




*E Tu
Whānau!*

Te Mana Kaha o te Whānau



KEY MESSAGES

- Whānau, hapū and iwi are permanent
- Violence towards women and children is not traditional
- Māori have the solutions within
- Reclaim tikanga, foster pride and affirm identity as the foundation for positive change
- Rebuild the mana of whānau. We all have a stake in it
- Be whānau first – strong, united, connected whānau create strong, united hapū which leads to great iwi!

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- Māori are diverse and innovative and there are many successes to build on
 - Shift the focus from talk to meaningful action
 - Focus on prevention as well as crisis support
 - Restore the home as a place of safety and love where healthy partnerships are expected
 - What is good for us as Māori is good for all of New Zealand
 - Take responsibility and act now!
 - We are all born with the seeds of greatness within; nurture them



ETU VALUES

Aroha	giving with no expectation of return
Whanaungatanga	it's about being connected
Whakapapa	knowing who you are and where you belong



Mana/Manaaki

building the mana of others,
through nurturing, growing
and challenging

Kōrero Awhi

positive communication
and actions


Tikanga

doing things the right way,
according to our values



ACTIONS FOR IWI LEADERS (some ideas!)


- Reconnect with whānau and hapū in your rohe so that you know your people, the issues, the challenges and the opportunities
- Raise the issues, talk about them openly and encourage others to do the same – family violence flourishes where there is secrecy and shame
- Ensure that issues of violence within whānau remain visible and a priority at the highest levels, eg regularly tabled at meetings and reported against

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- Actively share the E Tu messages and resources in your workplace, iwi, whānau, hapū and marae
 - Integrate E Tu goals and actions into your own strategic planning and development documents and activity
 - Find ways to incorporate the E Tu brand into activities and events that you get involved with
 - Identify, encourage and nurture Kahukura to lead positive change in your community
 - Find out what is happening in your community – gather data from local providers and government agencies and track changes



ACTIONS FOR IWI CHIEF EXECUTIVES (some ideas!)


- Regularly connect with whānau and hapū in your rohe so that you know your people, the issues, the challenges and the opportunities
- Integrate E Tu goals and actions into your own strategic planning and development documents and activity
- Find ways to incorporate the E Tu brand into activities and events that you get involved with
- Find out what is happening in your community – gather data from local providers and government agencies and track changes
- Support and advocate for Māori providers and services in your area

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- Ensure that issues of violence within whānau remain visible and a priority at the highest levels, eg regularly tabled at meetings and reported against
 - Work strategically – link up with other iwi to share thinking and resources, to maximise results
 - Reclaim and restore te Mana Kaha o te Whānau
 - Walk the talk
 - Be aware of the impacts of violence on whānau and its intergenerational effects
 - Find the experts in your rohe and use their knowledge
 - Create opportunities for partnership



ACTIONS FOR RESEARCHERS (some ideas!)


- Consider and suggest any research activities that might contribute to our research agenda and evidence base for Te Ao Māori
- Contribute ideas, skills and resources
- Gather key data and undertake analysis
- Gather information about what is working and undertake case studies of those successes

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- Actively seek investment opportunities to research aspects of E Tu Whānau that will contribute to our evidence base around best practice and delivering successful outcomes for Māori
 - Consider any existing research activity that might complement or help inform best practice or any other aspect of E Tu Whānau
 - Validate Māori practice



ACTIONS FOR PROVIDERS & PRACTITIONERS SOME IDEAS!


- Use the E Tu values and resources to support your work, to encourage discussion and to shift thinking
- Ensure wherever possible the strengths of the whānau are the basis of the work undertaken
- Contribute your skills, knowledge and suggestions regarding best practice and getting the best results for whānau

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- Ensure that you and your organisation continue to build capability around:
 - whole-of-whānau approaches
 - incorporating tikanga
 - accountability for your results
 - working collaboratively with others
 - Ensure that your workplace embodies the behaviours that underpin the key values
 - Ensure whānau are stronger and more independent when they leave than when they came to you



ACTIONS FOR COMMUNITIES (some ideas!)


- Identify, encourage and nurture Kahukura to lead positive change in your community
- Raise the issues, talk about them openly and encourage others to do the same – family violence flourishes where there is secrecy and shame
- Take responsibility for action – every positive action, no matter how small, makes a difference
- Celebrate success

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- Stand up and speak out against the things that need to change
 - Find partners and allies to make the change needed
 - Actively share the E Tu messages and resources in your community. This can be in the workplace, the marae, the school, through community groups, sports clubs and with your whānau
 - Find ways to incorporate the E Tu brand and messages into activities and events that you get involved with, eg E Tu sports tournament



ACTIONS FOR WHĀNAU (some ideas!)

- Change starts with you. What do you need to do to strengthen your own whānau?
- Raise the issues, talk about them openly and encourage others to do the same – problems and family violence flourish where there is secrecy and shame
- Develop your own tikanga for today with whānau around what makes them safe and strong
- Identify and talk about the values and behaviours that are important
- Get whānau together to discuss the E Tu values and what they mean for your whānau
- Agree on ways of dealing with issues of violence if they arise – establish some rules around what is ok and what is not, and what to do about any transgressions
- Talk about your whakapapa and instil pride in your whānau – share your stories, write them down

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- Make your home a sanctuary for your tamariki and mokopuna – clean, warm, loving and safe
 - Openly show your children the love and respect you have for your partner – be good role models
 - Praise your whānau for the good things that they do
 - Establish clear boundaries – with every right comes a responsibility
 - Think big for your whānau – have dreams for the future and build a clear pathway to achieve these
 - Focus on your whānau strengths – talk about what they are, celebrate them and build on them
 - Put up the posters, pass along the cards and talk with your whānau whenever you can (at the dinner table or at special events)
 - Look at the messages on the E Tu resources – many of these include actions that will help to make your whānau strong




THE HARD FACTS TODAY – WHAT DO WE KNOW?

Most Maori in this country experience loving and warm whānau relationships BUT too many of our people do not!

ASSAULT, ABUSE, DEATH

- From 2002 to 2008 there were 186 family violence deaths in New Zealand. Over a third (39%) of victims were Māori.
- 2007 data shows that Māori adults and children were considerably more likely to die from an assault or intentional injury than non-Māori.

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- 2008 data shows that half of all children killed by caregivers were Māori.
 - From 2007 to 2011, Māori children were significantly more likely to be admitted to hospital for injuries arising from assault, neglect or maltreatment.
 - 2008 data shows that 7 young Māori women and 4 Māori children were hospitalised from an assault for every 1 Pakeha woman and child.
 - 2008 data shows that 49% of Māori women experienced partner abuse at some time in their lives compared with 24% of Pakeha women and 32% of Pacifica women.



THE HARD FACTS TODAY – WHAT DO WE KNOW? (continued)

INVOLVEMENT WITH NZ POLICE – (FOR THE YEAR 2011-2012)

Māori were involved in at least 42% of family violence investigations by the Police.

- Almost a third of victims recorded in family violence investigations were Māori (31%). This amounts to 14,540 victims (in one year).
- 42% of offenders in family violence investigations were Māori (representing just over 14,000 offenders).



THE HARD FACTS TODAY – WHAT DO WE KNOW? (continued)

INVOLVEMENT WITH CHILD, YOUTH AND FAMILY (CYF) – (FOR THE YEAR 2011 -2012)

Māori children made up nearly half (49%) of all care and protection cases needing further action. 38% of these were in CYF's Northern region – Northland, Auckland and South Auckland.


- Māori made up just over half (52%) of all children and young people in care and protection placements out of home.
- Māori children were involved in more than half (54%) of the substantiated abuse findings. Around 43% of cases involving Māori were recorded in the CYF Northern region.



ETU – A MĀORI POPULATION SNAPSHOT

Māori are growing as a proportion of New Zealand's population. This is because our population is young and we have high fertility rates. However, we also die earlier than other groups in NZ.

- The estimated Māori resident population of New Zealand at 30 June 2012 was 682,200 (ie just over 15% of the estimated total resident population of New Zealand).
- Māori population growth is mainly driven by higher fertility rates combined with a youthful age structure.
- Māori life expectancy is significantly lower than that of non-Māori (by 8.2 years).

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- The four northernmost regions (Northland, Auckland, Waikato and Bay of Plenty) are projected to maintain about 58% of the Māori population between 2006 and 2021.
 - The Māori population is much younger than the total population. Half of the Māori population was under 23.2 years of age at 30 June 2012, which is 13.8 years younger than the median age of the total population.
 - In the 2011 calendar year, the fertility rate for Māori mothers under 25 years of age was more than double the fertility rate for the total population in the same age group.
 - Māori are projected to comprise 16% of the population in 2026.

Source: Statistics New Zealand, Demographic Trends: 2012