



MINUTES

Ngā Pou Tamariki Haumaru

Meeting

1430-1630, Thursday 18 October

Safekids Boardroom, 5th Floor Building 15, Greenlane Clinical Centre

Present: Bridget Kool (Chair), Michael Shepherd, Riki Nia Nia, Scott Olsen, Melissa Wilson

Apologies: Rebecca Hayman, Natalie Burton, Tipene Lemon, Emma Hope

In attendance: Mareta Hunt, Alexandra Nicholas, Moses Alatini

1. PREVIOUS MINUTES

Meeting minutes 21/08/18 adopted.

2. MATTERS ARISING

Terms of Reference (ToR);

- 4.1 Safekids age range focus – won't be explicitly mentioned in ToR, but will remain as existing action point to review within first two-years of Ngā Pou.
- 5.1 Data Overview – ACC data includes intentional and unintentional injuries, unable to split.

Action: ToR accepted

3. TERMS OF REFERENCE AMENDMENTS

Amendment of 4.3 to align with Pae Ora; important to align Ngā Pou Tamariki Haumaru (Ngā Pou) with the national Māori strategy. RN acknowledged Ngā Pou's commitment to include a strong equity focus.

Action: Accept 4.3 to align with Pae Ora

4. MEMBERSHIP

Updates:

- **Pacific Representation;** Safekids sought recommendations from managers in ADHB's Pacific team as part of a wider commitment to authentically engage Pacific. They recommended someone from outside of Auckland be invited; Taima Fagaloa and/or Suafole Gush. MW has emailed both and is awaiting response.
- **Local Government;** a letter was sent to Phil Goff regarding local government representation and is awaiting response.

Action: Continue to follow up potential members and make recommendations to Ngā Pou (MW)

5. UPDATED UNINTENTIONAL CHILD INJURY PREVENTION DATA



Tamariki Haumarū
Injury Prevention Data

MA presented an overview of the updated hospitalisation and fatality data set – it was noted:

- Figure 2. Fijian data is heavily influenced by Indo-Fijian – unable to split.
- Figure 9. 'Other Specified' includes crushed, jammed and can be extrapolated if needed.
- Figure 10. 'Pedestrian' injuries include driveway run over.
- Ngā Pou to consider dissemination of final report e.g. publishing in NZ medical Journey
- In relation to figures 5-7; important to report by ethnicity for future versions to inform equity approach and where to focus effort.
- Figure 14. Need to review data.

Actions:

- *Position graphs on single pages throughout the document*
- *Figure 1 - add footnote of graph denominator*
- *Figure 3 – update text to specify 'without 0-12months' (not SUDI specifically)*
- *Figure 5-7 – split by Māori and compare with other ethnicities*
- *Figure 8 – update key for orange bar to 'Non-home injuries' (not 'All')*
- *Figure 13 – clarify 1 day = >24 hours*
- *Figure 13 – include total bed days (BK to help)*
- *Figure 14 – add footnote of the denominator; and review data*

6. SAFEKIDS' WORK PROGRAMME:



Draft Work
Programme 17 October

MW presented an overview of the draft work programme.

6.1 Messaging framework

MW provided an overview of Safekids' focus on moving away from rules-based IP messaging to values-based messaging that's defined by and meaningful for communities/whānau. AN highlighted communities don't necessarily see IP in isolation from life in general, or by topic (burns, drowning, falls etc.) Safekids will develop a process to enable and learn from whānau about what's important to them in relation to child wellbeing. The values/principles identified in this process will then be connected back to evidence-based IP messaging.

Feedback:

- Consider whānau-centeredness versus child-centeredness as whānau are enablers to this mahi (RN)
- Review injury and safety science; Safety 2 for example, looks at work as imagined versus work as done which can be related to safety (MS)
- SO shared about iMOKO project; ACC is currently working with iMOKO and Deloitte to explore whether iMOKO can be used as an effective channel to promote and communicate IP messages using a human-centred design approach. In addition, the project is exploring the potential for iMOKO channels to positively impact current IP child programme outcomes. The Safekids team have provided feedback on the project insights which strongly resonate with and affirm what Safekids and other child IP providers have already identified and/or do. Going forward it's important to look at the iMOKO piece of work within a wider child IP strategy rather than a separate platform.

Action: ACC to share insights from iMOKO project (SO)

6.2 Te Wiki o Te Reo Māori; complex to deliver but Safekids were able to measure what audiences gained from engagement via a survey. Feedback from Ngā Pou:

- Acknowledge Safekids for promoting the Māori language – opens up more meaningful engagement with other audiences
- Perhaps too much content which may not have given people time to retain key messages
- Would be good to develop a long-term plan of Māori content – 12-18months
- Build familiar/regular 'actors' who audiences can begin to identify with child IP kaupapa
- Humour is key to engaging Māori/Pacific communities, no matter how serious the kaupapa

6.3 Social Media Strategy; developing a strategy with a number of quality content channels.

- Exploring ways to develop local/community champions of social media child IP content
- Content developed by community gives more license; example MH's husband's video for Te Wiki o Te Reo Māori
- Need more money/resource in this space
- Consider mātauranga Māori (indigenous knowledge, comprehension, or understanding, wisdom) to underpin Safekids' messages

Action: Expose Ngā Pou / Safekids team to Mātauranga Māori (RN, MH)

6.4 General comments

- RN has an issue with the word 'equity'; need to include Pae Ora in the work plan priorities
- MW agreed and requested support to ensure Safekids understands Pae Ora and how it can be applied in the work programme
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Action: Challenged Equity Strategy vs Pae Ora – RN to meet with the Safekids team to explore these issues further (RN, MH)

- Consider St John as another potential group to train in injury advice and response

6.5 Regional Dashboards; MW contacted Healthcare atlas, not promising. Other option to be explored is Canadian Parachute about their child injury platform.

7. POLICY AUDIT – PROCESS

MA provided an overview of what the Policy Audit might entail - combining evidenced-based IP practice guidelines/standards (report cards) with policy, and where Safekids' is at in relation to influencing policy alignment. This can help inform Safekids' policy priorities.

Feedback:

- RN highlighted Kawa Oranga - kawa (guidelines) oranga (wellness) guidelines/principles i.e. Mana principles. In relation to tamariki safety, kawa oranga can be understood by learning from whānau who are successful in keeping their tamariki safe. A similar application of this strengths-based approach is 'Blue zones' – evidence that exists about the safest places in the world and the 9 'power principles'. AN added a similar concept in complex adaptive systems which looks to identify and scale up "bright spots" from parts of the system that are already working. Get the learning from those that are already doing it well.
- Perhaps then, Safekids considers an audit of formal guidelines.
- MS highlighted the need to consider kawa oranga within the wider IP approach – taking a whole system approach, of which whānau are one part, and thinking about how we apply the science that's been derived from around the world to our context.

Actions:

- *Draft Policy Audit proposal and send to Ngā Pou for feedback/input (MA)*
- *Meet with Safekids team to share about kawa oranga as an approach to providing safety guidelines (RN)*

8. NGĀ POU TAMARIKI HAUMARU INPUT TO SUBMISSIONS

8.1 Ngā Pou's role; MW expects input on Safekids' submissions may be required at times. In future, board support will be sought on submissions on a case-by-case basis. Ngā Pou will act as a sounding board; highlighting any risks and, where appropriate, liaising with their own organisations to make submissions.

8.2 Residential Tenancies Act Submission; MA provided an overview of the submission and requested feedback. Acknowledged that timeframe is tight (due 22 October) and in future will notify Ngā Pou as discussed in previous point.



RTA Submission
October 2018.pdf

Actions: *Provide feedback to RTA submission (BK)*

9. NEW BUSINESS

Bridget met with ACC – highlighted that AIPN were keen to have an injury symposium in NZ early 2019. Opportunity to launch the new look Safekids. Talking to Isaac next week. Waiting on update.

Actions: *Circulate next meeting date for April 2019 (MW)*

NEXT MEETING: April 2019.

Table of Actions

Meeting date	No.	Item	Action	Person(s) responsible	Due date	Status
19.10.18	2	Matters Arising from the Minutes	ToR accepted	All		
	3	ToR Amendments	Accept 4.3 to align with Pae Ora	All		
	4	Membership: Updates	Continue to follow up potential members and make recommendations to Ngā Pou	MW		
	5	Updated Unintentional Child Injury Prevention Data	Position graphs on single pages throughout the document	MA		
	5	Updated Unintentional Child Injury Prevention Data	Figure 1 - add footnote of the denominator	MA		
	5	Updated Unintentional Child Injury Prevention Data	Figure 3 – update text to specify ‘without 0-12months’ (not SUDI specifically)	MA		
	5	Updated Unintentional Child Injury Prevention Data	Figure 5-7 – split by Māori and compare with other ethnicities	MA		
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	5	Updated Unintentional Child Injury Prevention Data	Figure 13 – clarify 1 day = >24 hours	MA		
	5	Updated Unintentional Child Injury Prevention Data	Figure 13 – include total bed days (BK to help)	MA, BK		
	5	Updated Unintentional Child Injury Prevention Data	Figure 14 – add footnote of the denominator; and review data	MA		
	6.1	Safekids’ Work Programme: Messaging Framework	ACC to share insights from iMOKO project	SO		
	6.3	Safekids’ Work Programme: Social Media Strategy	Expose Ngā Pou / Safekids team to Mātauranga Māori	RN, MH		

6.4	Safekids' Work Programme: Priorities	Challenged Equity Strategy vs Pae Ora – meet with SK's team to provide more insight	RN, MH		
7	Policy Audit Process	Draft Policy Audit proposal and send to Ngā Pou for feedback/input	MA		
7	Policy Audit Process	Meet with SK's team to share about kawa oranga as an approach to providing safety guidelines	RN		
8.2	Ngā Pou Tamariki Haumarū input to submissions: Residential Tenancies Act Submission	Provide feedback to RTA submission	BK		
9	New Business: next meeting	Circulate next meeting date for April 2019	MW		
21.08.18	ToR: Safekids age range focus	Revisit question of age-range within first two-years of Ngā Pou Tamariki Haumarū	All	18.10.20	Ongoing
	ToR: meeting minutes	Publish Ngā Pou Tamariki Haumarū minutes on website Amend ToR to reflect two week turnaround for minutes	MW	28.02.19	To be published when new website developed
4.7.1	TOR: membership	Send invitation to Phil Goff seeking representative for Ngā Pou Tamariki Haumarū	MW	18.10.18	Letter sent awaiting response