



Building e-communities

Engaging broad and diverse
communities online

Tim Corbett
ThinkSpace

Keys

- ⌘ Work, Live, Shop, Play, Pray
- ⌘ Social systems and strength
- ⌘ Think first, Tools last
- ⌘ IT tail wagging the dog





Kahungunu Hikoi Whenua

Developing a community action
'brand'

Background



- Maori health strategy Hawkes bay DHB
- Kaupapa based and led
- DHB + Maori providers + community + whanau
- Health outcomes
 - Breast feeding, smoking, nutrition, activity

Approach



- Hui series to gather issues, concerns, background, whanau 'life' context
 - Where do they work, live, shop, play, pray?
- Identify core issues for whanau
- Form concepts
- Develop 'branding'

Approach



- Develop tools
- Provider development
- Deploy
- Gather stories
- Promote 'KHW in action'

Kei a koe te tikanga

the change is in your hands



- Promote mana not health
- Use strength of Kahungunutanga
- Show whanau **in action** getting and being strong
- Show whanau taking charge and getting in control
- Show manakitanga in action
- Show matauranga in action

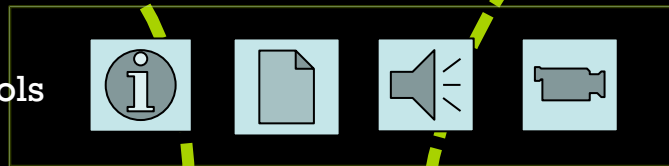
SM strategy overview



Community



SM tools



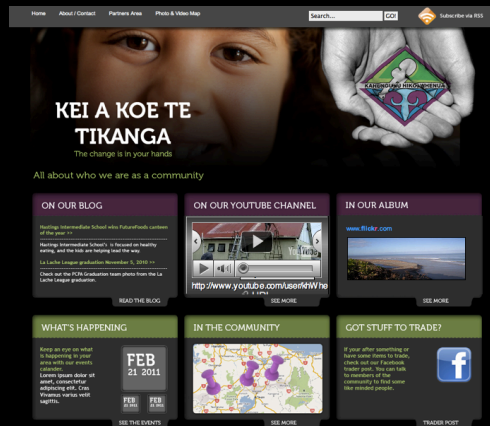
KHW in action

The KHW 'tool kit'



Point of care/
sale

Events



Adverts

Media

www.khw.org.nz

Community
promotion

Presentations

www.khw.org.nz

Home About / Contact Partners Area Photo & Video Map

Search... GO!

Subscribe via RSS

KEI A KOE TE TIKANGA

The change is in your hands

All about who we are as a community

ON OUR BLOG

Hastings Intermediate School wins FutureFoods canteen of the year >>

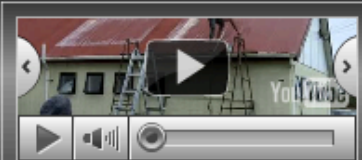
Hastings Intermediate School's is focused on healthy eating, and the kids are helping lead the way.

La Lache League graduation November 5, 2010 >>

Check out the PCPA Graduation team photo from the La Lache League graduation.

READ THE BLOG

ON OUR YOUTUBE CHANNEL



<http://www.youtube.com/user/khWhe>

SEE MORE

IN OUR ALBUM

www.flickr.com



SEE MORE

WHAT'S HAPPENING

Keep an eye on what is happening in your area with our events calander.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras Vivamus varius velit sagittis.

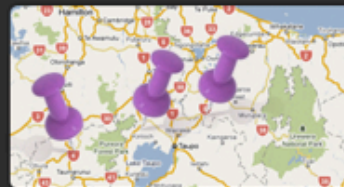
FEB
21 2011

FEB
21 2011

FEB
21 2011

SEE THE EVENTS

IN THE COMMUNITY



SEE MORE

GOT STUFF TO TRADE?

If your after something or have some items to trade, check out our Facebook trader post. You can talk to members of the community to find some like minded people.



TRADER POST

Watch out pigs!



Pig hunting club
and fishing lead
to bigger
changes

Pahauwera has an active pig hunting club who have been supported with First Aid, safety training and help to get a valid firearms licence.

Recreational fishing is also huge in Pahauwera and whanau are always teaching our tamariki/rangatahi how to clean, fillet and cook fish. But they often arrive home empty handed.....for many years if anyone has a 'good catch' they'd normally hand out fish to kaumatua along their way home and usually arrive home with none for themselves. But, that's good enough reason to go back the next day!



Find out more and join us at www.khw.org.nz





Mum builds a garden and changes lives

At 49 Years of age, and a mother of 4, Moe had her fair share of health related issues. Doctors warned Moe that unless she make some lifestyle changes, she will not live to see an old age.

So Moe decided to make a change. With support from her community nurse, she enrolled in a gardening programme run by Te Taiwhenua O Heretaunga called "Kai Whenua" – a 5 week programme aimed at supporting Whanau by providing skills and education to grow and sustain their own garden at home.

Moe decided to make a change. With support from her community nurse, she enrolled in a gardening programme run by Te Taiwhenua O Heretaunga called "Kai Whenua" – a 5 week programme aimed at supporting Whanau by providing skills and education to grow their own garden at home.

For Moe, the impact was almost immediate. "The gardening programme made me do things that I would never have done before. I had been stuck in my bedroom for so long. I never went outside. It made me get up and out of bed and become mobile again".

But the benefits extend beyond health. Moe and her Whanau have got more than just fruit and veges out of the programme.

They watch way less T.V as the Whanau were outside tending to their garden. They've also started to have their morning and afternoon breaks outside, in the fresh air, beside their garden, as if watching to see

what seed would sprout first.

The confidence and unity of the Whanau was boosted, and Moe has started to accomplish many things, which before the programme were impossible. Moe's Tamariki are learning about fruit and vegetables and the Whanau talk about the best way to use them.

If you talk to other people about Moe, they all say that she is a changed woman. She says, "I just want to be around to teach the young ones, so that they can survive when they are older. Knowing how to grow your own garden has helped me and my whanau so much, I hope that more people will get involved with the course".

If you'd like to get involved in the Kai Whenua 5 week course, then call 06 871 5350. Courses are on all through the year.



KEI A KOE TE TIKANGA

The change is in your hands

Find out more and join us at www.khw.org.nz

Rangatahi learn and lead change



Pukemokimoki marae set up Maari Kai project with local youth and make more than just health changes

Pukemokimoki marae have developed four large raised gardens as a result of funding from Nga Kaiarauhi as part of the Kahungunu Hikoi Whenua programme. Working with MSD and Napier City Council, they've employed 6 local Maraenui rangatahi to run a horticulture programme at the marae. Says project manager Roscoe Brown, "It has been very successful for the personal development of the rangatahi, as well as improving whanau access to fresh veges". The fresh produce has been used by the Marae as well. Great changes all round through KHW.



Find out more and join us at www.khw.org.nz



Mums get help to breastfeed



La Leche League graduates here to help

Check out the PCPA Graduation team photo from the La Lache League graduation. Those mums and babies out there are going to so well looked after by this group!

It's all part of a range of action going on to support mums to breastfeed their babies. See what else is happening at www.khw.org.nz



Find out more and join us at www.khw.org.nz



National innovation award for Kohanga



Whanau driven
Maari Kai project
wins national
award and makes
change in
Kohanga and
homes

With help from the Kohanga to get them started, eight Whanau now have Mara Kai at home, 3 Whanau have given up smoking, the Kohanga has a Healthy Eating – Kai Totika policy, most Whanau are eating brown bread at home, a group of young mums are cooking things from the Mara Kai and are experimenting with pickles. That's not all. Kohanga staff regularly round up the kids and go walking and the Kohanga have even entered two teams, made up of staff and whanau, in the 2010 IronMaori. All this, from one garden!



Find out more and join us at www.khw.org.nz



Breakfast club helps out hungry kids



Te kura oWaikaremoana saw a need and acted on it.

Breakfast club Te kura oWaikaremoana was started because there was a concern about tamariki being hungry. So we donated crockpots and kai to the kura and from there it was started. Now tamariki are making soup from veges they have grown themselves.



Find out more and join us at www.khw.org.nz



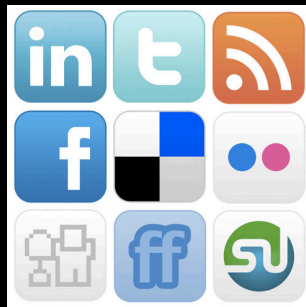
KHW key messages



- ***The change/power is in my hands – Kei a koe te tikanga***
- Kahungunu Hiko Whenua is about **learning from the past** to create a strong future
- It's about **working together** so each of us is stronger
- You are **not in this alone**, lots of whanau are making these changes
- **Each of us** can make a change
- Making these changes is **about me taking control** and making my whanau strong and healthy
- Every step makes **me and my whanau stronger**

Keys

- ⌘ Work, Live, Shop, Play, Pray
- ⌘ Social systems and strength
- ⌘ Think first, Tools last
- ⌘ IT tail wagging the dog



Tim Corbett
ThinkSpace
tim@thinkspace.co.nz