

Title	Build effective relationships to develop and implement communication strategies to achieve whānau ora		
Level	4	Credits	10

Purpose	People awarded with this unit standard will be able to; build effective relationships to develop and implement communication strategies that support a co-ordinated approach in the delivery of services for whānau.
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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 **Definition**
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.
- 2 *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.
- 3 A *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.
- 4 *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.
- 5 *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.

- 6 *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 already present in the whānau, and lead to better outcomes for whanau.

Outcomes and performance criteria

Outcome 1

Build effective relationships to develop communication strategies to achieve whānau ora.

Performance criteria

- 1.1 Strategies includes relationships underpinned by te ao Māori values and philosophies.
- Range includes but is not limited to – whanaungatanga, manaakitanga, rangatiratanga, te reo Māori and tikanga practices.
- 1.2 Strategies 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 The strategies include 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 Strategies allow for variations.
- Range includes but is not limited to – time frames, availability of services, resources, change of personnel.

Outcome 2

Implement communication strategies to achieve whānau ora.

Performance criteria

- 2.1 Strategies are 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 Strategies are implemented when working with whānau.

Range includes but is not limited to – time-frames, agreed best outcomes, planning and implementation of whānau ora communication, whānau and provider partnerships, holistic approaches and practices.

2.3 Strategies are implemented when working with other stakeholders.

Range includes but is not limited to – time-frames, agreed best outcomes, planning and implementation of whānau ora communication, whānau and provider partnerships, holistic approaches and practices.

Planned review date	31 December 2022
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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	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.