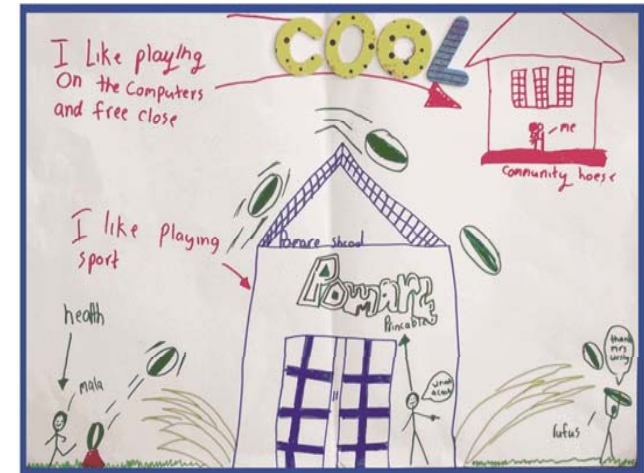


PUBLIC HEALTH ASSOCIATION CONFERENCE September 2012
Dr. Paula King, Public Health Medicine Registrar
Deborah Gough, Health Promoting Schools Advisor, Regional Public Health
Dr. Stephen Palmer, Medical Officer of Health, Regional Public Health

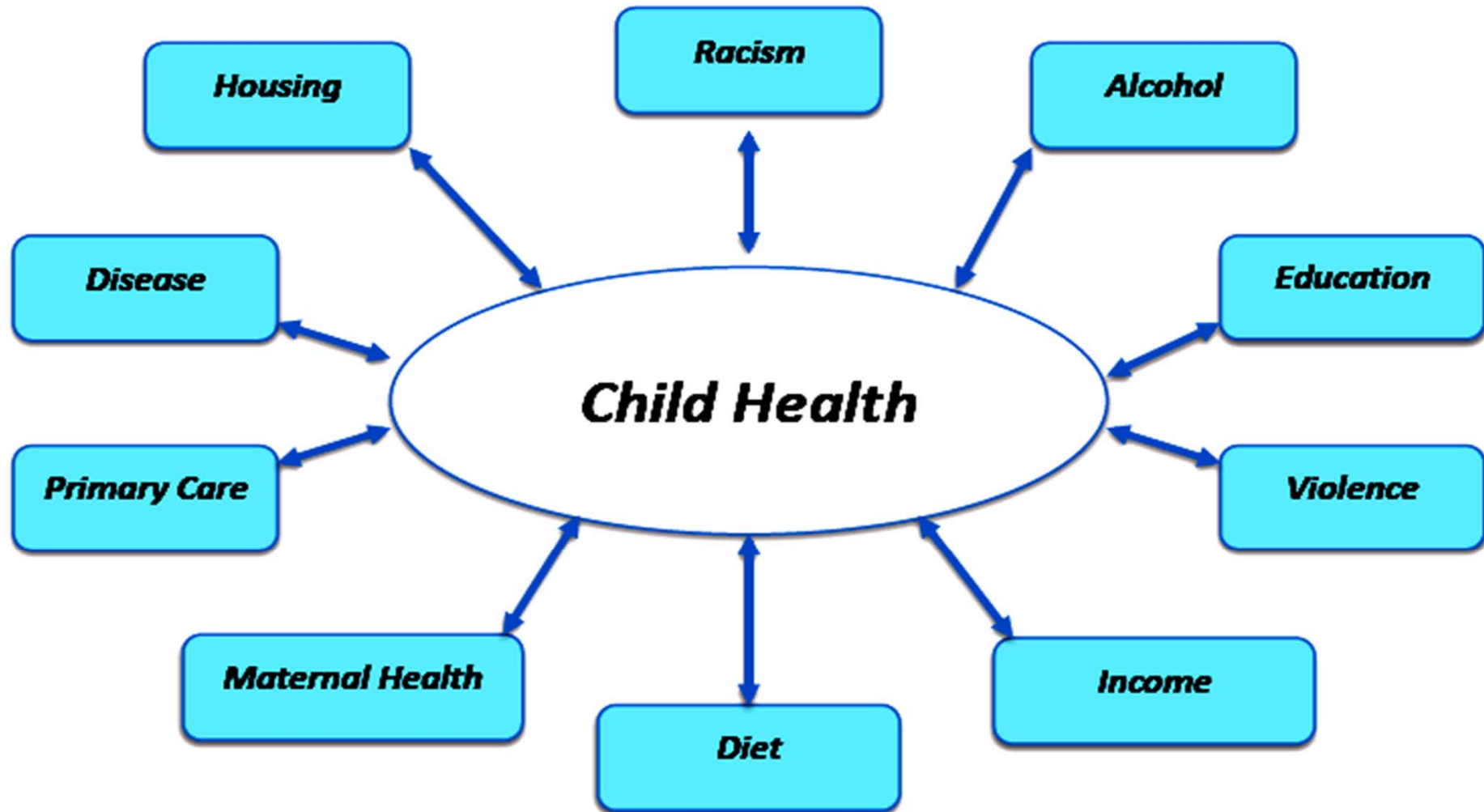
BACKGROUND



Where are we at with child health in Aotearoa?

- ★ *Poor child health/wellbeing statistics*
- ★ *Profound inequities that start early*
- ★ *High levels of child poverty*
- ★ *Relatively low levels public expenditure early years*
- ★ *Concerns about children's rights*
- ★ *Lots of evidence*

SOME DETERMINANTS OF CHILD HEALTH AND WELLBEING



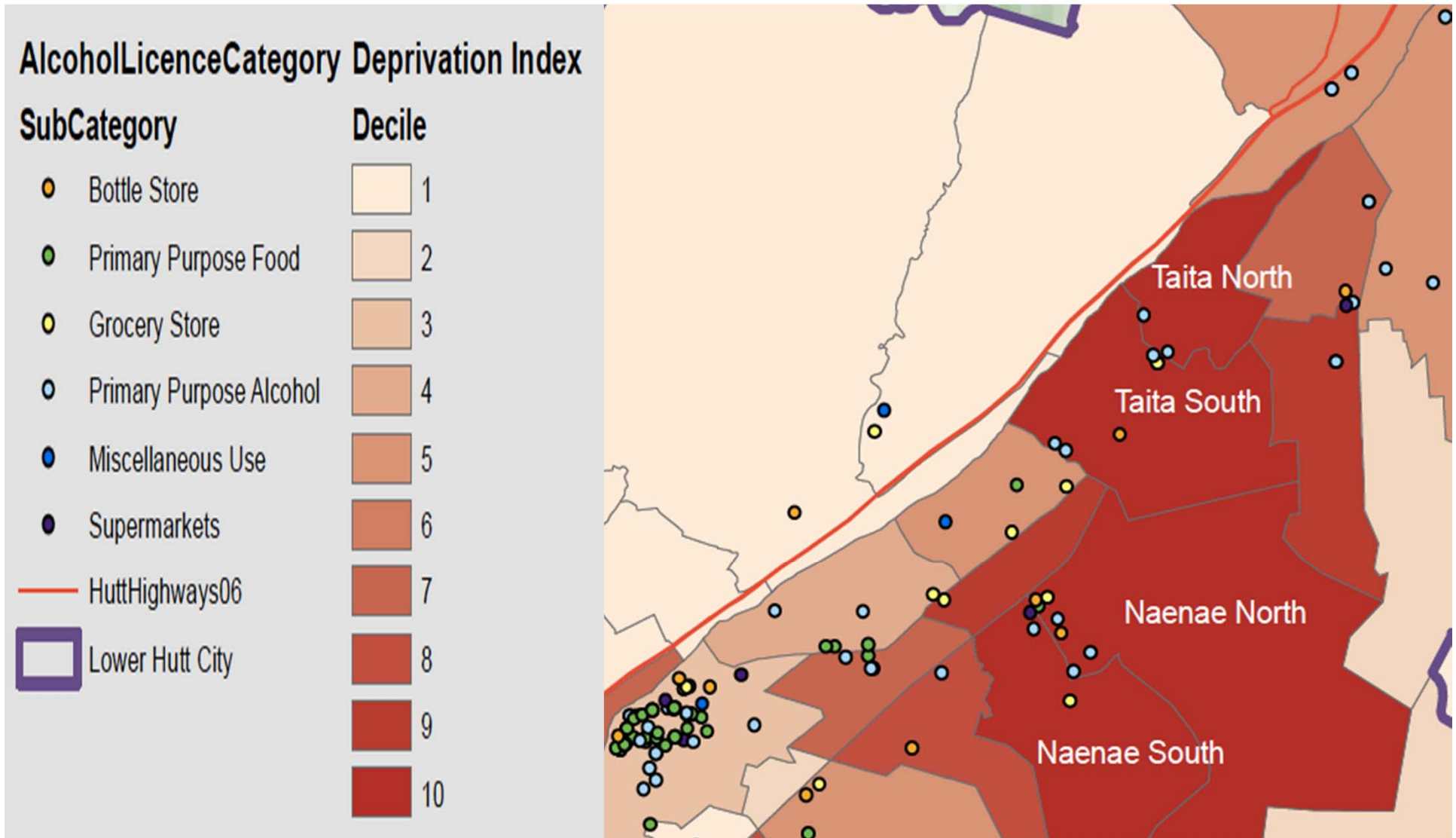
HOUSING



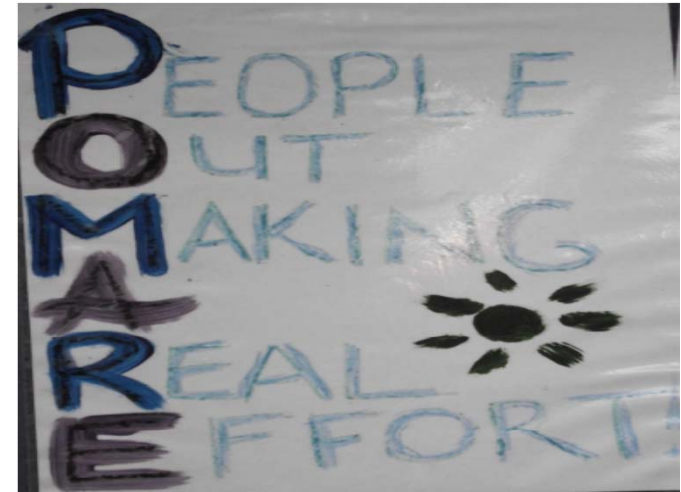
POMARE
Save Our Community



ALCOHOL

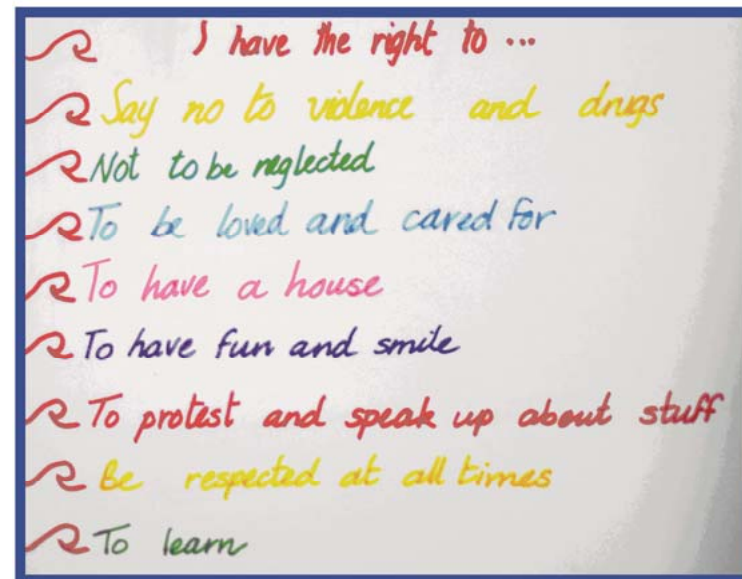


OPPORTUNITIES!



- ★ ***Pomare community is an exemplary model of community development***
- ★ ***Everyone wants to improve the health and wellbeing of Pomare children***
- ★ ***It's the decade for children to have their say AND have their interests placed high on the political agenda***
- ★ ***United Nations Convention on the Rights of the Child (UNCROC)***

PROJECT GOAL



***To empower Pomare children,
their whānau, and community to have
their voices heard on what is important
for their health and wellbeing, AND
to promote change!***

WHAT HAVE POMARE CHILDREN AND WHĀNAU IDENTIFIED AS PRIORITY?

HOUSING

"THE DEMOLITIONS="

ANGER

SAD

Disappointment

DIS-BELIEF

When the houses came tumbling down
I felt sad, horrible, gutted.
It was dusty, scary I don't know how
I'm going to shift house.

ALCOHOL

I'm not an alcoholic

1. Not good because kids might start to drink

It's stupid if u drink 2 much

People drink because they see it on TV

I have the right to walk down the street without feeling un-safe or intimidated.

lots of bottle shops in communities

Rise UP! Pomare

- ★ A collaborative documentary film project that empowers Pomare children to have their voices heard on what is important for their health & wellbeing
- ★ Under UNCROC, Pomare children share their voices through artwork, stories, songs and drama about impacts of housing and alcohol on child health & wellbeing in Aotearoa

Rise UP! Pomare

- ★ **Primary, intermediate and college students from Pomare involved**
- ★ **Pomare child/youth representatives involved in video working group from start**
- ★ **Ethical process / informed parental consent / safety plan developed**
- ★ **Pomare kids, whānau and community drive the video documentary process, own the DVD & decide how the DVD will be used**

Rise UP! Pomare

★ BRAINSTORM



My Story



Child Rights



Housing



Alcohol

Rise UP! Pomare

★ CREATIVE PROCESS

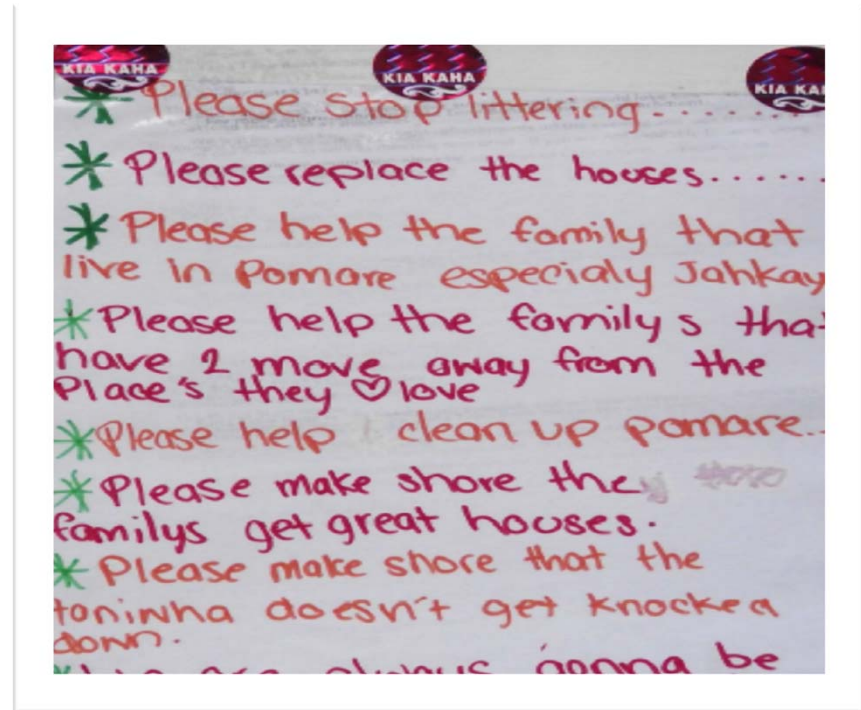


Artwork

Skits

Songs

Interviews



Poems

Rise UP! Pomare

★ FILMING



Rise UP! Pomare



Rise UP! Pomare

- ★ **Premiere of trailer at the Third People's Health Assembly, Cape Town, South Africa July 2012**
- ★ **Community launch July 2012**
- ★ **Dissemination *Rise UP! Pomare***
 - ★ *Presentations/screenings at University of Otago Wellington, Hutt Valley District Health Board Meeting, National Health Promoting Schools Conference, Hutt Valley District Council, JustSpeak Creative Voices Forum, PHA Conference, Te ORA Hui a Tau & Scientific Conference, Te ia o Tu Kaha Conference, NZCPHM Annual Scientific Meeting etc.*
 - ★ *Distribution DVD through health, education, justice and social sector networks, government agencies, NGOs (UNICEF / Save the Children), Children's Commission, MPs*
 - ★ *Support from Bryan Bruce (Inside Child Poverty) and CPAG re: distribution*
- ★ **Media coverage – newspapers, Campbell Live**
- ★ ***Rise UP! Pomare* finalist Wellington Airport Awards**
- ★ ***Rise UP! Pomare* used as an educational tool - University of Otago Wellington, RPH, local schools**
- ★ **Pomare children supported to write submissions to Green Paper and Māori Affairs Select Committee Inquiry into the Determinants of Wellbeing for Tamariki Māori**
- ★ **Pomare children providing consultation to Expert Advisory Group on Solutions to Child Poverty**
- ★ **'Pomare Song' demo on local radio**
- ★ **Pomare children involved in local theatre productions**

ACKNOWLEDGEMENTS

Partnerships

Pomare children and youth

Pomare community

Pomare School

Pomare Community House

Pomare 2000

Positive Pomare

Social Workers in Schools – Barnardos

Hutt Union Community Health Service

Pomare Oranga Whānau Team - Te Runanganui o Taranaki Whanui

Regional Public Health

Keeping Well

Hutt Valley District Health Board

Financial Support

Regional Public Health

Keeping Well

Hutt City Council

Eastern Hutt Rotary

He Kainga Oranga, University of Otago, Wellington

Catering Support

Hutt City Rotary

Stokes Valley Rotary

Wainuiomata Rotary

Jina's World of Fresh Produce

Sanitarium

Production

Anthony Faifai

Elliot Stevenson

Priscilla Rasmussen, PACIFIC TOOLBOX

Special Thanks

Nga Puawai Kohanga Reo

St Michael's School

Avalon Intermediate

Taita College

Sue Rei, Great Start Taita

Charlizza Harris, 2FACE Drama

Sally Rye-Dunn, Ahikaa Learning Centre

Mark Freeman, Secret Level Recording Studio

Mike Potton