

# TE RĀ O TE RAUKURA: HAUORA MARQUEE CASE STUDY

## BACKGROUND

*“Te Rā o te Raukura is the premier cultural experience on the Wellington calendar and celebrates a strong community spirit at its best. Featuring a whole array of arts and crafts, health and education exhibitions, live bands, cultural and dance groups, amusements rides as well as a huge range of food stalls for the whole whānau, this is an event not to be missed.”*

(Te Rā o te Raukura Facebook, 2016)

The 23rd annual Te Rā o te Raukura (Te Rā) was held at Te Whiti Park in January 2017. ‘Te Rā’ is the major Māori whānau-oriented community festival in the Hutt Valley. It has up to 20,000 people attend every year.

Te Rā promotes health (hauora), education, entertainment, culture and whānau through a range of stalls, cultural and musical groups, and activities. Arohanui ki te tangata (“Good will to all men”) is interwoven into all aspects of the festival.

## HAUORA MARQUEE

Hauora is promoted in a number of ways throughout the Te Rā festival. This includes: being alcohol and smoke free, and having a water only policy. A hydration station with drink bottles and cups provide a supportive environment. These changes have happened progressively over time to promote health for our whānau. The purpose of this case study is to document the growth of the Hauora Marquee at Te Rā since 2005.

The hauora marquee began in 2005. It is a major strength of the festival because it encourages health and wellbeing, healthy whānau behaviour,

provides preventative health checks, and it links health providers to priority communities (e.g. Māori and Pacific). A hauora coordinator oversees the delivery of the marquee.

81 percent of 2016 attendees rated the hauora marquee to be excellent or very good<sup>1</sup>.

All providers are invited to have a stall in a Regional Public Health (RPH) sponsored marquee, which means there is no cost to have a stall. This offers an opportunity for providers to strengthen our partnership in an informal setting. It also encourages smaller providers to attend, that may not have the financial resources to commit otherwise.

This year the hauora marquee had thirty two hauora services plus the local Primary Health Organisation, Te Awakairangi Health Network (TeAHN) who ran the warrant of fitness zone. All aspects of hauora were considered (taha tinana/physical, taha whānau/family, taha hinengaro/mental, and taha wairua spiritual). More specifically, health promotion (passport to health) and health checks (warrant of fitness) were offered by these services to encourage and increase the health and wellbeing of the attendees.

## PASSPORT TO HEALTH (HEALTH PROMOTION)

The ‘passport to health’ is part of the health promotion section. This is a short activity booklet that had a question in relation to each stall provider within the hauora marquee. It encouraged whānau to interact with the wide range of providers present on the day and engage with key health messages.

<b>SERVICES IN PASSPORT TO HEALTH ZONE</b>	<b>HAUORA INFORMATION / SERVICE PROVIDED</b>
ACC (1)	Information and take home resources about services, how to make a claim following an injury and injury prevention/safety information.
New Zealand Fire Service (2)	Advice and information about fire safety and fire alarms in homes.
Ear Van (Regional Public Health) (3)	Ear checks for children, advice and referrals.
Wellington Free Ambulance (4)	Available when required and advice from paramedics.
Regional Public Health	Separate stalls with advice and information on: <ul style="list-style-type: none"> <li>- Communicable diseases (5)</li> <li>- Emergency preparedness (5)</li> <li>- Sexual health (13)</li> <li>- Water is best (14)</li> <li>- Rheumatic Fever (15)</li> <li>- Immunisation (15)</li> </ul>
Tamariki Ora (6)	Advice, information and resources about Wellchild Checks for babies aged four weeks to four years.
Hutt Valley Breast Screening Network (7)	Information, resources, and referrals for support.
Plunket (8-9)	Information about B4 School Check and Wellchild Service.
Hutt Valley District Health Board Maternity Unit (10)	Advice and resources about maternity health and services and education.
Life Unlimited (11)	Advice and resources about ear health and hearing. Information about the service and referrals.
Capital & Coast District Health Board Renal Service (12)	Information, resources, and advice about renal health and becoming a kidney donor. Some brief health checks.
Te Āio Ora Wānanga (16-18)	Rongoā Māori and mirimiri
Te Omanga Hospice (19)	Advice and information about the service.
Wainuiomata marae (20)	Advocacy referrals to support the service, information about the service.
Koraunui marae (21)	Information and resources about breast and cervical screening.
Regional Screening Services (HVDHB) (22)	Information about breast and cervical awareness, enrolled women in screening programmes for follow up.
Orongomai marae (23)	Information about hauora services and E Tu Whānau.
Waiwhetu marae (24)	Information about hauora services. On their behalf a wahine demonstrated weaving a wahakura.
Lower Hutt's Women's Centre (25)	Information about services, supporting women with their issues.
Ministry of Vulnerable Children Oranga Tamariki – Lower Hutt (26)	Advice and resources about good parenting, seeking caregivers.
Fruit and Vegetable Co-op (Regional Public Health) (27)	Promotion and information about the Fruit and Vege Co-ops.
Oasis Networks (28)	Resources, advice and education about mental health and addiction.
Problem Gambling Foundation of New Zealand (29)	Brief advice, health promotion information and referrals to counselling services.
Salvation Army (Oasis) (30)	Gambling advice, information, resources, and referrals.
Vibe (31)	Information about youth hauora service.
Arthritis New Zealand (32)	Advice, information, and resources about arthritis and available services.
Stroke Foundation NZ (33)	Advice and information about the prevention of stroke and available services.

Note: Numbers correlate to figure 1 diagram showing changes in hauora marquee over the years 2005-2017 (page 4).

## WARRANT OF FITNESS (HEALTH CHECKS)

The 'warrant of fitness' is part of the health check area. Te Awakairangi Health Network (TeAHN) in partnership with hauora providers, present on the day, offered a range of free basic health checks for whānau. Whānau visited the relevant stalls and completed the health checks to go into a draw to win a prize.

	SERVICES IN THE WARRANT OF FITNESS ZONE	HAUORA STATIONS
<b>Health checks offered as part of the warrant of fitness</b>	TeAHN (34)	Blood pressure
	Takiri Mai Te Ata (Regional Stop Smoking Service) (35)	Smoking cessation advice
	TeAHN (36)	Diabetes
	TeAHN (37)	Medication management
	TeAHN (38)	Alcohol and mental health/wellbeing (mood screening)
	Arthritis New Zealand (39)	Gout checks and education
	TeAHN (40)	Healthy lifestyles
	TeAHN (41)	Checking for overdue screening in primary care (cardiovascular disease risk assessment, breast and cervical screening)
<b>Support agencies with more information</b>	Salvation Army (Oasis)	Gambling support
	Mana Wahine	Cervical/Breast cancer screening

## EVALUATION OBJECTIVES

A case-study was completed following the 2017 Te Rā event to explore:

1. The growth and success of the hauora marquee.
2. The benefits and value for providers and attendees.
3. The barriers to providers being part of the health marquee.

## METHODOLOGY

All providers in the hauora marquee were requested to complete a brief online survey. Some key providers were followed up with brief informal interviews. Statistics from the 2017 Te Awakairangi Health Network Te Rā report were also used. Seventy eight percent of providers responded to the survey.

## RESULTS

### 1. GROWTH AND SUCCESS OF THE HAUORA MARQUEE

In 2005, there was a shared hauora and education marquee with seven providers. In 2017, hauora now has its own spaces comprising of two joined marquees. One holds thirty two health promotion services and the other provides a zone for the warrant of fitness.

Respondents felt that the main factors influencing the success of the hauora marquee were the:

- Thorough planning and efficient and effective coordination.
- Diversity of providers.

The planning, organisation and continued consultation by the hauora coordinator, were highlighted by survey respondents, as one of the key drivers to having a successful day. This included having regular pre-festival hui. The hui provided a chance to network, build trust and credibility and work together to understand the kaupapa for the day. Te Rā organisers and providers were able to work together and create effective solutions.

*“It’s organised really well. Pre-planning meetings start months before so there’s a lot of preparation and consultation before the event to make it successful”.*

*“Very appreciative of the behind the scenes organisation/pre-planning that goes on. [The coordinators’] flexibility and promptness to responding to emails or requests. Thank you for being warm and approachable”.*

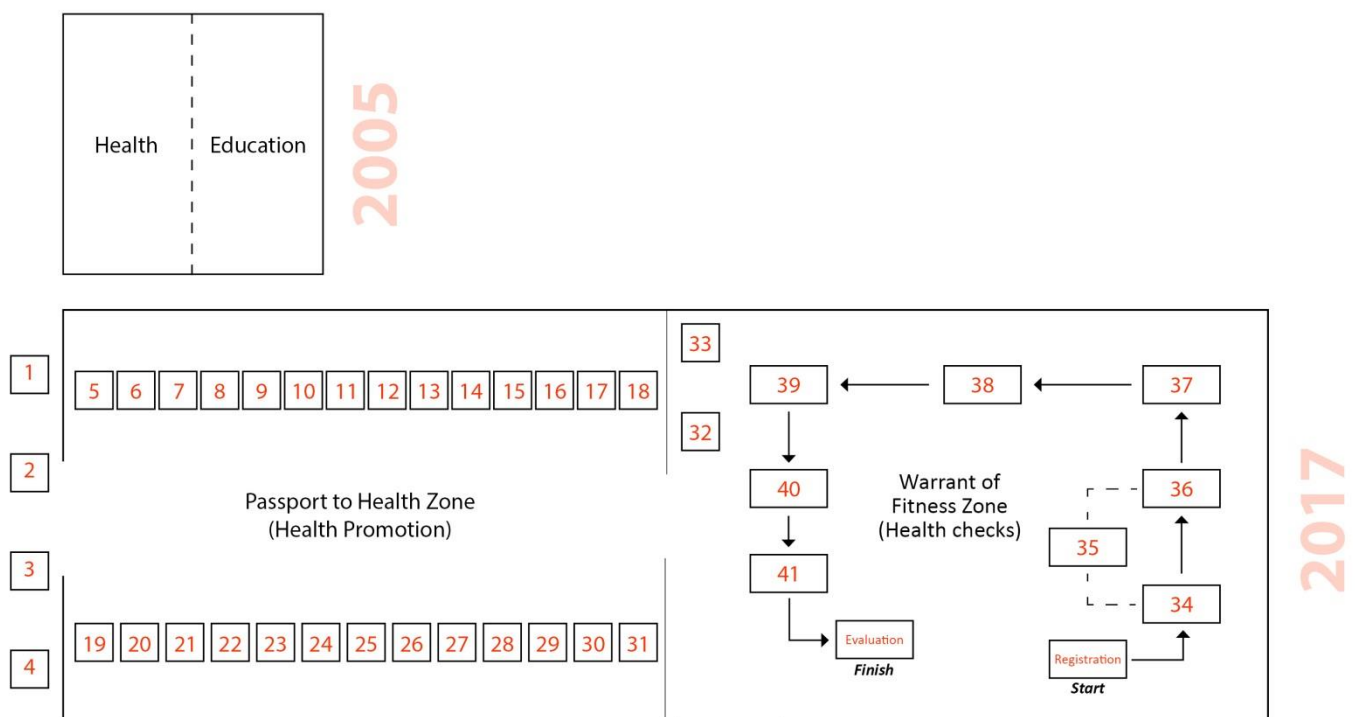
In addition, the providers agreed the hauora marquee should have a good atmosphere, be whānau friendly and provide an opportunity to interact with high needs whānau who may not access services otherwise.

Examples of the above included:

- The hauora coordinator sent information packages in advance to all providers. This included car passes and maps for the day.
- The hauora marquee setup was completed before providers arrived. Therefore, providers only had to set up their own table (sites).
- There was a play-area (with toys) for tamariki (children). Healthy kai was offered to tamariki.
- There was a private area for mirimiri (massage).
- Relevant providers were grouped together.
- Ensuring each provider had an activity or initiative to interact with the public.

*“Atmosphere within the marquee has always been awesome.”*

*“Great day on Sunday. I think the competition was helpful and we had more people coming to our table because of the competition.”*



**Figure 1.** Diagram showing changes to the hauora marquee over the years 2005-2017 (scaled representation).

Note: Numbers correlate to services provided as shown in tables on page 2 and page 3.

All respondents agreed or strongly agreed that the hauora marquee was inclusive to all and aligned well with the kaupapa “Arohanui kit e tangata” (Goodwill to all men).

A wide range of providers within the hauora marquee offered the opportunity for whānau to explore and experience a holistic dimension of health. Te Rā also offered the space for providers to network.

*“The diversity of the providers that are in the marquee makes sure most of the needs of our communities are met.”*

*“...word of mouth and networking has led to growth in the hauora marquee. It seems that every year there are different providers with stalls. It helps that Te Rā really focuses on holistic health and well-being as an event. People come to engage. Lots of other events of similar size have more of a commercial focus and people don't come to engage with health stalls as much.”*

100% of providers agreed that it is important to continue participating at Te Rā festival.

## 2. BENEFITS AND VALUE FOR PROVIDERS AND ATTENDEES

Benefits and value for providers and whānau included:

- Accessing and networking with high priority, hard-to-reach whānau and essential services.
- Health promotion opportunities.
- No registration cost.
- Good use of organisational resources.

Furthermore:

- 96% of providers agreed the hauora marquee builds connection between services and high priority, hard-to-reach whānau.
- 57% of those that completed the ‘Warrant of Fitness’ program were Māori.
- 92% of providers agreed the hauora marquee assisted with building connections and networking with other services/providers.

*“It's a way of meeting different ethnicities and sharing what your organisation can offer.”*

*“To have the opportunity to connect with people who otherwise wouldn't know that we are there to support them, that's for both health consumers and other professionals/organisations.”*

*“Follow up opportunities to collaborate for the benefit of the local communities.”*

Additionally, the hauora marquee provided an opportunity to disseminate key health promotion messages, highlight the range of diverse locally available services, and broke down barriers by providing a space for whānau to access these services.

- 100% of providers agreed the hauora marquee is an effective way to share key health promotion messages with whānau.
- 100% of providers agreed the hauora marquee provided the space to promote their local health service.
- 100% of providers agreed the hauora marquee provided an opportunity to engage whānau who might not otherwise access their services.

***“Great opportunity to network, give out information and resources, connect with people that might want to use our service, and build awareness of our service.”***

***“[The] Community took this opportunity to engage with health and social services providers. [The] Community know this happens at Te Rā and look forward to their yearly check-ups...”***

***“Have also got to know the ear nurse from the Ear Van and we've referred people to each other on the day. It was handy having the two services positioned near each other.”***

***“Normalising our service. Normalising the awareness that gambling causes harm like other addictions.”***

The passport to health was highlighted by providers as a positive way to engage with attendees and disseminate key messages:

***“Organisations have realised that they need to get into the community to target populations. Health passport [Passport to Health] was a great idea and really got people interacting with the staff.”***

The warrant of fitness zone successfully provided health checks to many attendees and provided referrals for identified health concerns.

- 140 attendees completed the Warrant of Fitness.
- 42 referrals were made by Te Awakairangi Health Network.

No registration cost for providers was also reported to be an important aspect to participating in the hauora marquee.

80% of providers believed it is moderately to extremely important there is no cost associated to having a stall.

Other feedback included:

***“It’s a winner for everyone.”***

***“Profiles our organization to not only the local community but for those that come from other areas”***

88% of providers believe participating in the hauora marquee is a good use of organisational resources.

### 3. BARRIERS TO PROVIDERS

Seven out of thirty-two providers identified the following barriers:

- Language barriers.
- Allocated space within the hauora marquee.
- Lack of internal resources (for example: having adequate number of team members to work during the weekend and securing incentives for the day).

***“I would personally like to see the [service’s] clinical staff more involved, but this is an internal issue, not one that can be solved by Te Rā.”***

Another provider that did not participate in 2017, reported that the main reason for not attending was related to unavailability of internal staff members.

## CONCLUSION

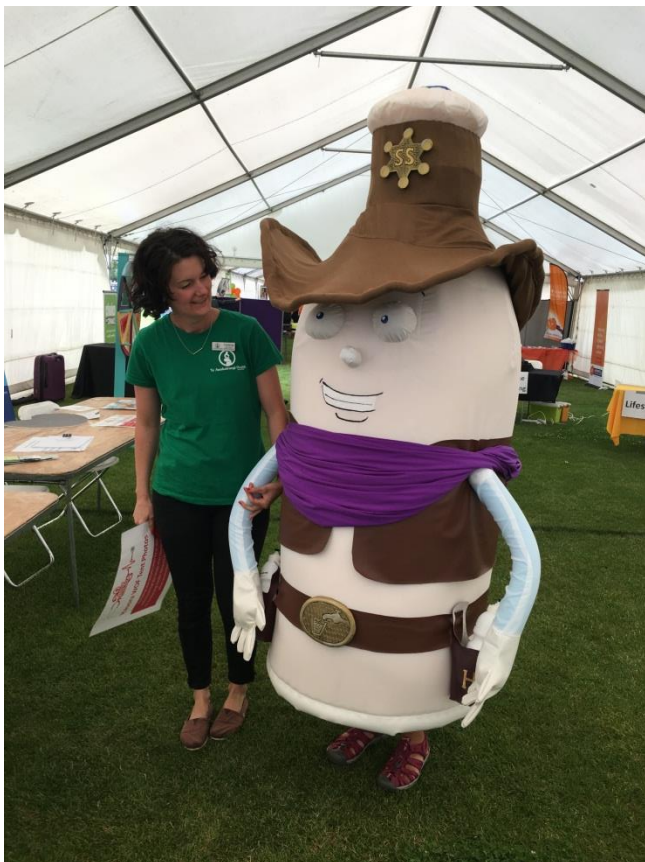
Te Rā o Te Raukura is an annual whānau oriented community festival. 'Arohanui ki te Tangata' is the guiding statement expressing sentiments of sharing, love, respect and togetherness towards our fellow neighbour. Hauora is an integral part of the festival.

A survey of the providers in the hauora marquee highlighted that the success, benefits and value of participating in Te Rā were contributed by:

- skilled planning;
- offering a holistic range of hauora services;
- networking opportunities;
- no or low costs to providers; and
- access to high priority, hard to reach whānau.

Some minor barriers were identified. The Te Rā organising committee will work with providers to address these going forward.

All providers are committed to continue working together towards the next Te Rā festival.



Sugar Sheriff promoting water only



Hutt Valley Breast Feeding Network



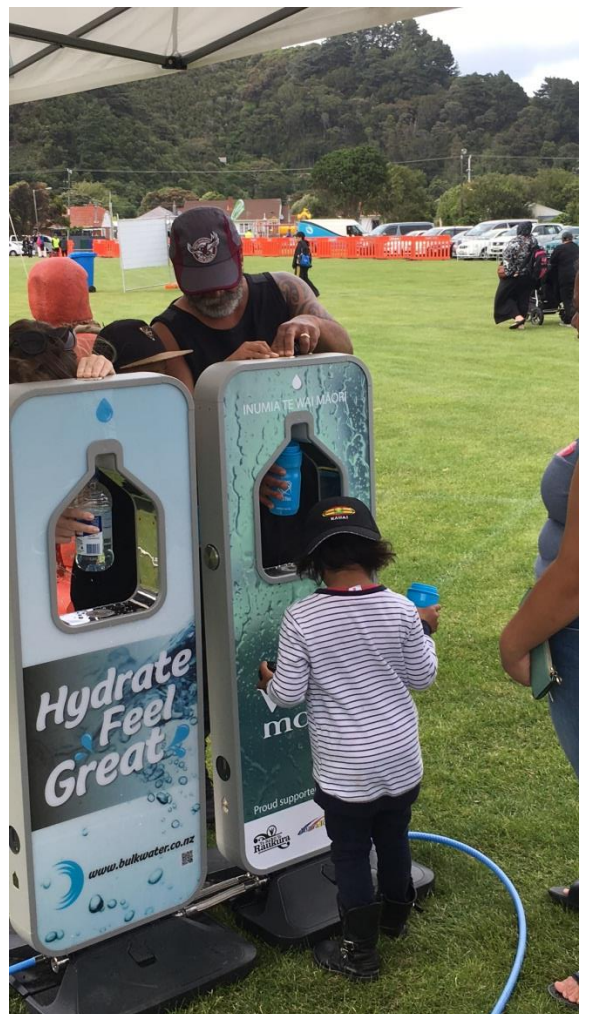
Te Rā stage performance



Problem gambling foundation



Waiwhetu marae



Water station