

Title	Design and implement a Māori communication strategy to achieve whānau ora		
Level	4	Credits	10

Purpose	People awarded with this unit standard will be able to; design and implement a Māori communication strategy to achieve whānau ora.
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Classification	Te Ara Hou ki te Ora > Whānau Ora
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Available grade	Achieved
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Guidance Information

1 Definitions

Manaakitanga for this unit standard refers to working together with whānau, stakeholders and service providers in a caring and mana-enhancing way underpinned by te reo, tikanga and kawa and focus is on whānau strengths and abilities.

Rangatiratanga for this unit standard refers to the importance of practitioner's having the knowledge, skills and experience to lead and support the delivery of whānau-centred services to whānau that may include, reo Māori, local kawa and tikanga, role-modelling positive behaviours based on kaupapa Māori principles and meeting legal and ethical requirements in a professional manner.

Whānau is defined by whānau in terms of what support is required and which relationships they need to develop to improve their general well-being long term.

Whānau Ora is about empowering whānau to take control of their future; to be self-determining (cohesive, resilient and nurturing); confidently participating in te ao Māori; to be living healthy lifestyles; to be participating fully in society; and to be economically secure; with initiatives that add value, build upon the strengths and capabilities that lead to better outcomes for whānau, hapū, iwi and hapori.

Whānau ora relationship and communication strategies are whānau driven plans developed to build and support cooperative and collaborative relationships between whānau and service providers. The strategies support whānau to overcome potential and real barriers to coherent service delivery. The aims are to empower whānau with effective communication skills to be able to build and maintain extensive working relationships with service providers and systems of diverse groups. The strategies integrate te reo and tikanga practices where, and as, appropriate for the whānau.

Whanaungatanga for this unit standard refers to highlighting the importance of Māori cultural values, te reo Māori, tikanga and kawa in establishing, building and maintaining quality relationships within and between: tangata Māori with a disability and their whānau; hapū, iwi and hapori; health and/or social service providers; and other key stakeholders.

- 2 Legislation relevant to this unit standard may include but is not limited to – Health and Safety at Work Act 2015; Treaty of Waitangi Act 1975. Legislation accessed at www.legislation.govt.nz.
- 3 Resource support may include but is not limited to:
 He Whakaputanga o te Rangatiratanga o Nu Tirenī (1835). Accessed at <https://www.archives.govt.nz/discover-our-stories/the-declaration-of-independence-of-new-zealand>.
 Te Puni Kōkiri (2016). *Whānau Ora Outcomes Framework*. Wellington: Te Puni Kōkiri. Accessed at <https://www.tpk.govt.nz/docs/tpk-wo-outcomesframework-aug2016.pdf>.
 Te Tiriti o Waitangi (1840). Accessed at <https://www.archives.govt.nz/discover-our-stories/the-treaty-of-waitangi>.
 Waitangi Tribunal (2011). *Ko Aotearoa tēnei: a report into claims concerning New Zealand law and policy affecting Māori culture and identity. Te taumata tuatahi*. Wellington: Waitangi Tribunal. Accessed at <https://waitangitribunal.govt.nz/publications-and-resources/waitangi-tribunal-reports/>.
- 4 All sources of information must be referenced.

Outcomes and performance criteria

Outcome 1

Design a Māori communication strategy to achieve whānau ora.

Performance criteria

- 1.1 Strategy includes relationships underpinned by te ao Māori values and philosophies.
 Range includes but is not limited to – rangatiratanga, whanaungatanga, manaakitanga, te reo Māori and tikanga practices.
- 1.2 Strategy includes a list of relevant stakeholders and the services they provide.
 Range includes but is not limited to service providers in the following sectors – employment, housing, education, financial literacy, health literacy.
- 1.3 Strategy includes collaborative engagement between whānau, and relevant stakeholders.
 Range includes but is not limited to – whānau rangatiratanga, supportive environments, cross-sector collaboration, progressive learning, progressive benefits for whanau.
- 1.4 Strategy allows for quality improvement.
 Range includes but is not limited to – time frames, availability of services, resources, change of personnel.

Outcome 2

Implement a Māori communication strategy to achieve whānau ora.

Performance criteria

- 2.1 Strategy is implemented in accordance with te ao Māori values and philosophies.
- Range includes but is not limited to – whanaungatanga, manaakitanga, rangatiratanga, te reo Māori and tikanga practices.
- 2.2 Strategy is implemented when working with whānau.
- Range includes but is not limited to – timeframes, agreed best outcomes, planning and implementation of whānau ora communication, whānau and provider partnerships, holistic approaches and practices.
- 2.3 Strategy is implemented when working with other stakeholders.
- Range includes but is not limited to – timeframes, agreed best outcomes, planning and implementation of whānau ora communication, whānau and provider partnerships, holistic approaches and practices.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	28 June 2018	31 December 2024
Review	2	26 January 2023	N/A

Consent and Moderation Requirements (CMR) reference	0165
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact the NZQA Māori Qualifications Services mqs@nzqa.govt.nz if you wish to suggest changes to the content of this assessment standard.