

# Healthy Homes Initiative

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In this week's  
ePānui: Stories  
of Awareness

*A korowai of  
mahi across  
the motu*



**OUTREACH  
IN ACTION**

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**Keeping  
tamariki  
warm in  
winter**

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*Whāia te mātauranga hei oranga mō koutou: Seek after  
learning for the sake of your wellbeing.\**



# Kia ora

A note from our ePānui coordinator

**My name is Rebecca Haszard. I'm a journalist who has recently had the privilege of telling some of the most important stories in my 12-year career covering national news.**

They are the stories of whānau journeying with an array of organisations under the Healthy Homes Initiative (HHI).

In this ePānui I've been invited to explore the unique yet collective mahi of these teams. And I see the work is incredibly multifaceted. It is patient. It is nuanced - and it is vital.



In many ways, it is like a korowai: the organisations across the motu are the thrums and feathers of the cloak; individual but woven together.

It is together that they create this korowai, synergising unique strengths to make homes across Aotearoa warmer, drier and healthier for tamariki and whānau.

And like the honour bestowed upon the wearer of a korowai, by weaving their strengths together, these organisations are upholding the obligation of care for people and their environments.

Through this ePānui series I want to highlight the critical elements of this care via the organisations applying these in collaborative, empowering ways to achieve the best long-term outcomes.

The collective impact of this mahi is huge.

The following reflections, born of the stories from whānau and kaimahi, are a mere snapshot of this amazing work.

In hearing from each rohe, seeing the strengths

worked into communities and how these empower fellow rohe, five core elements became apparent:



These are the elements of our korowai, each with its collection of stories that bring to life the incredible mahi being done across the motu.

**Today we explore Awareness, where more than 45,000 referrals have been achieved to date. Enjoy the read!**



# Awareness

Meeting whānau where they're at

## The very beginnings of a whānau's journey starts with awareness.

This is awareness that, as **Kāinga Whakatipu** imparts, "while a person resides in their home, the home also rears the person".

And it's awareness that organisations exist that truly care and support the mahi needed to transform a whare.

**Manawa Ora Healthy Homes Te Tai Tokerau** has found that "one of the greatest barriers we face is before we even get to our whānau's whare".

The organisation has noted that, post-Covid, many are distrusting of the health



The team from AWHI South Auckland

system and its services.

The first challenge is creating awareness to bridge those gaps so whānau are open to the support available.

Through patience and gentle commitment to forming positive relationships, kaimahi have helped whānau to understand the benefits of their support and begin journeys to healthier homes and well tamariki.

By being present and reaching out to people in their community, **AWHI South Auckland** has seen an increase in referrals and whānau accessing their service.

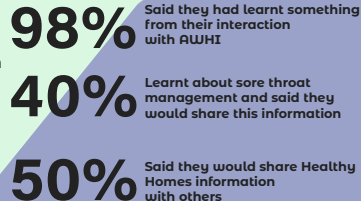
As part of the Great Winter Warm Up campaign series, AWHI South Auckland attended and promoted at a range of community events: Brown Pride – South Auckland, Cross-Fit, Health through the marae whānau day and Manurewa Netball Day.

Inviting whānau to "come kōrero with us", AWHI followed up with a survey asking what people learnt and what they would share with others. Overall, 100 per cent said they would share information from AWHI with friends and whānau.

**"Being where people are was hugely valuable and much more appreciated than giveaways and free kai."**

## Spreading the word

AWHI South Auckland survey results





# Awareness

Meeting whānau where they're at

**Whaiora Whanui Trust exemplifies the impact creating awareness is having in the rohe and how community education is building whānau capacity.**

By securing funding from Powerco, **Whaiora Whanui Trust** in the Wairarapa was able to run two community workshops, sharing healthy homes information and a range of resources with the wider community.

Whānau responses reflected an initial lack of awareness around simple healthy home habits.

But since the information has been shared and implemented – with minimal cost – whānau report:

**The impact of putting learnings into practice in whare has been "awesome".**

## Outreach keeps tamariki warm in winter

In addition to remediating homes, **WISE charitable trust** in Taranaki shares that “we can advocate for those who lack a voice or are uncertain of where to turn, ensuring they receive the support they need and are entitled to”.

WISE has organised a pre-winter pyjama and blanket drive, receiving thousands of donations and raising critical awareness.

By securing additional funding for the Whanganui Healthy Homes Initiative, the trust

has been able to boost its existing efforts, undertaking more extensive whare remediation projects and providing essential items such as heaters, curtains and bedding - all helping ensure tamariki and pēpi are nurtured in environments that further support their wellbeing.





# Awareness

Meeting whānau where they're at

**Well Homes is engaging rangatahi in healthy homes advocacy, creating a unique collaboration that's upskilling young people and benefitting the community.**

Working alongside **Well Homes**, partners at Kōkiri Marae Health & Social Services, Tihei Rangatahi youth are creating radio jingles, ads and short films and featuring in posters and pamphlets to distribute Healthy Homes information to the community, encouraging broad engagement.

Well Homes, based in Wellington, identifies that the partnership is giving rangatahi new skills, confidence and sparking potential interest in broadcast, music and film career paths.

Well Homes ads will play in local GP and PHO health centres across the region, jingles will air on local radio stations and pamphlets and promotional materials will be distributed throughout the community.

**"Together, we are building a stronger, more connected community."**



## In-office collaboration grows awareness

In Rotorua, **Sustainability Options** has increased its community awareness and reach by office sharing with Family Focus in the heart of Rotorua.

This has enabled daily conversations with like-minded kaimahi working in family violence, elder abuse, budget advice,

childrens services and Pacific Peoples services. The awareness of the Healthy Homes Initiative has grown from this office collaboration.

**In next week's ePānui, find out how stories of Connection are contributing to the mahi across the motu of the Healthy Homes Initiative.**