

# Community outreach report



*Planning, Funding and Outcomes –  
January 2017*

## Introduction

An opportunity was provided to deliver health promotion and community engagement at the Inaugural Pasifika Youth rugby league Cup tournament which was played in Auckland from January 26-28 at Cornwall Park featuring representative teams from two age groups – Under 16s & Under 18s:

- New Zealand Maori RL
- RL Samoa – Niu Silia
- Tonga (Hakula Tonga Aotearoa RL)
- Fiji NZ
- Cook Islands (Auckland Cooks Islands RL)
- Auckland Niue Rugby League

The tournament mission statement was “To bring our communities & nations together, celebrating our culture, through playing & supporting the great game of rugby league”

There was an expectation that 400-500 people would attend the event, with the majority being friends and families of those competing in the tournament so it was seen as a good opportunity to reach some of the communities who are not always as well represented in health services and activities.

## Health professionals involved

- The Fono who provided smoking cessation and healthy eating guidance
- The Immunisation Advisory Centre’s Pacific facilitator
- The Waitemata DHB Mobile clinic who provided rheumatic fever guidance and hearing checks
- The Auckland DHB rheumatic fever nurses
- Le Va who provided mental health guidance
- Pacific Stroke Prevention Leader, Stroke Foundation of New Zealand
- Hapai te Hauora who provided information on their Fizz free campaign, gambling, smoke free and well child



In addition, community engagement and a range of support was provided through the Auckland and Waitemata DHB Planning, Funding and Outcomes department as well as through Health Link North.

## Approach

A marquee was set up to provide a focal point for the team with a gazebo which provided an additional area for science experiments and colouring – these were provided by Hapai te Hauora. On day one, the mobile clinic parked alongside the marquee. An area for sports activities was set out near the marquee for children to participate with equipment provided by Harbour Sports.



Health information was set out on tables within the main marquee which was decorated with balloons, bunting and tear drop flags. Water was provided that was flavoured with sugar free ice tea, cucumber and lemon. A PA system was used both for announcements and to play background music. 5-a-day colouring pads were provided for children. Tables, chairs, bean bags and rugs were provided by staff to make the space feel welcoming and comfortable.



The community engagement approach involved some short surveys with a prize draw each day for those who participated, along with a board asking 'What are your ideas for a healthier community?' with post-it notes for people to write their own answer. In addition, small cards were provided with QR codes to encourage people to sign up to the DHB's online community panel.



A quiz with give-aways helped to draw people to the health area and provided an opportunity to educate and inform the community about topics such as healthy eating, immunisation and smoking. Give-aways were kindly provided by Health Link North (supermarket vouchers), Te Runanga o Ngati Whatua (t-shirts and drink bottles), Waitemata Primary Health Organisation (pedometers), North Shore Hospital Auxiliary (baby goody bags). Additional children’s toys were provided by staff attending the event.

### Who provided feedback?

Over the three days, 56 people completed the survey and 66 post-it notes were collected. The age of those completing the survey ranged from under 15 years up to over 75 years. The ethnicity of respondents was Maori (52%), Samoan (23%), Nuiean (19%), NZ European (17%), Cook Island Maori (15%), Tongan (7%), Fijian (2%). Respondents were predominantly female (77%).

Participants came from across the Auckland metro region and beyond with 6 from outside the region, 3 from Waitemata, 11 from Auckland and 25 from Counties Manukau DHB catchment areas.

While demographic details were not collected for the post-it notes, children provided many of the comments.

## What feedback was provided?

### What do you think are the most important health issues facing the community?

Obesity and diabetes were mentioned most commonly as important health issues with access to healthy food, diet and exercise similarly important. There were several mentions that healthy food was expensive in relation to unhealthy food and that there were too many fast food places in poor areas. In addition, free community exercise programmes were requested for families on low incomes. Further information and guidance was requested in a way that is simple to understand and education to be provided for children.

Other issues raised less frequently included smoking, drugs and alcohol, poverty, housing, rheumatic fever, mental health and family cohesion.

### How aware are you of healthy lifestyle guidelines or screening programmes?

	Not at all aware	Slightly aware	Somewhat aware	Very aware	Not interested or relevant	N
Healthy lifestyle guidance	4	6	15	25	0	50
Screening programmes	7	7	12	20	0	46

### What could we do differently to encourage more people to participate in screening programmes?

More advertising through TV and social media was commonly suggested with promotional or educational activities through churches, sports groups and for younger people. Some suggested that screening should take place at marae and at community events and festivals.

Messages should be reassuring, emphasise what is free or cheap, there should be consistent dialogue and communication and a focus on what will happen if they don't participate, eg ensure they can be there for their mokopuna.

Other ways to help encourage and support people to participate included community leadership, free transport, reminder text messages and incentives such as refreshments or payments.

## What would help you to adopt a healthier lifestyle?

	Information or guidelines	Apps or websites	Education or training	Support networks or groups	Not interested or relevant	N
Exercise	17	19	29	20	2	87
Diet	21	18	22	21	2	84
Alcohol	17	12	14	16	8	67

## What else could we be doing to improve the health of you and your family?

There were many comments about improving access to affordable healthy food by lowering the cost of fruit and vegetables. Some also suggested having access to more community gardens or help to grow their own vegetables and for fast food places to provide healthy options. Education, cooking classes and recipes were thought to be helpful for children as well as families at school, church or home.

Free exercise classes and free sports events, particularly targeting younger community members were requested and more targeted approaches for the different pacific or ethnic communities. Older people exercise classes were also mentioned.

Advertising and more information in the community about healthy lifestyles such as through workshops at parks, malls and events using role models such as well-known sports teams and actors to help get the word out.

Other ideas mentioned included policies for healthy houses and environments, implement mindful meditation in schools, less liquor stores and access to smokes, young person's weight watchers and stress management.

Post-it notes asking for ideas for a healthier community echoed many of the suggestions raised within the survey with a large focus on healthy food and diet. Other suggestions within the post-its included free fruit, lunch or milk in schools, better controls on the amount of sugars and fats in supermarket or dairy outlets and providing free food for the poor.

In addition, there was a focus on creating a safer community environment with more free family or children events. There were comments about having a happy family and taking control or people taking care of themselves. There were also comments that services should be cheaper and that organisations should work more collaboratively for wellness with a focus on where the person is at – not just the ideal.

Attending these kinds of events was seen to be beneficial to build relationships and to gain greater understanding of the needs of different pacific communities