



Western Bay of Plenty  
Primary Health Organisation

TŪNGIA TE URURUA KIA TUPU  
WHAKARITORITO TE TUPU  
O TE HARAKEKE



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## Our Position on Whai Mana / Equity (Updated 2026)

### How we see Equity

The Western Bay of Plenty Primary Health Organisation (WBOPPHO) closely aligns its position on equity to the equity definition as set out by the Ministry of Health (MOH).

The definition states that “people have differences in health that are not only avoidable but unfair and unjust. Equity recognises that different people with different levels of advantage require different approaches and resources to achieve equitable health outcomes.”

In its simplest form, health equity is about fairness. We serve a diverse community with different levels of advantage that require different supports, resources, and approaches. We celebrate and value diversity and inclusion throughout our network, recognising that people bring a range of identities, experiences, cultures, and perspectives that strengthen our organisation and the communities we serve. Creating inclusive environments where individuals feel respected, safe, and able to participate fully is essential for innovation, bold thinking, and informed decision-making.

### Diversity and Inclusion

Diversity and inclusion are fundamental to achieving health equity. They reflect a commitment to recognising, respecting, and valuing the characteristics and lived experiences that make individuals and communities unique, while fostering environments that promote belonging and collective achievement.

We serve a diverse community across the Western Bay of Plenty and recognise that health and wellbeing are shaped by many intersecting factors. These include, but are not limited to, gender, age, culture, ethnicity, disability and accessibility needs (including neurodiversity), socio-economic background, education, geography, language, religious beliefs, gender identity, sex characteristics, and sexual orientation.

We recognise that diversity strengthens our communities and health system. By fostering inclusive, culturally safe environments where Tangata Whenua, Tangata Tiriti, and all communities feel respected and able to participate fully, we support equitable access to care and improved health outcomes.

Embedding inclusive practices across our organisation and provider network strengthens our ability to deliver equitable care and ensures our services reflect the needs and aspirations of the communities we serve.



## What does prioritising Equity mean for the WBOPPHO?

The WBOPPHO has taken a strong pro-equity approach, as we know that the health system is not working for all priority groups as identified in the [Pae Ora Act](#).

The purpose of the Act is to achieve equity in health outcomes among all Aotearoa New Zealand's population groups, including by striving to eliminate health disparities, in particular for Māori.

Under the Act achieving equity means ensuring all population groups:

- (i) have access to services in proportion to their health needs
- (ii) receive equitable levels of service
- (iii) achieve equitable health outcomes, in particular for Māori.

## How are we focussing on Māori health inequities?

There is particular focus on achieving equitable health outcomes for Māori based on rights and needs. Tatau Kahukura 2024 provides a snapshot of the health of Māori compared with non-Māori. It presents key indicators relating to the socioeconomic determinants of health, risk and protective factors for health, health status, health service use, and the health system.

Equity is everyone's responsibility. All inequities are unfair, unjust, and avoidable. However, our focus on Māori health is based on the following rights and needs.

### Rights

- To uphold Te Tiriti o Waitangi as the founding document of Aotearoa New Zealand. The Crown has a responsibility that includes the right to parity of health outcomes.
- To acknowledge equity as a basic human right, underpinned by legislation through the Pae Ora (Healthy Futures) Act.

### Needs

- To accept the evidence and facts that Māori have, on average, poorer health outcomes than non-Māori.
- To understand that there is a range of reasons for Māori health inequities.
- To acknowledge the effects of colonisation which are wide-reaching and continue to affect Māori today.

The WBOPPHO has invested and continues to invest in kaupapa Māori programmes. This approach to service delivery draws upon the values, tikanga, and kawa unique to their respective iwi and is recognised as integral to whānau wellbeing.

## Our commitment to eliminating all inequities



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Whilst our focus on eliminating inequities for Māori is front and centre and at the core of our strategy, we are also determined to eliminate all inequities in our health system causing disadvantage and poorer health outcomes for our population.

- We invest in programmes to help our kaimahi understand unconscious bias and how that impacts our practice and the way we treat people.
- We champion and advocate for all marginalised groups that have little voice.
- We partner with NGOs, ethnic communities, disability providers, and any other organisation that shares our vision to eliminate inequities.
- We are strongly opposed to discrimination and advocate for equity approaches that uphold dignity, improve wellbeing, and achieve better health outcomes for our communities.
- We recognise and value the diversity of the communities we serve and are committed to creating inclusive, culturally safe environments where all people feel respected, welcomed, and able to access equitable health services.



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## Rārangi Pukapuka / References and Further Information

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