Whānau Ora: an Integrated Approach to Māori Wellbeing
A strong relationship between health and family functioning has been well established.

Disorders of health among Māori are characterised by comorbidities & multiple social & economic disadvantages.

Whānau Ora is a whole-of-Government policy that aims to improve whānau circumstances through:

- Integrated service delivery to whānau
- Building whānau capability
- Evidence-based programmes

General Practitioners are well placed to make major contributions to the goals of Whānau Ora.
General Practitioners are leaders in Family Medicine

- Recognition that family circumstances contribute to individual health
- Aware of genetic predispositions
- Aware of health risks within homes
  - Sub-standard housing
  - Dysfunctional relationships
  - Inadequate nutrition
  - Risk taking behaviours
- Treatments that take into account family competencies
- Knowledge of community resources
Health disparities between Maori and non-Maori remain a cause for concern.

Almost all disorders are 2-3 times higher for Māori and are often untreated.

Co-morbidities are the rule rather than the exception

- Disorders of mood and A & D
- Diabetes and renal failure

Disparities in health are mirrored by a range of associated socio-economic disadvantages

- Educational under-achievement
- Unemployment
- Sub-standard housing
- Poverty
Addressing the Disparities

- The health sector has recognised the importance of culture to the delivery of effective services and achieving best possible outcomes.

- Responses from Maori communities have seen:
  - More Maori health professionals
  - Rapid proliferation of Maori provider organisations
  - Increased Maori participation in mainstream service provision, in DHBs, NGOs, GP practices.

- But service delivery has tended to be sector oriented and overshadowed by a crisis intervention model that stops short of building skills and unleashing potential within whānau.
Whānau Ora (Well Families) 2010

A response to:

- continuing disadvantage and dependency
- service fragmentation
- cultural mismatch
- disappointing results despite valuable initiatives
- A model of care that often undermined initiative
The main objective is to construct an evidence-based framework that will lead to:

- Strengthened whānau capabilities
- An integrated approach to whānau wellbeing
- Collaborative relationships between state agencies in relation to whānau services
- Relationships between government & community agencies that are broader than contractual
- Improved cost-effectiveness and value for money
- Whānau self management
1. An independent Trust reporting to a Whānau Ora Minister ✓
2. A dedicated Whānau Ora appropriation ✓
3. Integrated, comprehensive services leading to measurable outcomes – inter-sectoral ✓
4. Services shaped by Māori values, culture, knowledge, heritage - & opportunities for Māori to ‘be Maori’ in wider society ✓
5. Whole-of-Government commitment to Whānau Ora principles ✓
6. Regional leadership groups (RLGs) to advise on local needs & priorities ✓
1. **Whānau centred services**
   - Cross sectoral
   - Inter-disciplinary
   - Social and economic
   - Cultural and environmental

2. **Whānau integration, innovation and enterprise**
   - (the WIIE Fund)

3. **Evidence based progression**
   - Indicators that measure outcomes - best results for whānau
Whānau-Centred Services Provider Collectives

✓ Foundations are well established – 34 integrated provider clusters throughout the country
✓ A range of skills and experience, largely in health & social services
✓ Front line services continue to be critical for many whānau
✓ Whānau navigators - 72 appointed so far:
  Highly skilled in:
  ▪ ascertaining whānau aspirations
  ▪ mediating whānau tensions
  ▪ brokering opportunities for whānau.
Whānau Ora Navigators

- **Whānau co-ordination**
  - Facilitation
  - Mediation
  - Advocacy
  - Future planning

- **Brokering** best possible services and resources to empower whānau and whānau members
  - Health services, especially Primary Health Care
  - Communication technology
  - Education
  - Marae
  - Sport & recreation
  - Financial expertise ...
Whānau Ora Providers
Dual pathways

✓ Deal with the impacts of disadvantage
  health problems, educational failure, unemployment, offending, unhealthy relationships, alcohol and drugs

✓ Build strong capabilities within whānau

- Health literacy,
- financial management,
- technological literacy,
- fluency in te reo Māori,
- lifelong learning,
- Communication,
- effective parenting
- income generation
- healthy nutrition
- recreation & sport
- employability
- cultural skills & knowledge
- access to marae & Iwi

‘the term ‘service providers’ might be outdated for a task that is essentially about brokering opportunities’
Provider Collectives
Refocusing the Model

So Far ...

- Clusters developed from a number of independent providers
- Health and social service providers are major players within clusters
- Transformation of service delivery has occurred
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Relative lack of:

- educational input
- economic expertise
- health literacy
- sport & recreation
- te reo Maori
- marae, kapa haka
- land & estate literacy
- technology in homes
- enterprise
Building a ‘super service’ which enables the separate entities to collaborate without losing identity - the alliance model

Expanding service delivery to include whānau capability building

Matching skills to address health and social adversity, with skills to:
- Improve health literacy
- reduce risks to health and increase health protective factors
- accelerate financial gains
- strengthen cultural skills and identity
- participate in sport, recreation
- benefit from education
- access technology
- strengthen whānau cohesiveness
Whānau Ora – the WIIE Fund
Whānau Integration, Innovation Enterprise

- A fund to assist whānau-led development
- Open to whānau who are working with Whānau Ora providers or other NGO organisations
- More than 3000 whānau have started whānau planning activities
- The aim is to:
  - build whānau capability
  - strengthen connections
  - support leadership
  - enhance positive outcomes for whānau.
**Whanau 1 - health gains**
- Large blended whānau in Rotorua.
- 200 hospital visits by whānau in 4 years with 97 admissions
- Referred to whānau ora provider
- Over 7 meetings the whānau was helped to construct a plan aimed at avoiding health crises
- 6 goals identified
- Whānau have been inspired by their own abilities
- Major lifestyle changes are in progress

**Whanau 2 – heritage**
- Urbanised for 3 generations
- Loss of contact with customary land
- Whānau plan to find out more about ancestral lands
- Land search initiated
- Contacts made with other owners
- Advice on commercial aspects and points of entry
- Economic and cultural gains anticipated.
Whānau 3- Making a Plan

A Whānau Trust had been established in 1998, mainly for land management
- Crisis after Trust Chair died
- Whānau keen to ‘move on’ and applied to WIIEF
- 119 whānau members spanning 4 generations
- 6 hui to identify priorities over next 6 months
  - Better communication
  - Alcohol management
  - Kaikai initiative – vegetable gardens, sharing
  - Walking groups, gym memberships
  - Whānau safety
  - Culture – reo, weaving, moteatea & waiata
Whānau Ora: Measuring Outcomes
The Broad Outcome Domains

1. Healthy whānau lifestyles
2. Full whānau participation in society, education & the economy
3. Confident whānau participation in the Maori world
4. Whānau economic security
5. Whānau cohesion
6. Realisation of Whānau aspirations
Whānau Ora Outcomes
What to measure?

- Activities of providers? (input measures)
- Number of whānau receiving assistance? (output measures)
- Results of activities (outcome measures)?
- Impact of Whānau Ora (wider influence)?
Evidence from experimental evaluations e.g. RCTs
Evidence from non-experimental evaluations e.g. satisfaction
Evidence from other research e.g. international
Evidence from practice & experience e.g. case notes

Synthesise evidence from all four sources in order to:

• Continuously make interventions more effective
• Guide the selection and design of interventions to implement or scale up
• Demonstrate that the work is improving lives and neighbourhoods

LB Schorr, F Farrow
Centre for the Study of Social Policy 2011
Quantifying the Model
Gains Already Evident

- Increased engagement with vulnerable whānau
- Improved relationships within whānau
- Whānau goal setting and prioritisation of needs
- Completing courses/training
Whānau Goals Achieved (%)

Sample of 15 Provider Collectives

- safety
- life skills
- education/training
- Whānau cohesion
- cultural identity
- finances
- health disability
- employment
- housing

Whānau Ora
Whānau reporting ‘Big Improvements’ through Whānau Ora (%)

Sample of 15 Provider Collectives

- Education/training
- Healthy eating, Exercise
- Income
- Employment
- Housing
- ECE attendance
- Rate of smoking

Whānau Ora
Improved Performance (Oct 11 –Sept 12) 
General Practices in Whānau Ora

- **Smoking** cessation advice – *increase by 27%*  
  (national sample – 21.9%)

- **CVD** risk recorded – *increase by 13.8%*  
  (but results remain 1-4% below national sample)

- **Diabetes** annual reviews – *increase by 7.6%*  
  (national sample – 1.5%)

- **Mental Health** prevalence 16yrs + - *decrease*  
  (Whānau Ora sample 148 per 1000 c.f. 170 per 1000)

[NB. Higher health needs in Whānau Ora sample 61% cf. 26.6%]

Ministry of Health 2013 
How can Whānau who are Languishing become Whānau who are Flourishing?

Te Puawaitanga o Ngā Whānau
Flourishing Whānau

Whānau Heritage
Whānau Wealth
Whānau Capabilities
Whānau Cohesion
Whānau Connectedness
Whānau Resilience

Te Puawaitanga o te Whānau, Massey University
Foundations are well established – 34 integrated provider clusters throughout the country

Widespread support and enthusiasm from Māori and Iwi

Pasifika provider clusters involved

Government is considering other options for the governance of Whānau Ora

General Practices in Whānau Ora collectives showed improved performances compared to the previous year

The integration of Government contracts presents some difficulties
The potential of Whānau Ora programme extends beyond the designated 34 Whānau Ora Providers.

The Whanau Ora approach has relevance for all agencies, services, institutions that have the potential to impact on whānau wellbeing.

Iwi will also have increasing roles to add value to whānau development and create opportunities for whānau.
Whānau Ora and General Practitioners

- Clinical implications
- Promotion of health literacy
- Sector implications
- Service implications
Whānau Ora & General Practice
Clinical Implications

- Whānau-centred approach
  - health diagnosis & whānau circumstances
- clinical records written for patients and/or whānau
- assessments, case notes, treatment records form part of a whānau health literacy programme
- recognise and encourage potential as well as treating disorders
- seize opportunities for health promotion
Disease literacy
Medicines literacy
Service literacy
Sector literacy

Programmes designed for whānau understanding of health and whānau management of health

- Clinical opportunities
- Kanohi ki te kanohi transfers
- On-line transfers
- Transfer of records, results
- Language and graphics that are relevant and can be translated into whānau planning
links with Whānau Ora providers for two way referrals
medical advice to Whānau Ora providers
assist with the development of outcome measures that reflect broad Whānau Ora goals
Promote inter-sectoral collaboration (Health, Social Development, Education, Justice, Māori Affairs...)

Improve alignments within health sector (DHBs, PHOs, NGOs...)

Integrate mental health & general health

Liaise with Regional Leadership Groups

Establish links with Provider collectives
Whānau Ora & General Practice

Practice Contributions

- Whānau centred practice
- Health literacy
- Support for Whānau Ora providers
- Foster inter-sectoral collaboration

Whanau Outcomes

1. Healthy whānau lifestyles
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