

11 April 2017

Background

Te Ara Oranga is a Methamphetamine Demand Reduction strategy pilot aimed at decreasing the number of Northlanders harmed by methamphetamine. The pilot is funded for a period of 12 months from July 2017 with anticipation of funding for another 12 months.

Te Ara Oranga will provide treatment, therapy, health promotion, cultural and peer support to encourage abstinence, assist in removing the barriers to participation in education and employment, and build strong family and social relationships.

The health component is a recovery-based treatment approach based mostly in the community. There are four components within the health delivery – Screening & Brief Intervention, Treatment, Community & Whānau Resources and Information & Evaluation.

What is and isn't in scope?

- Te Ara Oranga on its own will not 'fix' the meth problem in Northland –it is taking a step towards increasing our communities capability to identify when people need help, understand where to go for help and increasing treatment options
- Te Ara Oranga will give whānau practical tools to increase their capability to talk about meth issues.

Background

<p>Wednesday 8th March, 2017 Time: 10:00am - 1:00pm Te Hiku Hauora, 49 Redan Rd, Kaitaia RSVP - reception@tehikuhauora.nz 09 408 4024</p> 	<p>Thursday 9th March, 2017 Time: 10:00am - 1:00pm Te Hau Ora O Ngāpuhi, 113 Broadway, Kaikohe RSVP - teropu.poa@ngapuhi.org 09 405 2647</p> 
<p>Friday 10th March, 2017 Time: 12:30 - 3:00pm Community Services, Dargaville Hospital, Awakino Rd, Dargaville RSVP - hone.wilder-murray@tehaoranga.co.nz 09 439 3013</p> 	<p>Tuesday 14th March, 2017 Time: 10:30 - 1:30pm Rawene Town Hall, Rawene RSVP - hayley.paul@hokiangahealth.org.nz 09 405 7322</p> 

In February and March 2017 community Hui were held in five areas across Northland – Whangarei, Dargaville, Rawene, Kaikohe and Kaitaia to inform the development of a resource to help build community capability.

Main Feedback Themes

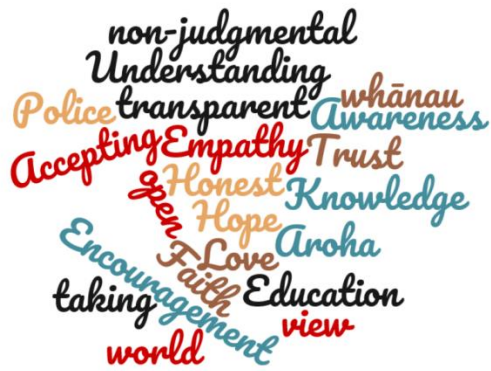
1. Access to services and information
2. A stepped out resource on how to get help
3. Tikanga Māori approaches to healing
4. Rohe specific approach to services and what works in the different area (not a one size fits all)
5. Funding to ensure the longevity of services and rehabilitation
6. Wrap around services for the entire whānau
7. When dealing with users of P, values like Honesty, Non-judgmental, Love, Hope, and Empathy are important
8. Need more detox to Rehab to Follow-up Centres, Retreats, Safe Homes in Te Tai Tokerau.

Feedback from the Hui has been collated into the themes of Education, Advertising, Family, Govt Funding, Ideologies, Services, Tikanga.

Services



Ideologies



Government



Families



Education



Advertising



Tikanga



Other Evidence

Most at Risk

- The proportion of Report of Concerns that are meth related is sharply increasing

A notification is a report of concern received by Oranga Tamariki, usually at the national contact centre, that there are concerns about a child or young person, including that they may be at risk of abuse or neglect. A report of concern can be received from a range of avenues including parents, family, whānau, members of local communities, schools, the police, health care organisations and other government and non-government agencies

- Younger females (20-34yrs) are overrepresented as meth offenders as are older males (24-44yrs)
- Younger people are being referred to addiction services more often yet no youth specific term residential treatment centre exists
- Meth is in the homes of two thirds of families known to health agencies
- Meth apprehension data shows charged offenders will most likely be:
 - Male, Māori aged between 25-44yrs
 - Female, European aged 20-34yrs.

Growing risk-age population

- Increasing number of youth are reaching the high risk age group for meth offending (20-44yrs) – the Drug Foundation have been funded to produce Youth focused tools
- Early intervention is key to preventing long term behaviour and substance abuse issues
- Targeted education campaigns aimed at 15-19yr olds are required as youth head into the risk age group while further specialised support, will need to be considered for the children of users to stop intergeneration abuse (NZ Drug Foundation).

Themes	Action
Services	<ul style="list-style-type: none"> • Matrix Model: 16 week programme of daily treatment “Pick n Mix” • Individual treatment and groups for ‘users’ and whānau • New Educator and Team Leader roles • Four full-time positions Alcohol and Drug counsellors • Four full-time positions Navigators in NGOs for quick response and assertive engagement • Additional Detox Bed in Timatanga Hau Detox unit • Employment Support position • Supported accommodation in withdrawal • Screening and brief intervention will occur at many points where people with problems present including GP practices, Emergency Department and in Police custody
Ideologies	<ul style="list-style-type: none"> • Video clips featuring community champions promoting Community PRIDE – framework - Protect - Respect - Involve - Develop - Educate • Importance of Values such as honesty, being non-judgmental, love, hope and empathy • Strengthening capability
Government	<ul style="list-style-type: none"> • Position Paper - Better funding for drug interventions /treatment - Residential Treatment Facility - Agreement and action plans between government agencies - Funding to help make change - Safe housing
Families	<ul style="list-style-type: none"> - Role models - Takes a village to raise a child
Education	<ul style="list-style-type: none"> - An educator (subject matter expert) to ensure the addictions workforce and community are up to date with knowledge about methamphetamine and treatment options - Technical workshops and professional development resources - Health Literacy – language of treatment services - Local champions to lead the cause - Training for the clinicians and nurses
Advertising	<ul style="list-style-type: none"> • Community Champions - Social media campaign - Community billboards - Northland website

Development of Whānau-informed Resources

Produce a kete of resources with whānau and their community

1. **Northland waiata written, music video of waiata filmed in each community – collective impact**
 - Commission Daniel XXX to write a Waiata (Make a Change)
 - Record on video each community performing
2. **Community champion billboards – one per area with community nominated champions**

Community champions are a highly effective model of engagement. Evidence includes the Rheumatic Fever and Breast Screening campaigns. Choosing the champions must be done in a pragmatic way – with transparency.

- Very public profile – need to be clear about what this means
- Community nominates potential champions through their local Navigator.



3. Production of educational video clips with local providers, community

- What is Meth – a clinical perspective translated so everyone understands
- 10 top tips on how to have conversations with whānau - explanations of the 'Meth cycle of abuse' and advice for families on which time during the cycle is the best time to connect with that person
- Tikanga methodology - traditional practises to help and heal
- How to take positive community action
- How to access help - clear and concise steps to help.

All of these resources will be provided to each community on a memory stick (50 memory sticks per community) and will be available on our website for download.

We have researched the suitability of developing an app –The Drug Foundation produced an app with young people last year – which was successful in terms of application development –however apps take up space on a mobile phone and the Meth Help app was deleted to make room for videos and music – so a limited shelf life.

The community navigators will be tasked with identifying social media partners across the community who can help distribute the resources.

The Brand

Te Ara Oranga - The path to wellbeing

Te Ara Oranga means creating a pathway by working together towards individual and whānau wellbeing. The logo concept presents the service name with a stylised Putiputi (flower) illustrating to bloom or to blossom.

We have worked up three options for your feedback.



(1)



(2)



(3)

Tactical Plan Table

What is to be done	Why	Who	When	Comments	Complete
Hui findings presented back to communities	A collation of the feedback and recommendations of where to from here	Pam	12 April		
Community confirm recommended whānau-informed resources	Resources produced in partnership with community	Community	12 April	<ul style="list-style-type: none"> - Waiata - Billboards - Video clips 	
Community feedback on branding	<p>Branding is the strategic process of establishing both the tangible and intangible attributes to differentiate our programme of work.</p> <p>The vision expresses the philosophy driving the work.</p>	Community	12 April	Three options to be presented	
Steering group approval	Funding for Whānau-Informed resources	Pam, Liz	13 April		
Source community champions and participants for the filming	Collective impact –evidence from Rheumatic fever and Breast Screening campaigns		By 5 May		
Waiata written	Develop a collective song that connects us all together	Pam, Liz, Rhonda Zielinski	12 April		
Production of video clips	Practical locally made tools to assist communities	Liz, Pam, Channel North and Community	By 31 May	Also photos taken for the billboards	
Build community website	External portal that hosts all the resources	Communication team	By 31 May		
Billboard placement	Determine sites for each community billboard		By 31 May	WDC sorted – buildings good – and negotiation with district councils	

Present back to the community	Delivery of the tools – Bless the work –place the billboards in the community		By June 16	Workshop to introduce the tools, how to use the tools	
Social Media Campaign	Six month health promotion campaign to guide people on how to get help –where to go for help		On 1 July	When treatment services start	

NZ Drug Foundation resources for distribution



Did you know: A guide to conversations with young people about drugs and alcohol

- f This booklet can help adults talk to young people about drugs and alcohol in a non-confrontational way.