



Mauri oho Mauri Tau

Healthy Lifestyle Program



KOKIRI MARAE HEALTH
& SOCIAL SERVICES
*Committed to the Holistic Well-being
of Whānau, Hapū, Iwi.*

Presented by Peter Noanoa

Kokiri Hauora

Aims of the programme

- Empower whanau to make healthier food choices
- Make sustainable changes that include the whole whanau
- Creating supportive environments for change
- Encourage, promote and support healthier lifestyles

Mauri Oho Mauri Tau

Addressing the risk of obesity for Māori

- The programme is designed, developed and delivered by Māori for Māori.
- Marae based activities include traditional games, waka ama and kapa haka that help build identity and self-esteem.
- Strengths-based model and does not focus on the tamariki being obese or overweight.
- The programme focuses on whakawhanaungatanga – the building of relationships between parents and tamariki, as well as between programme staff, whānau and tamariki.
- With the whole whānau involved, parents and tamariki are able to support each other and keep one another motivated.
- Running after school sessions and holiday programmes during school holidays make it easier for tamariki to attend.
- The camps build on what is learned during the education sessions and are a way for tamariki to become immersed in a healthy eating, healthy activity environment.
- Working with the whānau for a whole year helps to establish healthy habits in eating and physical activity.

Enrolment Criteria

- Target is Maori kids aged 9-11
- Reside in the hutt valley area
- Whanau commitment to the kaupapa and attending education sessions
- Obese/Overweight tamariki or whanau history

Recruitment

- **PHO's**
- **Schools**
- **Self referrals**
- **Word of mouth**
- **Other Kokiri services**
- **GP's**
- **Community workers**

Program Components

- 8 week education program
- Fun nights
- School holiday programs
- Camps
- Self esteem building
- Tikanga Maori
- Wholesale fruit and veggies

Education subjects

- Why eat healthy
- The NZ nutrition guidelines
- Nga rourou kai e toru
- Budgeting and meal planning
- Shopping tips and traps
- Label reading
- Food safety
- Tikanga Maori

Whakapakari Tinana

Physical Activity

- We provide sports and activities that are affordable and accessible
- Traditional Maori activities like waka ama and kapa haka
- We also introduce activities that are new to them.
- Some of the kids favourites include; archery, table tennis, golf and diving for kai moana

IMPACTS

- Increased consumption of fruits and veggies
- More regular intake of water (with out cordial)
- Switching from white to brown bread
- Significant reduction in takeaway meals
- Tamariki helping more in the meal preparation and around the kitchen.
- Starting their own gardens.
- Joining new sports both in and out of school
- Increased participation at school sports
- Improved behavior at school and home

More impacts

Quotes from the evaluation

- Junk-food has been either cut out of diets or is now only consumed occasionally (e.g. chippies)
- Meal sizes have been reduced to the recommended portion sizes
- Increased vegetable and fruit intake
- Increased water consumption
- Planning weekly meals
- Takeaway meals have been reduced to once a month and tamariki often decide on a healthier takeaway option such as Subway
- More home-cooked meals
- Lunchboxes are healthier (e.g. sandwiches, fruit and crackers)
- No white bread
- Fizzy drink and cordial have been cut out or only consumed occasionally
- A few parents are cooking for the first time (e.g. prior to the programme, a few whānau would eat entirely takeaways or food out of tins).

Future directions for Mauri Oho Mauri Tau

- The programme has been provided on a relatively small budget for significant benefits to participants and their extended whānau.
- Over the next twelve months the MOMT team will continue to implement the programme in the following ways:
- Conduct a recruitment drive by targeting all referrers
- Enroll programme participants for 2009-2010
- Continual improvement in programme design and delivery, looking at positive activities appropriate to tamariki.
- Build the capacity of the team and seek more community support
- Minimise the programmes reliance on voluntary support
- Increase the range of promotion and recruitment activities
- Contract the skills needed to deliver the programme (e.g. nurse presence at camps).
- There is support within the MOMT team and Kōkiri Hauora management to continue the programme.

The team

- Marina Kirikiri, Manager
- John Kingi, Te Ao Maori
- Hatea Ruru, Kai mahi
- Peter Noanoa, Kai mahi

Governance group includes;

Heart Foundation

Cancer Society

Regional Public

Supported by
Tukotahi Maori Asthma

Health

Trust

Sport Wellington

Aukati Kai Paipa

Vibe Youth Services

Kokiri Marae Hauora

MOH

PHO

Hutt Valley DHB

HVDHB

Quotes from the evaluation

- *“They [programme staff] do a wonderful job... They are passionate, family-orientated, and they know what they are talking about.”* Associated agency representative
- *Passionate and genuine, with a desire to help and support participants*
- *Engaging, motivating and skilled at interacting with children and adults.*
- *“It [the programme] was everything that I thought it would be and more.”* Single parent
- *“Initially he [son] was shy but after that [whakawhānaungatanga] he came out of his shell.”* Parent
- *“There were others talking about how much bread they ate and I didn’t feel so bad after hearing that.”* Parent
- *“It [healthy eating and physical activity] is fundamental to life and the success of all programmes really.”*
Community agency representative
- *“It [the programme] gives them [tamariki] a chance to stand up and be leaders... They would normally isolate themselves because of how they look.”* Community agency representative
- *“It [the programme] really lifted our game as a whānau.”* Grandparent
- *“I’m so impressed with them [programme staff] and what they do that if there was an opening in the programme, I would put up my hand to join them.”* Parent
- *“We’ve improved a lot. It’s better now that the kids aren’t having three fish and a couple of hotdogs for tea, you know, we have lots of veges and meat, actually more veges than meat now... I didn’t realise how easy it was to cook until they showed me a few recipes.”* Single parent
- *“We know that it’s [fruit and vegetables] good for us now.”* Tamaiti
- *“We used to eat just a small number of veges before, but now we eat everything.”* Parent