

# He Arorangi Whakamua Tobacco Control Project Evaluation

Presented by

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# Whakapapa

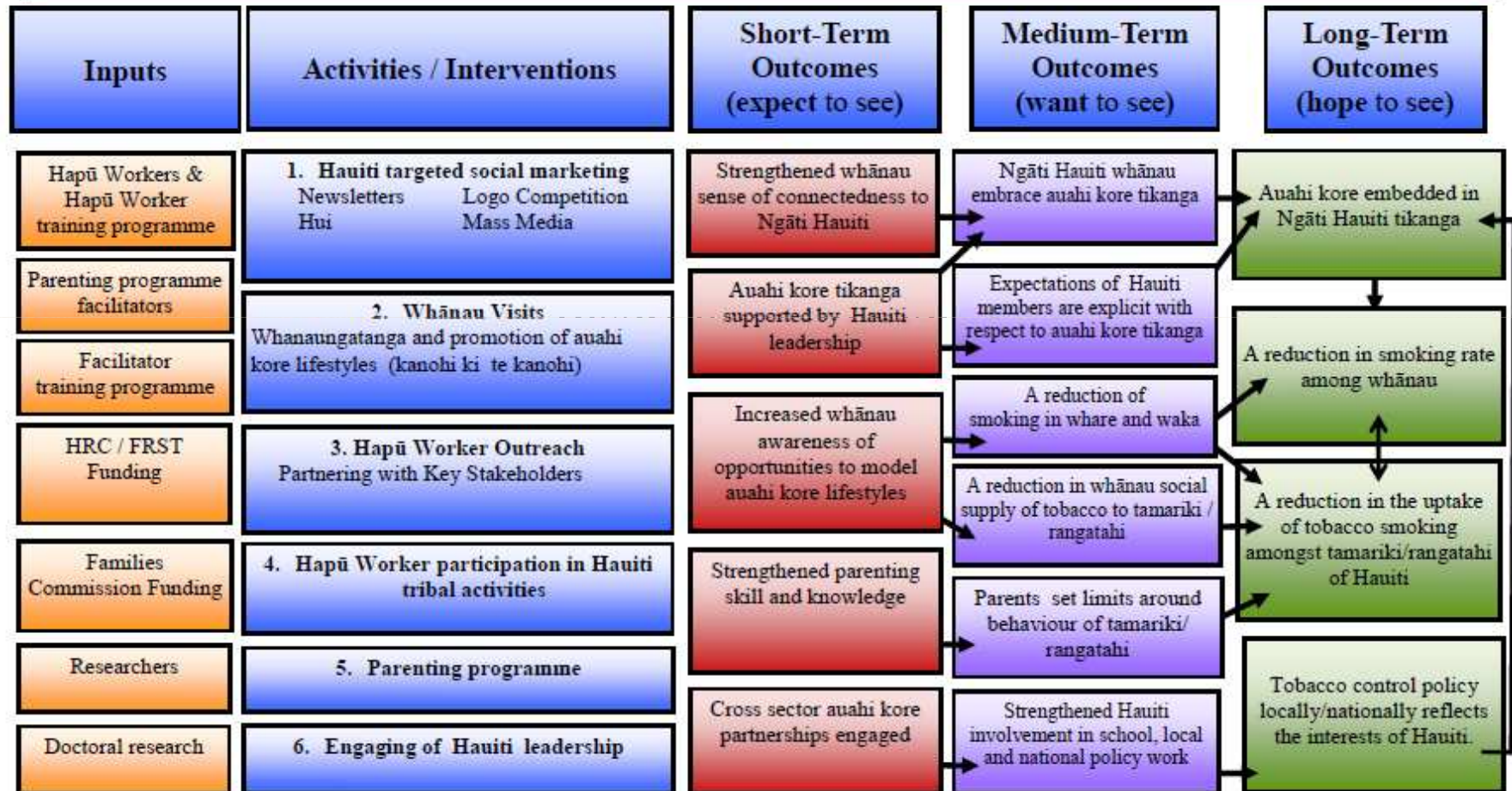


Rata Marae

- Ngāti Hauiti- iwi (tribe) from Central Rangitikei, Aotearoa
- Whakauae - Iwi research unit of Hauiti
- He Arorangi Whakamua – our tobacco project (youth uptake reduction focus) : 2004 - 2008

# HE ARORANGI WHAKAMUA

**GOAL: The future wellbeing and ongoing development of Ngāti Hauiti are assured**




# Process & outcome evaluation of:

- Hapū worker whānau support
- Social marketing
- Parenting programme
- Partnerships with key stakeholders

Data sources: observations, whānau surveys, key stakeholder interviews, document review, kaimahi (worker) self-assessment, key informant interviews

# Results

- enhanced Iwi (tribe) capacity, capability & connectedness;
- two smoke free marae & more Iwi awareness of tobacco control issues;
- strengthened community partnerships;
- less social supply to children and more smoke free homes and cars;

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- effective contribution to community level policy advocacy work;
  - strengthened tobacco uptake prevention work among rangatahi (youth) via schools-based project;
  - greater commitment to cessation programmes and improved access.


# Challenges

- insufficient funding, initial delays and some loss of momentum;
- workforce capacity & capability shortfall;
- tobacco control activity not always a priority for participants & hapū workers;
- transient population;

- using community members as catalysts for tobacco control within the Iwi;
- adapting to evaluation feedback resulting in a continual change management environment;
- long term outcomes sought in short timeframes;
- simultaneous development of He Arorangi Whakamua intervention and its host, Whakauae, led to leadership fluctuation.

# What we would recommend

- intensive support and training for hapū workers;
- more follow up with families to support behavioural change;
- more integrated service responses;

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- more consistent work with Iwi (tribal) leadership to get the necessary policy changes;
  - allowing realistic timeframes;
  - more collaboration with partners on multi –level, integrated social change interventions;
  - greater clarity around expectations and performance requirements of project partners.