

14 March 2019

Gabrielle Baker  
BakerJones Commissioned Researcher  
On behalf of the Waitangi Tribunal  
Via email

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Dear Ms Baker

### **Official Information Act (1982) Request**

I write in response to your Official Information Act request, for further information related to disabled Māori, which you submitted to us on 15 February. You noted that as a result of a Waitangi Tribunal Researcher Hui attended by claimants and the Crown that you had one further information request linked to the request made in December 2018.

You requested the following information:

- **How does the DHB ensure that its health promotion programmes, and that of its Public Health Units (if applicable) are appropriate and effective for disabled Māori, for example, how does it ensure its campaigns are accessible for kāpō Māori?**

For Counties Manukau District Health Board, we note the following points on this matter.

Please note that ARPHS provides the legislated PHU functions across the Metro Auckland region, including in the Counties Manukau district.

As part of the annual equity review process for all of its health improvement programmes, the Auckland Regional Public Health Unit (ARPHS) applies the use of an equity identifier tool (**attached**). This tool includes 'disability' as a dimension of inequity. This tool is used alongside the Health Equity Assessment Tool (HEAT).

Whilst this question is specifically directed at Public Health Units, we are thankful for the opportunity to also provide further information on key local Counties Manukau Health led health promotion campaigns and programmes, which also include a focus on ensuring effective engagement with our entire Counties Manukau community.

A number of Health Promotion initiatives and campaigns are underway to support community development, and these projects include action to reconfigure systems to better support a more targeted approach that is relevant to Māori Whānau / service users in the Counties Manukau district.

This has been a particularly strong focus for our Smokefree and Alcohol Harm Minimisation teams. However, we recognise that it remains an area that needs strengthening across our organisation, to ensure we are achieving effective health promotion programmes and service delivery outcomes for Māori who are living with disability, including ngai Māori tangata kaapoo.

Examples of areas we have considered, and/or are currently focussed to improve access to information on include:

- Our DHB Communications and Engagement teams are working to ensure that our technical and design ability to make our online and social media content, (including videos) is appropriate. This will enable more accessible messaging to people living with disability, including for example use of good contrast ratios, and font choice. We will, in the near future, be able to provide English language subtitles on our videos through an automated process. However, we have less control of features when using social media sites such as Facebook and Twitter, as their functionality is pre-set.
- We work closely with NZ Health Promotion Agency (HPA) on localising national campaigns. A current example is the “Drinking in Pregnancy” social media campaign. The Programme Manager has requested that all posts on Instagram and Facebook are compatible with technology that the blind and hearing impaired community use (i.e. enables subtitles, and for the text to be read out loud).
- We use a variety of communication mechanisms to promote health messages and services, including via digital, written, media advertising, and face to face hui/ fono and events, with the intention that these support all of our community to access services. Many of these activities are closely linked to the NGO/ voluntary sector, which support people who are living with health conditions and disability in our community.

Information in our previous response outlined our work to progress compliance with the NZ Web Accessibility and Usability standards, including development on our external-facing website.

As in our previous response, community engagement and consultation with all people living with disability regarding the entire range of health service promotion, protection and service delivery/ co-design and about community priorities is informed by the CM Health policies and guidelines on effective consumer engagement, that includes consideration of accessibility needs and safe environments.

We include below a more detailed example of practical action by our health promotion teams, and note these actions are mirrored/ broadly consistent with those by services involved in health screening (for example for BreastScreen/ Cervical Screening, and in services for hearing/ vision and Before School Checks for children).

The Counties Manukau DHB Living Smokefree service ensures its smokefree Health Promotion/ education and support programmes are as accessible as possible for disabled Māori, in the following ways:

- The smokefree service has KPIs focussed on supporting entire Māori whaanau – 50% of people who engage with the service are Māori, and 50% of total successful stop smoking outcomes are achieved by Māori.

- Our Smokefree programmes are available through secondary care, primary care, maternity care settings, and they are provided in mental health services, community/ primary health services, workplace, marae, churches and other community setting.
- The Mobile Stop Smoking Service (the quit bus) with smokefree resources, goes right into the heart of the community, at major events, community houses, marae, churches, workplaces, and town-centres etc.
- An average of 30 smokefree health promotion/ service promotion sessions are held in the community each month, resulting in 25-30 weekly drop-in stop smoking clinics, with a particular focus on engaging with Māori.
- Mental Health Service specific smokefree health/ service promotion and support provision are all available within the community setting.
- The smokefree service works in partnership with the local Māori NGO and voluntary service providers, to promote smokefree messages, and arrange appropriate stop smoking support.
- Smokefree Better Breathing (smokefree health promotion and education) sessions are held in the community, with a focus on connecting with Māori and Pacific whaanau living with long-term conditions
- The Service does home-visits, for people who are not able to access the smokefree programmes in the community.
- Te Reo speaking practitioners are available to support whaanau
- We have recently completed sign-off for an accessible ramp to our smoke free service to be installed.
- The DHB can arrange for NZ Sign Language translators to attend appointments if needed.
- The DHB smokefree service participates in various cultural events to promote 'living smokefree' within the district ( for example at Matariki, Maaori Language Week, Safe Sleep Week, Te Matatini, Polyfest, Funfest etc.)
- All of the new and innovative smokefree programmes have a particular focus on Maaori whaanau.
- Access to smokefree service has been actively promoted via Maaori Media Channels (TV/ Radio).

I trust this information satisfactorily answers your query, please contact us if you wish to discuss or explore any of this information. If you are not satisfied with this response you are entitled to seek a review of the response by the Ombudsman under section 28(3) of the Official Information Act.

Please note that this response or an edited version of this may be published on the Counties Manukau DHB website.

Yours sincerely,



Fepulea'i Margie Apa  
**Chief Executive**