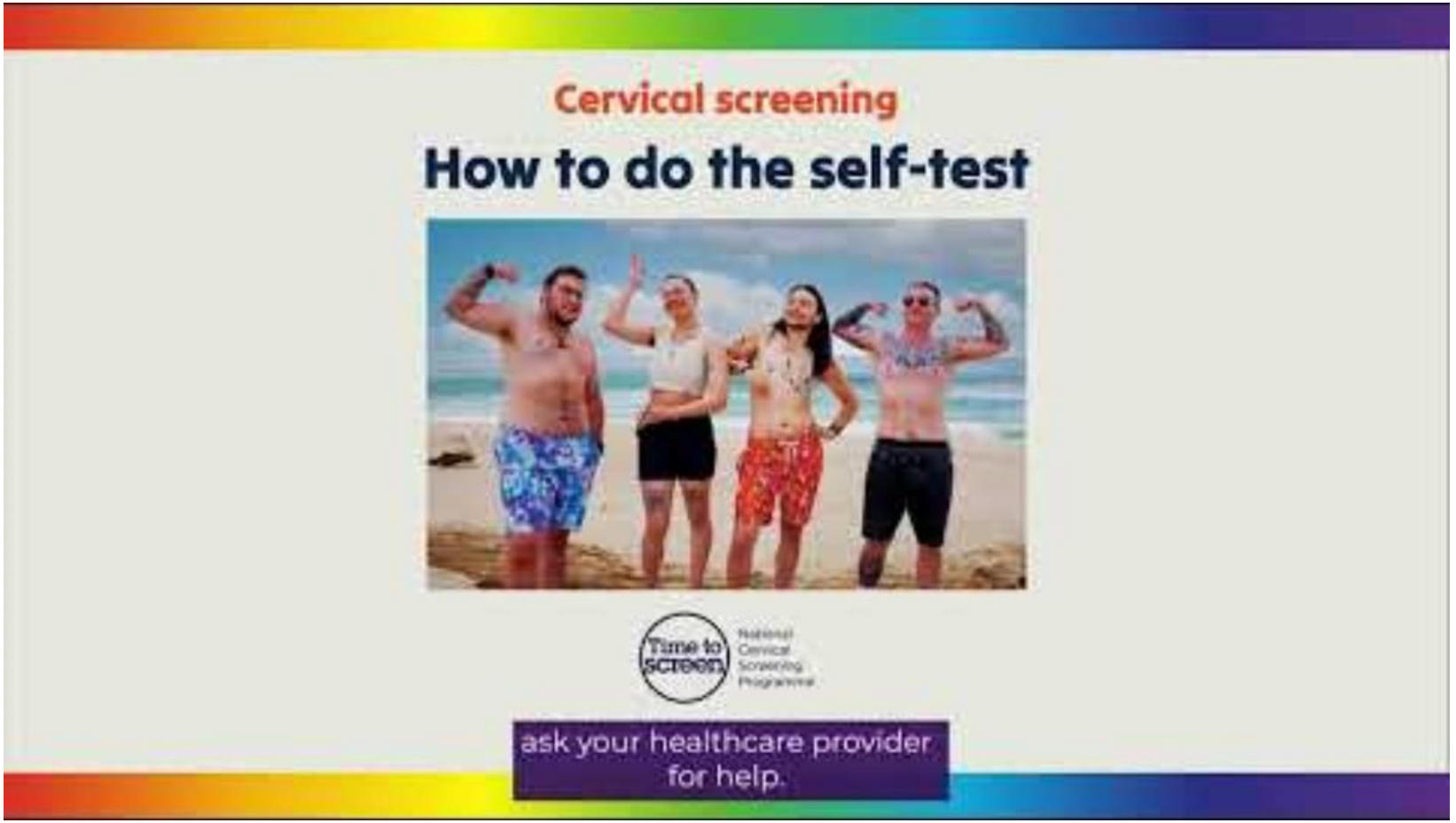
Understanding HPV – The Virus Behind Cervical Cancer

🔬 HPV (Human Papillomavirus) is a common virus passed through intimate skin-to-skin contact.

🦠 Most people will have it at some point – usually harmless and goes away on its own.

⚠️ Some types can lead to cervical cancer if not detected and treated early.

✅ That's why regular screening is so important – to catch it early, before it causes problems.



https://youtu.be/fMSbSO2fjhg

How the Screening Pathway Works

🗓️ Ages 25–69, every 5 years
♀️ Anyone with a cervix
🆓 Free for Priority Group Women

1. Get invited (via text/letter/phonecall)

2. Choose self-test or clinical

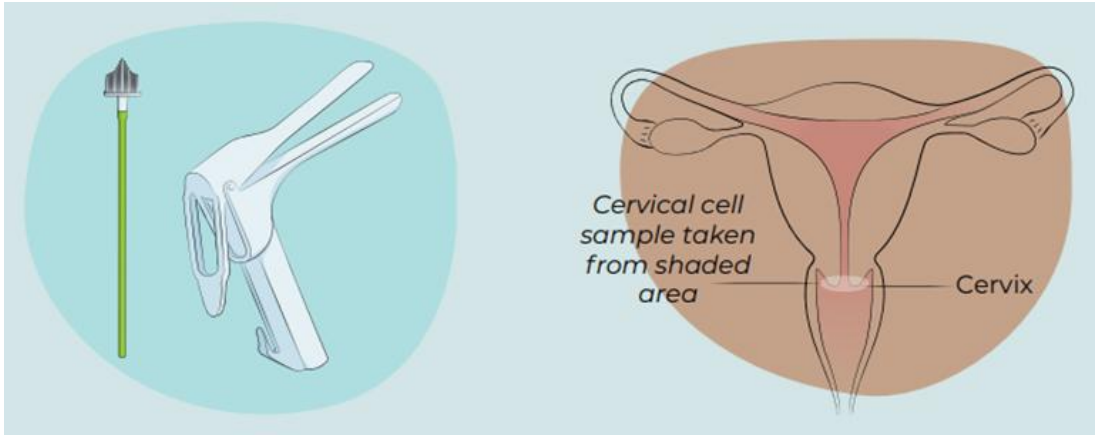
3. Get your results in 1-2 weeks

4. If HPV found: follow-up and treat

Follow up screening

🆓 Free for everyone

1. In clinic with the nurse or GP
2. Colposcopy



He wāhine, He taonga

Reduce the risk of developing cancer

- Eat healthy kai: fruit, veggies, fibre
- Regular exercise
- Be a healthy weight
- Reduce red meat & processed meats in diet
- Be smoke-free
- Reduce/ don't drink alcohol
- HPV vaccination
- **Stay up to date with your screening tests**




Use Your Superpower – Kaimahi on the Frontline

🌱 Be that trusted face in your community.

🗨️ Korero in a way that is accessible to people

💡 Kōrero with whanau, at work, the marae, at kōhanga, at church or sports… will save a lives.

🙌 You are the connector. The encourager. The advocate.

Opportunistic Screening – Every Moment Counts

🛒 Grocery runs. GP visits. Kōhanga drop-offs. On the sideline.

📣 Any time is a good time to say: “Hey matua/whaea, when was your last cancer screening test?”

🗣️ Normalize screening. Make it part of everyday kōrero.

🧸 The more comfortable you are, the more comfortable they will be.

Why People Don't Screen – Hear Their Realities

- ❌ “It’s scary.”
- ❌ “I had a bad experience.”
- ❌ “It’s embarrassing/whakama.”
- ❌ “That area is tapu/sacred”
- ❌ “I’m busy / no transport / no one told me.”
- ❌ “I’m not at risk” – no family history.

🧠 **Many people simply haven’t been given the info in a way that clicks with them.**

Lack of Access Is Real

- No clinics nearby or at suitable times
- Don’t know it's free
- Childcare or transport issues
- Unsure how to book or test
- Differing levels of health literacy
- No trust in the healthcare system
- Health services don’t always reach the people
- 💡 You help us to reach whanau.

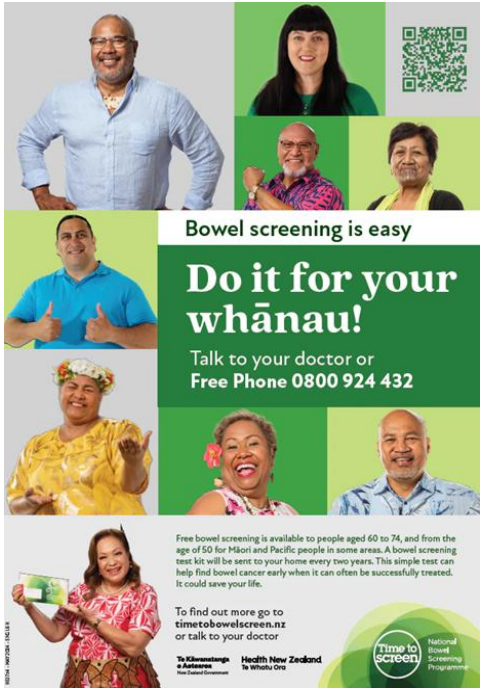
Real Kōrero – Real People

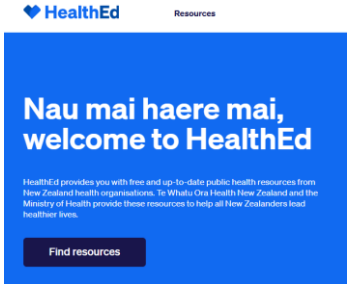
- Breast – misinformation & health literacy.
- Bowel – breaking barriers that people face.
- Cervical – consistency & commitment to building genuine relationships.

Real Kōrero – What Works Best

- ✅ Names carry mana
- ✅ Kōrero kanohi ki te kanohi (face-to-face) phone & text can work too?
- ✅ Culturally safe, non-judgemental approach
- ✅ Flexibility – mobile clinics, after-hours, community spaces, home visits
- ✅ Visual aids and real-life examples
- ✅ Whakawhanaungatanga - walk beside them through the process if needed

Useful resources





Breast: 0800 270 200
Bowel: 0800 924 432
Cervical: 0800 729 729

CALL ON US!

Final Messages – He Kupu Whakamutunga

✨ Cancer screening is mana-enhancing, not shameful.

✨ Our communities need your voice, your aroha & your understanding.

✨ Commitment to Te Tiriti o Waitangi

✨ Don’t underestimate the power of a simple kōrero.

✨ Together, we change outcomes – not just stats

He Patai...?

Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

Q&A

Group Discussion

Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

Summary of Today's Session

Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

Follow-Up Session

Date: Friday 15th August, 11am

Western Bay of Plenty
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU
WHAKARITORITO TE TUPU
O TE HARAKEKE

We would love to hear your feedback!

Please scan the QR code!

He Karakia Whakakapi

Kia whakairia te tapu
Kia wātea ai te ara
Kia turuki whakataha ai
Kia turuki whakataha ai
Haumi e. Hui e. Tāiki e!

Restrictions are moved aside

So the pathways is clear

To return to everyday

activities