Across time and space: History, deep roots and future of Healthy Cities in Greater Christchurch

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The Greater Christchurch area has a history of strong collaboration across many organisations of all sizes. This has taken on many forms and one of those is a structured healthy cities model which began in Christchurch city in 2000 (Healthy Christchurch). Healthy Christchurch, a network of over 200 signatories is still functioning strongly today. During the last 17 years there have been many changes; organisational structures, politics, natural disasters, regional and local networks as well as personnel. What does this mean for the current environment. Healthy Christchurch has over the past 2-3 years been looking at the most relevant way to ensure improve, promote and protect the health of the people within the wider region. This presentation looks briefly at the past, purely to provide a context, and then focuses on the current discussions and actions underway to strengthen and grow the value of the healthy cities model in the current environment across the region.

This presentation will focus on honouring 17 years of collaboration as well as connecting strongly back to the documents this initiative was founded on Te Tiriti o Waitangi and the Ottawa Charter. The presentation will also focus on other strong collaborations within the region and identify how these can ultimately work together.

The importance of being adaptable while remaining relevant to key stakeholders and to the 200+ signatories will be outlined. Other regions may find the variety of environmental, policy and other contextual changes familiar. The insights into how our initiative adapted to these changes may be valuable in other areas. Others will also appreciate hearing more about the elements of the process that enabled the initiative to grow through its values and connections rather than growing out of them. After all, how could we outgrow our public health commitment, that: ‘The signatories to this charter agree to work together to promote, protect and improve the health and wellbeing of the people of Christchurch. We believe that by working together we will be able to achieve more than we could separately.’
Healthy West Coast – connecting values and valuing connections for health promotion on the West Coast

Dr Cheryl Brunton
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The Healthy West Coast Governance Group is a partnership which oversees planning and delivery of health promotion activities and programmes on the West Coast of the South Island. It began in 2006 using Health Promotion Infrastructure funding from the Ministry of Health and now includes membership from the West Coast District Health Board, the West Coast Primary Health Organisation, Community and Public Health West Coast and Poutini Waiora.

This presentation tells the story of the evolution of Healthy West Coast, particularly its governance group, and how its functions, composition and ways of working have changed over time. It reflects on the challenges of working across the system, connecting organisations with different perspectives to develop shared vision, values, goals and plans, and the factors that have contributed to success in working together and achieving better health outcomes for West Coasters.

Healthy West Coast has joint workplans across all four organisations in key areas of health promotion: smokefree, nutrition and physical activity, alcohol and Māori health. The HWC partners have a strong shared focus on equity in all their health promotion work and the partnership is now a workstream of the overall West Coast Health Alliance. The staff of HWC’s organisations work closely together on a wide range of projects across the West Coast. The success of the partnership has led to greater involvement in other West Coast Health Alliance workstreams.

Connecting and working across the system in collaborative ways can be challenging but is definitely worthwhile. It takes time to establish trusting partnerships and shared values but once these are achieved, difficult decisions can be made more readily and resources can be used where they contribute most effectively to promoting population health and equity.

As the Healthy West Coast alliance has evolved we have learnt many things including that:

- Trust is essential to effective partnerships and developing trust takes time
- Beginning with modest goals and achieving them builds confidence and more ambitious ones
- Public health practitioners have an important role in helping to build connections across the health sector and maintaining a focus on population health and equity
Man talem duim - ‘Walk the talk’ with the Solomon Island Community Waikato

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In a bold move in 2016, Waikato DHB Population Health took up the challenge to focus on connecting communities for wellbeing; leaving behind the deficit focus on issues to take a holistic and culturally grounded approach that looks to improving the wellbeing of communities within a setting.

We consulted Pacific experts who advised us that our ‘wero’ is to concentrate our work on influencing equity at multiple levels and not on ‘victim blaming’ at the personal level. They stressed that to address inequities our community interventions must be multifactorial, across the life course and have a whānau ora approach.

Our Pacific Health Improvement team are doing this through a settings approach, by working with the key leaders of community settings with the belief that health is created in the settings of everyday life – where fanau live, learn, work, play and love and that the problems and solutions lie within the settings. Our work is culturally grounded by aligning to the principles of Te Pae Mahutonga and Fonofale models of health. Our team is partnering with the Solomon Island community in Hamilton. Waikato hosts the second largest number of Solomon Islanders (16%) in Aotearoa (Statistics NZ, 2013). Our health improvement work with the Solomon Island community of Waikato has just begun. The Solomon Island Executive members are engaged and excited to work with us; the community has been consulted about the health improvement process and the inquiry conversations about their hopes and aspirations for their community is in the planning.

Our role is to facilitate a process of planning and action where the community identifies areas of health need. We know that the community is best able to identify the areas of concern for them and what the possible solutions may be. We will support and resource the community to address these identified needs across their environment, setting and fanau.

We are at the stage where we take our theory and learnings into actions with the community and we humbly acknowledge the Solomon Island community of Waikato for allowing us to ‘walk the talk’ with them.
Connecting Providers to deliver Te Hā-Waitaha Stop Canterbury Smoking Service

Ms Jane Cartwright  
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The Canterbury health system has successfully developed momentum towards transformation by motivating people and providers who work in health and social services to design and provide health and social services together for the shared public good.

In Canterbury we’ve invested considerably in an alliance framework and way of working founded on strong clinical leadership from across the system, consensus decision-making, and a patient-centric and whole of system approach. Trust in this way of working and confidence that if it is the right thing to do then the funding will follow has been fundamental to the design, implementation and delivery of services that provide care closer to home.

Te Hā – Waitaha is a new free (delete) stop smoking service which was developed under this alliance model. Established by the CCN it takes a systematic and collaborative approach to providing support for people who want to quit smoking within a smokefree system. Priority groups are Māori, Pacific, pregnant woman and their whanau, young people and people with a mental health problem. Working initially with 6 providers, the service is seeking to extend reach into the priority areas through the provider organisation’s networks and contact, with the aim of identifying and supporting people in the priority groups who want to quit.

The programme is overseen by a steering group which includes perspectives from PHOs, general practice, Maori and Pacific Providers, Pharmacy, Public Health and the Canterbury DHB and works collectively to leverage the smokefree system’s resources and connections.
All Right? - Engaging a city in a conversation about wellbeing - a population mental health approach

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How do you engage a whole population in a complex conversation? And why? Following the Canterbury earthquakes of 2010/11, the Mental Health Foundation and CDHB have developed the most sophisticated post-disaster, population mental wellbeing project in the world. The evidence of the campaigns impact makes a strong case for the possibilities presented when health promotion is ‘fully’ funded to include independent market research, design & marketing expertise and health promotion capacity.

All Right? aims to improve the positive mental health of the population by ‘starting a conversation about wellbeing’, activating evidence-based information cunningly presented as fun, engaging and compelling communications and tools. It has focused on emotional literacy and intelligence; empathy; character strengths and self-care. It has extensively explored the application of the Five Ways to Wellbeing in the daily lives of Cantabrians. Traditional health promotion approaches are used to generate community-led adoption and promotion of the messages and resources.

Specific design and resources, informed by research, have been developed to enable effective uptake by both Māori and Pacifica peoples.

All Right? uses market research and public health analysis to evaluate its impact. As of June 2016, the campaign has achieved 76% awareness/reach in the target population of greater Christchurch far exceeding traditional social marketing reach. In terms of impact:

Of those who are aware of All Right?
- 87% believe the messages are helpful
- 71% are now more aware of looking after their mental wellbeing
- 75% are more aware of looking after the mental wellbeing of family, friends and workmates
- 73% said the campaign made them think about how they are feeling
- 72% have got ideas of actions they can take to improve their wellbeing
- 42% said they had done activities or actions as a result of the campaign

Evaluation indicates that the key ingredients of this success are thorough research; collaboration between expertise in design, marketing, communications and public health promotion; experienced health promoters and being embedded in the local experience post-disaster. It has reinforced the effectiveness of well-resourced mental health promotion initiatives to support population-wide behaviour change. The campaign is globally unique in responding to disaster recovery in this way and has lessons for wellbeing promoters in other regions.