

# EVENT CASE STUDY: RĀTANA PĀ WHĀNAU HAUORA MARQUEE 2015

## BACKGROUND - RĀTANA PĀ CELEBRATIONS

Since 2011, Quitline has attended Rātana Pā celebrations to promote the organisation's services and encourage smokers to register for smoking cessation support. Rātana Pā is a faith-based community near Whanganui that celebrates their founder, Tahupōtiki Wiremu Ratana's birthday every year in January. Church members, the majority of whom are Māori, come from all over New Zealand and Australia for the weekend of the celebration. This setting provides a unique opportunity to engage with Māori around their health and wellbeing.

In 2015, Quitline decided to lead a Whānau Hauora Marquee at the event and invited other health organisations with an interest in Māori health to participate, thereby offering attendees access to a wide variety of health services and information. The purpose of this report is to evaluate the success of the 2015 Rātana Pā Whānau Hauora Marquee and offer a case study for how the Hauora model may be used at other events in the future.

## THE HAUORA MARQUEE - RATIONALE

According to the New Zealand Health Survey 2012/13<sup>1</sup> Māori have poorer health and more unmet needs for health care than the general population. The survey states: 'improving access to health care, and ensuring services are appropriate and responsive to Māori, will help improve health outcomes for Māori in the future'.

Hauora is a Māori philosophy of health and well-being that comprises Professor Mason Durie's Te Whare Tapa Wha model<sup>2</sup>. In an event setting, a Hauora Marquee can bring together different health service providers to address different aspects of health and well-being. Access to these services is enhanced by making them free, with no appointments necessary.



Inside the Whānau Hauora Marquee

A Hauora Marquee initiative also aims to create a non-threatening, culturally appropriate environment for Māori to enter, some of whom may feel uncomfortable in mainstream health settings. In this way, a Hauora Marquee can help build a sense of trust and willingness in Māori to address their health issues.

## OBJECTIVES

The 2015 Rātana Pā Whānau Hauora Marquee had the following objectives:

1. To build trust and confidence in Māori for the services of the Whānau Hauora Marquee.
2. To build a collaborative working relationship with a range of health providers to promote Māori wellbeing.
3. To encourage all Rātana Pā celebration attendees to visit the Whānau Hauora Marquee and complete a 'passport to health' card.

## CASE STUDY METHODOLOGY

To measure the effectiveness of the Rātana Pā Whānau Hauora Marquee, the organisations who participated were sent an online survey. In addition the number of people who accessed the Hauora Marquee's services was recorded and Quitline's Event Specialist was interviewed.



Hon. Dame Tariana Turia opens the Marquee

1. New Zealand Health Survey annual update of key findings 2012/2013
2. This model includes Taha Tinana (Physical Wellbeing - health), Taha Hinengaro (Mental & Emotional wellbeing), Taha Whānau (Wellbeing of the family) and Taha Wairua (Spiritual wellbeing)

## EVENT PLANNING

### SELECTING AN EVENT

Quitline has attended the Rātana Pā celebrations since 2011 and has developed a good relationship with the Rātana Pā Board and the Rātana Pā Health Clinic. Additionally, Quitline's Events Specialist is from Rātana Pā. There is no doubt that these existing relationships resulted in an easier planning and delivery process.

Selecting the right event to establish a Hauora Marquee was essential. It was very important to focus on an event that already attracted a significant number of Māori.

### RECRUITING HEALTH SERVICE PROVIDERS

Quitline began the process of recruiting and liaising health service providers to take part in the Whānau Hauora Marquee months before the event and the providers were heavily involved in the planning process.

In selecting providers, Quitline sought to represent key Māori health issues. The New Zealand Health Survey identified these as: arthritis-gout, healthy eating-obesity, alcohol, blood pressure & cholesterol, asthma, smoking cessation and stroke. Quitline also looked for health providers that already had an interest in engaging with Māori communities.

In order to participate in the Hauora Marquee health service providers were required to:

- Provide either written or face-to-face information about their service and/or a brief intervention, which could be done easily in a public setting.
- Provide staff to manage a stand for all two days of the event.
- Pay a registration fee of \$200 (This fee was waived for local/community groups) and provide a prize for the marquee draw.

## EVENT MANAGEMENT

An event specialist, Tihi Ltd., was contracted to assist with set up and logistics. Tihi Ltd. is an award winning indigenous event and conference management company with experience in organising Hauora and iwi based events.



This table shows the organisations who participated in the Whānau Hauora Marquee and the intervention they offered.

ORGANISATION	HEALTH SERVICE	INTERVENTION OFFERED
Quitline	Smoking cessation	Registration with Quitline's 3-month programme, free nicotine replacement therapies, carbon monoxide testing.
Whakapai Hauora (Public health centre)	Breast screening, problem gambling	Support to enrol in the Breast Screen Aotearoa programme and problem gambling resources.
Arthritis NZ	Gout/Arthritis	Gout uric acid testing, general information and advice
Whanganui Regional Health Network	Dietician/Nutrition/Immunisation/Cervical screening	Information and advice including a pumpkin seed giveaway and a medicine dispenser giveaway.
Pharmac	Medicine management information	Medicine management advice, blood pressure checks.
Nga Tai O Te Awa	Suicide prevention/Substance abuse	Information resources & advice.
Diabetes New Zealand	Diabetes	Information resources & advice.
Stroke Foundation	Stroke	Information pack, questionnaire and discussions.
S.K.I.P – Te Punanga Haumarua Whanganui	Kids Strategies/Anti bullying campaign	Information resources – books and DVDs.
Te Oranganui – AKP	Quit smoking	Information packs, smokefree merchandise, free nicotine replacement therapies.
Best Care Nurses Station (Whakapai Hauora)	Blood Pressure/cholesterol	Blood pressure checks. Information on cardiovascular disease, lifestyle advice
Wanganui Health Clinic	Domestic violence/Rheumatic Fever/Dental Care	Information resources & advice

## EVENT DELIVERY

### LOGISTICS AND SET UP OF THE MARQUEE

The Marquee was erected the day before the event began. Inside, each participating organisation was allocated a space of 2.4m x 3m and supplied with a trestle table, table cloth and chairs. The Marquee was situated in a prominent position and everyone visiting the marae passed by in front of it. The Marquee was officially opened by Hon. Dame Tariana Tūria.

### MAKING THE MARQUEE WHĀNAU FRIENDLY

Efforts were made to ensure the Marquee was a welcoming and comfortable environment. These included creating a kaumatua area at the back of the tent with sofa seating and providing water. A musician playing a keyboard helped to create a relaxed atmosphere. A tamariki area was set up with a colouring-in activity and supervision, freeing up their parents and caregivers to talk to health providers. Two staff were positioned at the Marquee entrance to greet visitors.

## PROMOTION

The Whānaau Hauora Marquee was promoted to Rātana Pā celebration attendees by:

- Loudspeaker announcements – Regular announcements on the event main stage.
- Signage – Quiltline and several other organisations set up banners outside the marquee.
- Prize draws – The incentive of prize draws was used to draw people to the marquee.

## PASSPORT TO HEALTH

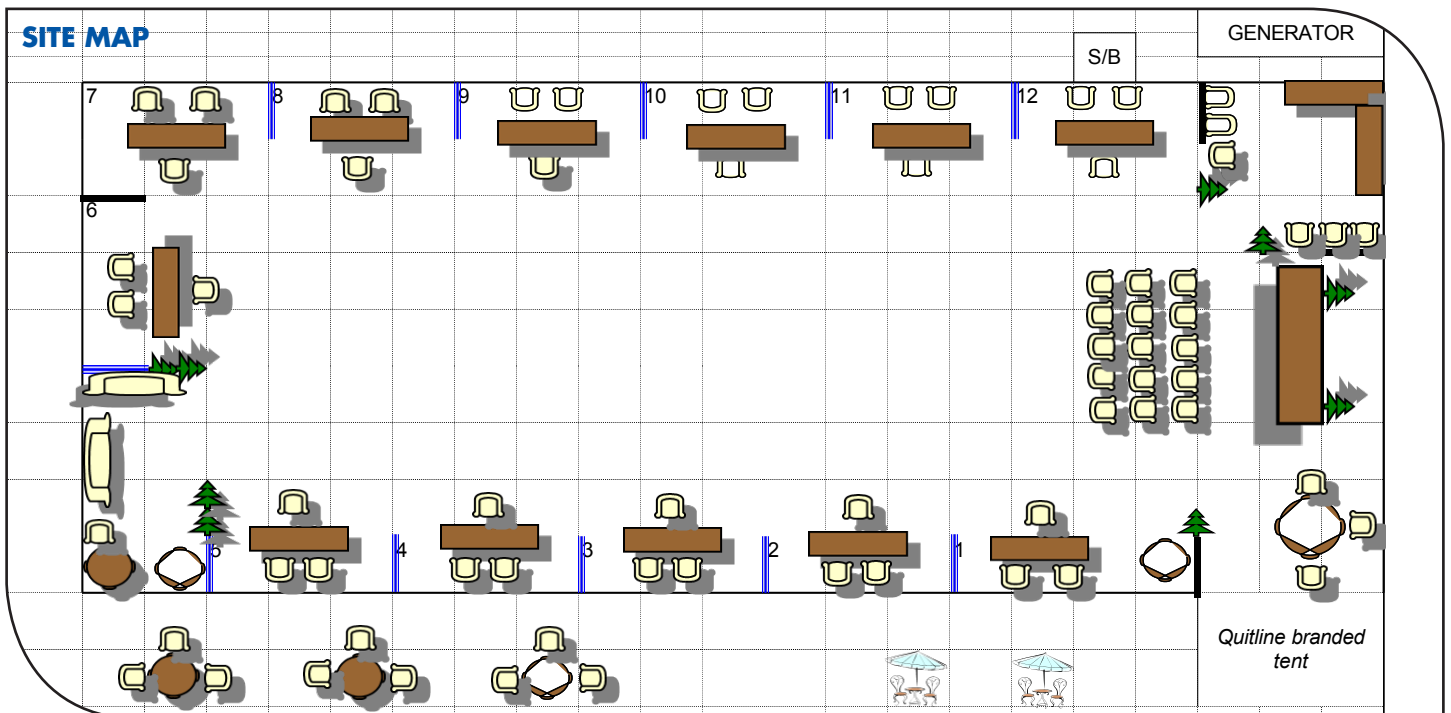
All visitors to the Marquee were issued with a Passport to Health<sup>3</sup> card which was stamped after they had spoken with each health service provider. All completed Passport to Health cards went into the draw to win prizes, thus incentivising people to visit every stand within the Marquee.

Prizes, which were donated by stand holders, included restaurant vouchers, a guitar, kid's toys, clothing and cosmetic packs.



Attendees enter their completed Passport to Health cards into the prize draw.

3. Quiltline would like to acknowledge Te Awakairangi Health for allowing us to base the 'Passport to Health' on the W.O.F card used at the event Te Ra o te Raukura.



## BUDGET

The cost to Quitline of sponsoring the Hauora Marquee is set out below. This excludes costs relating to Quitline's own stand presence including accommodation, merchandise etc.

HAUORA MARQUEE EXPENSE	COST
Onsite catering	\$1,000
Equipment hire	\$2,967
Truck hire	\$743
Event management contractors	\$4,000
Security services (Māori wardens)	\$1,000
Freight	\$160
Photographer	\$300
Koha to Rātana Pā	\$2,000
Koha to musician	\$200
Koha to staff assisting with pack out	\$200
<b>TOTAL</b>	<b>\$12,570</b>

## RESULTS

### OBJECTIVE 1: TO BUILD TRUST AND CONFIDENCE IN MĀORI FOR THE SERVICES OF THE WHĀNAU HAUORA MARQUEE.

- 100% of health service providers who participated in the Whānau Hauora Marquee agreed or strongly agreed that the Hauora model assists Māori in better accessing health services.
- 86% of health service providers who participated in the Whānau Hauora Marquee said they would have further contact with people who accessed services at their stand.

Feedback from health service providers participating in the Marquee included:



*'I strongly support the Hauora model and believe that the participants were in a familiar and relaxed environment and therefore were more willing to talk to us about all aspects of health.'*

*'This was a great opportunity to access a large number of Māori at a high profile event and be able to promote our organisation's services.'*

*'Loved the relaxed atmosphere of the tent, allowing time for people to chat with services there, not just rush around and get a stamp.'*

### OBJECTIVE 2: TO BUILD A COLLABORATIVE WORKING RELATIONSHIP WITH A RANGE OF HEALTH PROVIDERS TO PROMOTE MĀORI WELLBEING.

- 100% of health service providers who participated in the Whānau Hauora Marquee said they would participate in a Hauora Marquee again.
- 83% of health service providers gave it an 'excellent' success rating.

Feedback from health service providers participating in the Marquee included:

*'A very well organised event. We felt privileged to be a part of it and highly commend Quitline for their initiative to lead this Hauora Marquee'*

### OBJECTIVE 3: ENCOURAGE ALL RĀTANA PĀ CELEBRATION ATTENDEES TO VISIT THE WHĀNAU HAUORA MARQUEE AND COMPLETE A 'PASSPORT TO HEALTH' CARD.

- 340 Passports to Health were issued and completed by visitors to the Hauora Marquee over 2 days.
- 100% of health service providers who participated in the Marquee agreed or strongly agreed that the 'Passport to Health' was effective (83% strongly agreed).

Feedback from health service providers participating in the Marquee included:

*'The passport to health gave an incentive for all participants to engage with each service, giving them the benefit of actually finding out how, where, when, why they can access those services and making them a bit more aware and educating them on health services that they or their loved ones may use now or in the future.'*

*'Having all groups working together under one marquee worked really well and made it easy for everyone – providers and visitors. Tent was easy to find and the passport to health competition was great.'*

## AREAS FOR IMPROVEMENT

While the overall results of the online survey of participating health service providers were very positive, some suggestions were made for how future Hauora Marquees could be improved. These included:

- Keep set presentations within a time limit to avoid queues building up and stands.
- While the music can add to atmosphere, be aware that health providers carrying out checks such as blood pressure need to be able to hear clearly and their stands should be placed in a quiet part of the tent.
- A giveaway such as badge saying the person participated in the Hauora Marquee at the event.
- Provide a time for each organisation to do a group presentation.
- Provide space for private one-on-one conversations.
- More frequent loudspeaker announcements to promote the Hauora Marquee.
- Invite other organisations such as men's health, rongoā Māori, Māori Medical Practitioners Association and Whānau Ora.



Children take part in the colouring competition in the Tamariki area of the Marquee

## RECOMMENDATIONS FOR FUTURE WHĀNAU HAUORA MARQUEES

Through the experience of leading Whānau Hauora Marquee at Rātana Pā, Quitline found the following were important considerations to make it a success.

- 1. Gain buy in from key stakeholders:** Quitline's strong relationship with Rātana Pa meant that the Hauora Marquee was supported by key leaders within the faith which greatly facilitated the initial planning and logistics process. Health providers were also involved throughout the planning and delivery process.
- 2. Choose your event carefully:** The event attracted a large number of Quitline's target audience and there was a captive audience.
- 3. Location is key:** The Hauora Marquee was strategically positioned so as to ensure visibility and a steady flow of visitors.
- 4. Get professional support:** If budget allows, enlist the help of event specialists such as Tihi Ltd. Having the right capability to manage the event is crucial.

- 5. Focus on Māori health issues.** When recruiting health service providers for a Hauora Marquee try to represent key Māori health issues.
- 6. Build trust and confidence:** Ensure that the layout of the Marquee is Whānau-led. For example, include a kaumatua and a tamariki area and create a relaxed atmosphere.
- 7. Use a 'Passport to Health'** or similar promotion to incentivise people to come in to the Hauora Marquee and to help ensure that people engage with all services participating in the Marquee.
- 8. Market the Hauora Marquee:** Onsite promotion, through activities such as prize draws and loudspeaker announcements, is an important part of the Marquee's success.

**For further information on Quitline's Hauora Marquee at Rātana Pā please email:**  
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