

# First 1,000 Days Programme Summary

September 2022





Te Hiringa Hauora | Health Promotion Agency was a Crown entity established under the New Zealand Public Health and Disability Amendment Act 2000. As at 1 July 2022 it was disestablished as a separate entity and moved into Te Whatu Ora – Health New Zealand.

# First 1,000 Days – The start of it all

**Na te kore, te pō | From the void, the night**

**Ki te whai ao | To the glimmer of dawn**

**Ki te ao mārama | To the bright light of day**

**Tihei mauri ora. | There is life.**

The first 1,000 days of a child's life lay the foundations for their entire future. The clock starts at conception and runs to the child's 2nd birthday.

Te Whatu Ora – Health New Zealand, National Public Health Service takes a life-course approach to health promotion. That means focusing on a healthy start to life and targeting a person's needs at critical points across their lifetime to keep them well, rather than responding when they are already sick.

For the First 1,000 Days programme that means honing in at the start of it all. The programme focuses on quality of life for mothers and babies, to get equitable outcomes from generation to generation.

The programme includes the time before a baby is even conceived so that tomorrow's parents are best positioned for health and wellbeing of themselves and their child. Children's wellbeing depends on adults' wellbeing.

- Robust evidence shows it is critical to invest in the first 1,000 days, so that every child gets the strongest start to life. We must act early. Even earlier than we think.
- The time before conception is important. It is when the wellbeing of future parents can be primed. So if a pregnancy does happen, the first 1,000 days have the best chance of being positive for both the parents and their child.
- Becoming a parent can be a hopeful time for change. It can also ramp up a parent's stress, anxiety or old trauma. Children's wellbeing depends on adults' wellbeing.
- Mātauranga Māori has long-held knowledge of how early life affects pēpi. Western science is now catching up.

The First 1,000 Days programme was developed as part of Te Hiringa Hauora | Health Promotion Agency, which was disestablished on 1 July 2022 to become part of Te Whatu Ora.



# The plan for 2022/23

## 1. Strategy

The transformation of New Zealand's national health system presents an exciting opportunity to influence and share evidence about equity-led design and Tiriti-dynamic approaches that will lead to hapū māmā (pregnant women), pēpi, tamariki and whānau thriving long term.

That is why our strategic focus continues to be on supporting the health system transformation, and connecting with cross-government agencies that are also focussed on First 1,000 Days.

The National Public Health Service also has a youth programme to support health promotion. It aims to improve the health and wellbeing of young people – our future parents.

## 2. Leadership

We work alongside leaders in maternal and early childhood wellbeing to tap into the expertise of communities from around the country. The lessons learned will equip us to work alongside and influence system leaders to support health system transformation and ensure change is driven by:

- whānau and community voice
- working with key partners
- stories (insights) from community-led innovations.



### **3. Influence**

By showcasing practical examples of the Tiriti-dynamic approach in health promotion and alternatives to the status quo, we hope to drive change to reduce parental stress and create the conditions for parents and children to thrive.

We will work with partners and leaders to influence the evolving national health system and be part of bringing about a society that:

- reflects and honours the special status of hine kōpū, māmā and pēpi
- enables strong and protective parenting practices.

The work also reflects [Takoha: a health promotion framework for Aotearoa New Zealand](#). This is an evaluation framework to understand whether investments are effective, efficient and equitable.

### **4. Communities**

We support innovative community projects that are ripe to drive change. We walk alongside people and projects and learn from them as they progress. We then share these insights with others so that successful community solutions can inform health sector practices and decisions.



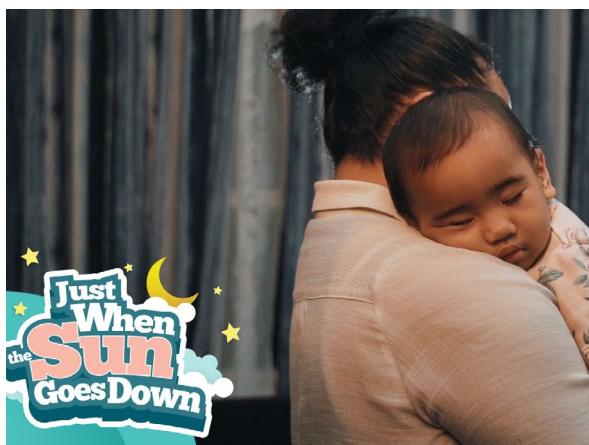
## 5. Communication

We make the most of opportunities to build and share evidence, stories and insights on kaupapa that matter.

## 6. Resources and tools

We have resources to serve whānau and the child health sector including:

- **Manaaki Tamariki – Kia au tō moe** – a toolkit on safe and healthy sleep tips for babies and young children to support health professionals who work with Māori and Pasifika parents and caregivers
- **Fill Your Kapu While You're Hapū** – online maternal mental wellbeing series of Māori and Pasifika women sharing their experience and resilience
- Redevelopment of [alcohol.org.nz](http://alcohol.org.nz) and [depression.org.nz](http://depression.org.nz) websites to best serve wāhine hapū and those who support them
- Upkeep and distribution of **Nutrition and physical activity resources** relating to the first 1,000 days
- Oral health – we work with Oral Health teams from the Ministry of Health and elsewhere in Te Whatu Ora, to design and produce collateral and health promotion activities, for example to support the distribution of toothbrushes and toothpaste to whānau.



*Manaaki Tamariki  
– Kia au tō moe*

# Spotlight on key kaupapa

## Pre pregnancy

We have shifted from delivering messages aimed at individuals about having alcohol-free pregnancies, to supporting whole communities to develop solutions to minimise alcohol harm and improve maternal wellbeing in the first place.

The time before conception is important. It is when the wellbeing of future parents can be primed. So if a pregnancy does happen, the first 1,000 days have the best chance of being positive for both the parents and their child.

Now our focus is on how alcohol exposed pregnancies can be prevented and how access to quality sexual and reproductive health services and information can enhance wellbeing.

We focus on investing in kaupapa as identified by Māori and Pasifika leaders, young people and their communities.

[Tapu Vā.nz](#) uses online platforms to host and promote talanoa among Pasifika communities in Aotearoa while celebrating sexual health and wellbeing. A range of Pasifika champions have boldly joined the talanoa about sex, its tapu nature, and have shared their own experiences and their aspirations for their communities' sexual health.

'[Whare Tangata](#)' is an online series in which Māori women discuss their sexual health experiences, questions and use of contraception.

*Kahurangi Milne (Ngāti Whakaue, Ngāti Rangiwewehi) [right] and Dr Kasey Tawhara (Ngāti Raukawa) [left] are joined on 'Whare Tangata' by a panel of Māori women.*



*Hawke's Bay Tapu Vā talanoa participants Elijah, Saele and Ali share their experiences and hopes for Pasifika sexual wellbeing.*



## Maternal Mental Wellbeing

As leaders in mental health promotion we play an important role in supporting maternal wellbeing. This year we will focus on bringing maternal wellbeing to the fore in both our depression.org.nz and **Nōku te Ao** Like Minds programmes.

Becoming a parent can be a hopeful time for change. It can also ramp up a parent's stress, anxiety or old trauma. Childrens' wellbeing depends on adults' wellbeing.

We focus on partnership projects that influence to support maternal wellbeing, as well as build our kete of resources. In the 2022/2023 year we are supporting:

- The Helen Clark Foundation to advance recommendations from the **Āhurutia Te Rito | It takes a village report** on how better support for perinatal mental health could transform communities in Aotearoa New Zealand
- Perinatal Anxiety and Depression Aotearoa (PADA) to host a Pasifika fono to provide professional development for those supporting Pasifika families in the early years
- further exploration on how to implement next steps from **Mai te whai-ao ki to ao Mārama. Coming into the light – Mothers' experiences of distress and wellbeing during pregnancy and the first year of motherhood.**



*Produced with indigenous innovator Patrick Salmon (Kairua), the 'Fill Your Kapu While You're Hapū' series features raw and honest stories of mothers' mental distress and resilience.*

## Immunisation

The gap between immunisation rates of Māori, Pasifika and other ethnicities has widened in recent years. In partnership with the National Immunisation Programme (NIP), we support targeted efforts to build Māori and Pasifika confidence in, and access to, immunisation.

A research project we commissioned in 2021, explored the views and experiences of a group of Māori māmā in the North when it came to vaccinating their pēpi and tamariki. Māori māmā and caregivers are also participating in a co-design process to develop solutions that will support the sector to meet the needs of Māori māmā better. We will work alongside NIP to complement its efforts. This may include resource development, communications and marketing support or research that encourages the equitable provision of childhood vaccinations.



# Community leadership and innovation projects

We make an important contribution to change by amplifying the community expertise that exists around the country.

We have a network of relationships that enables us to uplift communities that are doing bold, new things around pre-conception, contraception, maternal mental health, pregnancy or baby's first two years. They are community-driven solutions, to meet community and whānau need. They are lead by champions who know what works for their own people.

We 'walk this talk' by:

- nourishing on-the-ground excellence
- tapping into our relationship with central government to showcase practical examples of the Tiriti-dynamic approach in health promotion to take what is working on the ground and feed it back into the system so that it works for whānau.
- To learn more about some of the community innovation projects we have supported, visit our [first 1,000 days webpage](#).

*Te Piripoho wahakura wānanga*



## **Ngā Wānanga o Hine Kōpū (Te Tai Tokerau | Northland)**

Ngā Wānanga o Hine Kōpū is a free kaupapa Māori labour, birth and parenting programme for wāhine hapū and their whānau.

We have worked with the Hine Kōpū team, The Spinoff and a kaupapa Māori evaluation team to celebrate the power of whānau-led mahi, and provide compelling evidence for the promotion of Māori-centric approaches across the health sector.

Ngā Wānanga o Hine Kōpū is about much more than parents learning clinical information that is deemed valuable for good birth outcomes. It is a shared, whānau-wide experience of healing, connecting and exploring as Māori. It is about reclaiming Māori identity, knowledge, cultural confidence and giving rise to tino rangatiratanga in the birthing experience.

Learn more about Ngā Wānanga o Hine Kōpū:

- [Short film](#)
- [Feature article](#)
- [Summary evaluation report.](#)

*Ngā Wānanga o Hine Kōpū*



# Community Innovation Grant Fund

The 2022/23 Community Innovation Fund (\$1.5 million) demonstrates our commitment to trusting communities to find their own solutions for their own wellbeing. Through the fund we supported 18 community-led innovations. See the full [list of the first 1,000 days community innovation grant recipients](#).

Among the digital projects we have supported, two websites celebrate mātauranga Māori in pregnancy and parenting. They are reconnecting treasures of the past with communities of today.

- **Hākui** connects Ngāi Tahu whānau and Māori midwives with tīpuna knowledge about pregnancy and birth. [www.hakui.nz](http://www.hakui.nz)
- **Tūpuna Parenting** shares knowledge about Māori approaches to raising children from pre-European periods, as an inspiration for modern day parenting. [Tupunaparenting.maori.nz](http://Tupunaparenting.maori.nz)

Over time we will learn from these projects and showcase them as examples of community excellence so they can play an important part in influencing change nationwide and most importantly, for generations of whānau to come.

Applications for the 2023/2024 round of funding will open in late 2022.



*Dr. Kelly Tikao explores Kāi Tahu birthing traditions and practices to do with conception, pregnancy and birth.  
Photographer: Kaila Colbin.*

*Elizabeth Harte (Tūpuna Parenting) shares parenting practices of tūpuna Māori with whānau and kaimahi in the health, social welfare and education sectors.*



*Māmā Moving Mountains,  
Te Tai Tokerau | Northland.*



*Taonga pūoro (traditional Māori instruments) play an important part in customary birthing wānanga as explored through Hākui.*



# Cross-government leadership, connection and learning

In 2022, we contributed to key transformation projects including the Child and Youth Wellbeing Strategy, Kahu Taurima (joint approach between Te Whatu Ora and Te Aka Whai Ora Māori Health Authority to the early years) and the Early Years Cross Agency Learning Platform.

Some of the ways we have contributed include:

- nourishing on-the-ground excellence
- showcasing practical examples of Tiriti- dynamism in health promotion and alternatives to the status quo
- working across government, and with other partners, to unlock the power of collective effort
- leveraging our central government relationships to take what is working on the ground and feed it back into the system so that it works for whānau
- focusing on practice-based evidence – move from measuring to learning.

We will continue to draw on mātauranga, lived experience and Western forms of evidence – bringing together the respective tools, actions and approaches of tāngata whenua and tāngata Tiriti.





PO Box 2142  
Wellington  
New Zealand 6140  
[hpa.org.nz](http://hpa.org.nz)