

Engaging Māori Whānau



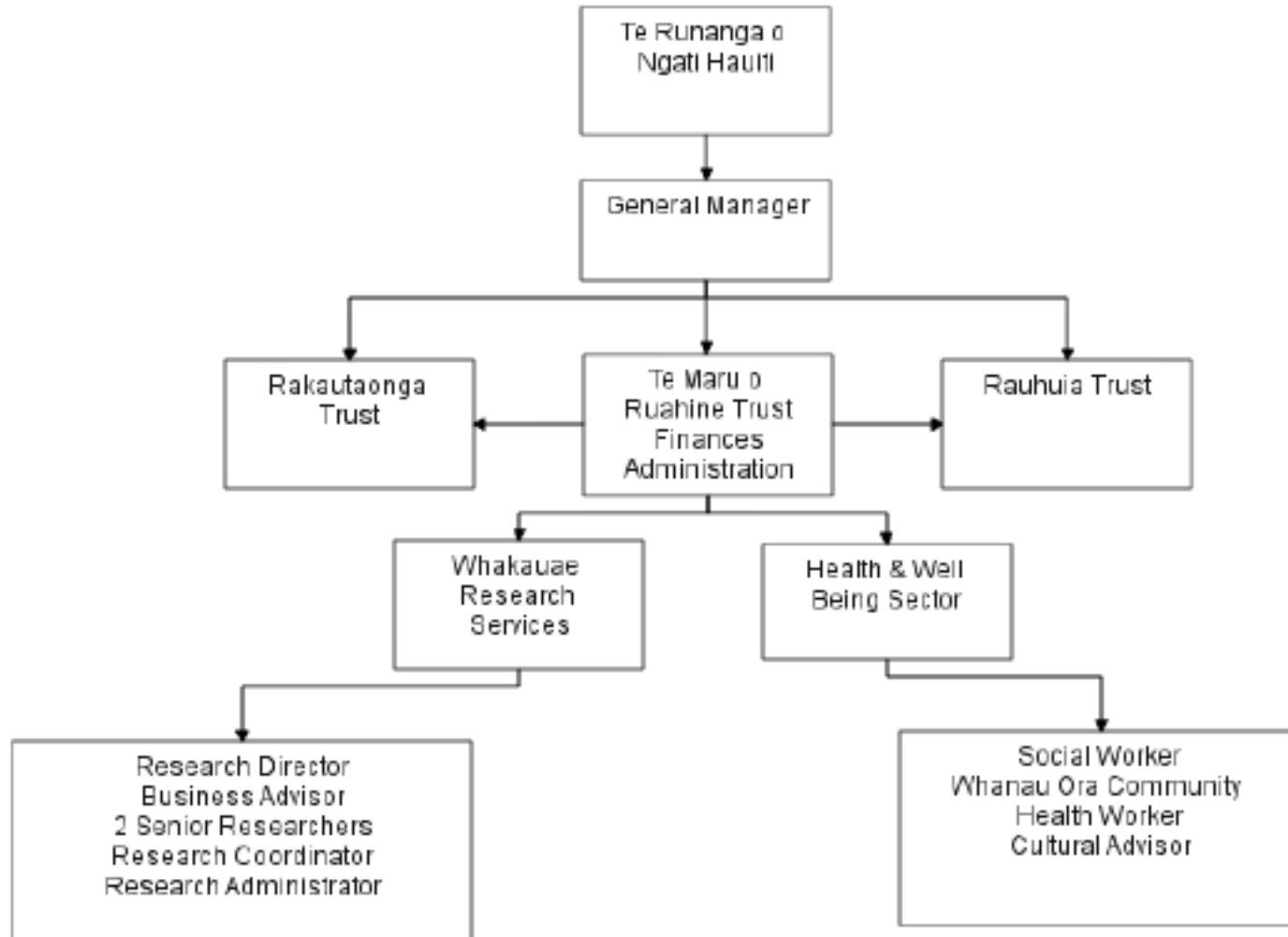
Evaluation of a Targeted Parenting Programme
Dr Heather Gifford & Gill Pirikahu

Outline

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 - He Arorangi Whakamua
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kōmihana ā whānau

Structure



Location



engaging māori whānau
evaluation of a targeted parenting programme

families commission
komihana ā whānau

innovative practice fund

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He Arorangi Whakamua

- Whānau-based tobacco control project to reduce uptake among tamariki and rangatahi
- Project phases
 - (1) doctoral research - investigated uptake and development of an intervention model
 - (2) HRC / FRST funded research investigating the implementation of the intervention model



He Arorangi Whakamua

- Key Strategies

- Hapū workers
- Whanaungatanga
- Auahi Kore Marae
- Social Marketing
- Partnerships
- Policy practice
- Pilot parenting programme (FC funded)



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Parenting and Tobacco Control

- The wider project and literature told us
 - significant role for whānau in both initiation and supply
 - profound sense of powerlessness among parents in terms of influencing uptake and ongoing use
 - whānau identified willingness to ‘upskill’ around parenting strategies, limit setting
 - parenting styles and strategies contribute to influencing behaviours



Why a Pilot Parenting Programme?

- He Arorangi Whakamua identified the need for a programme
 - of specific relevance to Ngāti Hauiti whānau (ie inclusive of Hautitanga)
 - which increased skills and confidence among whānau parenting adolescents
- Opportunity to implement, deliver and evaluate a programme to support whānau development



Pilot Programme Research Objectives

- Complement the tobacco control intervention (He Arorangi Whakamua) by
 - developing
 - implementing
 - pilot testing
 - evaluating a parenting programme



Research Methods (1)

- Programme development
 - Identification and review of existing parenting programmes nationally
 - Whanganui programme provider interviews
 - Whānau interviews
 - data analysis / identification of programme criteria / programme selection and adaption



Research Methods (2)

- Pilot programme evaluation
 - Process evaluation with a focus on effectiveness of programme development and implementation
 - Impact evaluation with a focus on short-term parenting outcomes for programme participants



Key Findings: Participants

- a range of positive benefits were identified
 - participants felt empowered
 - greater confidence and skills
 - whanaungatanga was strengthened
 - sharing knowledge and experience
- programme strategies were identified and used to deal with challenging behaviours

Key Findings: Programme Delivery

- participant recruitment and retention processes require particular attention
 - challenges in recruiting participants
 - challenges in retaining participants
- venue and facilitation are significant factors in promoting participation
- trained workforce with access to relevant resources crucial

Research Implications

- Repositioning Māori parenting programmes in a positive way
 - a strengths-based approach to parenting which operationalises the ideals of whānau ora
- Contribution of parenting programmes to the strengthening of whānau resiliency
 - health, social, cultural and economic outcomes
- Whānau, hapū and iwi development



What is Required - National Level

- resourcing for development and implementation which reflects the real costs of working with the range of whānau types
 - high-needs whānau
 - rural/urban
 - hapū-based
- Whānau Ora service providers with access to appropriate parenting skills training and resources



What is Required - Programme Level

- appropriate engagement of whānau
- people who have rapport/whanaungatanga with whānau
- programmes which
 - are adaptable to needs of local communities
 - are supported by training
 - include evaluation for continuous improvement



Where to from here?

- An evaluation of the Tobacco Control Project (He Arorangi Whakamua) has been completed
- Possibility of further funding for a Hapū-worker (DHB-funded, Māori service provider)
- A new HRC/Families Commission/ACC/Ngā Pae funded project examining the relationship between resilience and whānau ora in a Māori primary health care setting

Questions?



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