



a *Career* in Māori Health?

Ehara Ko Te Wawata Te Umanga Hauora Māori!

“It’s no DRAMA”

www.mokowhiti.co.nz/maorihealth

“Ma te huruhuru, ka rere te manu”
“With feathers, a bird can fly”



Outline of Presentation

- Background
- Challenges
- Overview of Maori Health Recruitment Programme
- Questions

Background

- Te Kete Hauora - Maori Health Directorate funded the pilot '*Te Waipounamu Maori Workforce Recruitment Project*'
- *14 month - Pilot programme Oct 2006 – Dec 2007*
- A two year contract with Canterbury DHB commence in 2008

Challenges

- Canterbury DHB is the largest employer in the South Island
- 33,500 Maori in Canterbury District Health Board 10% population
- 8235 Staff in total – 3760 are Full Time Equalivents (2005)
- Of the 70% who elected to disclose their ethnicity in a survey undertaken in 2005
 - 1.5% or 176 idenitified as Maori

Challenges

- Survey was undertaken again in 2007 and the results are:
 - 7384 total headcount (June 2007) HWIP
 - 2.6% or 198 identified as Maori
 - 63 In specific Maori roles

 - No# of Management & Administration FTE's
 - = 32 Maori = 1,085 = 2.9%

 - No# of Clinical FTE's
 - = 64 Maori = 3,325 = 1.9%

 - No# of Other FTE's
 - = 59 Maori = 1,636 = 3.6%
-
- Raranga Tupuake goal is 15% of the workforce is Maori

Target Group

Maori Secondary Schools students

- Year 9 – 11 students - Recruitment Roadshow
- Year 11-13 students - Workforce Choice Workshop and Work placements within hospital settings
- to influence smart choices within the school curriculum that will provide better opportunities in entering health sector related training courses and programs.
- Young Māori are an increasing demographic population group. In the 11 - 18 age groups young Māori represent 30% of the population.
- Within a few short years young Māori will make up a significant section of the overall workforce and health sector recruitment target market.

Objectives

- Increase the capacity and numbers of the Maori health workforce in Canterbury
- Undertake active recruitment targeting Secondary schools
- Influence Tertiary decision making opportunities by ensuring Rangatahi make informed decisions about potential career pathways within Health
- To promote diversity of health career pathways

Programme Components

- Active recruitment within 20 Secondary schools
 - Maori Health Careers Roadshow - 1 hr lesson plan
 - Key messages
 - Workshops
 - Careers DVD
- CDHB Workforce Choice Programme
 - Introduction Day
 - Workplace Exposure Week
- Career Promotions Hui/ Expos
 - Navigate – Career Services Rapuara
 - Tu Mai Rangatahi hui – Ngai Tahu – te Tapuae o rehua
 - Careers Expos

Programme branding

- “A Career in Maori Health – Its No Drama”
“Ehara ko te wawata anake te umanga hauora Maori”
- Radio advertising on Tahu FM
- 5 minute Recruitment DVD
- Roadshow presentations within Kura – 1 hour lesson plan with workshops promoting key messages
- Career In Maori Health website - www.mokowhiti.co.nz/maorihealth
- Health Career Information – pamphlets, lanyards, stickers, pens



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*Your future as a
health professional.*

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Nursing

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Health Manager


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**Māori Health
Professional**

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A Career in Maori Health - 'IT'S NO DRAMA'

http://www.mokowhi.co.nz/maorihealth/index.htm

career in maori health - it's no drama

www.mokowhi.co.nz/maorihealth

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Medical doctor
Nursing
Aged Health
Health Management
Health Research
Māori Health
Podiatry
Campaign Evaluation
(PDF, 1.7Mb)

Your future as a health professional

What is a health professional?

Whenever you or any of your family or friends go to see a health service (GP surgery, hospital or community provider), you will meet people who are health professionals and who are working to help people who are injured or sick. Many other health professionals work behind the scenes doing research, health planning and funding, and monitoring jobs.

There are many kinds of jobs and careers as a health professional. Some are listed below:


doctor, nurse, dentist, dietitian, scientist, laboratory technician, radiologist, occupational therapist, psychologist, pharmacist, health promoter, manager, Māori health worker, social worker and speech language therapist.

How do I get a job in health?

First you decide what interests you - there are many careers in the following fields:

- medical doctor
- nursing
- aged health
- health management
- health research
- Māori health
- podiatry

For information on careers select from the list above



“Choosing a career in health can give you a job that earns money, helps people in the community and provides future security.”

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Chivala Hope

• Health Protection Officer



Community Public Health
Contact (02) 379 9780

Chivala Hope (24) has a Bachelor Health Protection Officer with Community Public Health in Christchurch. She has graduated in April 2009 with a Bachelor of Science majoring in Biology from the University of Canterbury. Chivala grew up in Dunedin with aspirations to become a Nurse, but, it was through her experience at school and health related learning a Health Protection Officer. Chivala explains, "I never set about this job through the university but I was in City and worked there people I wanted to be where I can help people like they always did, you can make a better life, when you have finished you will sleep with no one a night but a great amount of people can be and enjoy your life. You can make it who you want to!"

Chivala is now working full time, and, with the support of Community Public Health will also study internationally towards a Graduate Diploma in Environmental Health which is run by Massey University through the University of Canterbury. She explains, "It is really your time."

The Health Protection Officers job is generally varied. It can currently involve in the health team. The team is involved with investigating local complaints from the public, investigating health complaints, food safety, food safety programmes and ensuring appropriate applications of manufacturing premises. There are also other health protection jobs at Community Public Health, like Environmental and Communicable Disease teams. The environmental team deals with the resource management, emergency management, the severely and drinking water. The Communicable Disease team controls and prevent the public health by preventing and controlling communicable disease such as, meningococcal disease, pertussis and any potential emerging agents. Chivala explains her work with playing hockey, softball, reading, painting, and sewing, and as a former student she is passionate in being "I am enjoying the support of the staff, staff and staff I am doing being a student."

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Key Messages

- Promote diversity of careers within Health
- Smart subject choices for Year 9-11 to improve readiness and uptake of opportunities to work in Health
- Promote range of scholarships available
- Self efficacy - inspire and instill a belief about career opportunities and pathways
- Promote healthy lifestyle choices – Health Education on key issues for Maori

Ongoing developments

Partnership with Te Rau Matatini:

- Undertaken 2 Evaluations of the programme

Partnership with Werry Centre:

- Developed a Child & Adolescent Mental Health range of pamphlets
- Included a Child & Adolescent Mental Health section within the DVD

Kia Ora Hauora - National Maori Health Careers roll out

Careers Expo

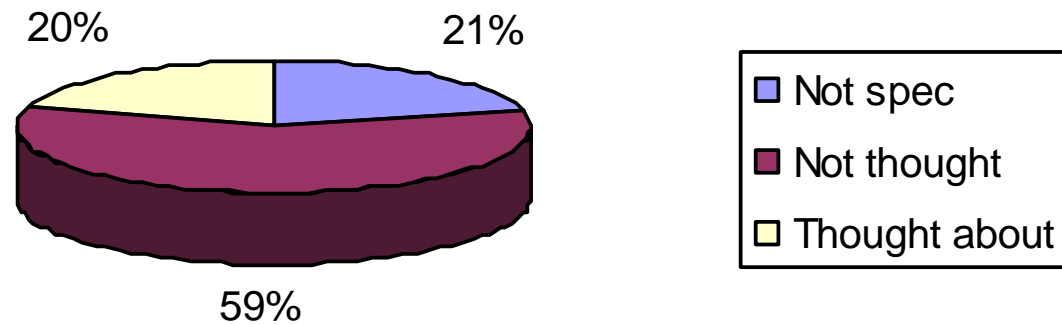


Evaluation Highlights

Evaluation Highlights

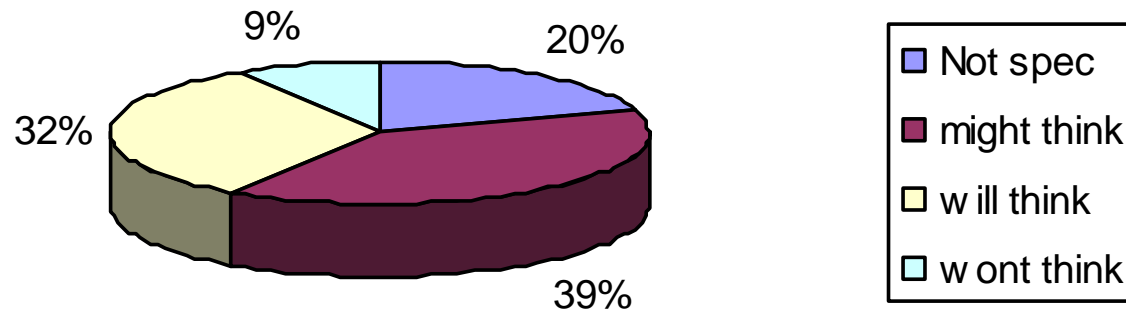
- The evaluation has found that the A Career in Maori Health Presentation did increase the number of akoranga seriously thinking, and moderately considering, a career in Health.
- The sample of respondents on which the evaluation is based comprised of 140 akoranga/students and 12 pouako/teachers.
- The majority of akoranga surveyed had not thought of a career in health prior to the presentation (59%). However 76% are considering it since the presentation.
- The majority of the akoranga felt the presentation has helped them select their subjects for next year (59%), and most found the resources enjoyable, informative and interesting.

Considering working in health prior to the presentation



- Akoranga were asked if they had considered a career in health before the presentation.
- The majority confirmed they had not (59%), 21% did not respond and only a fifth of those who responded (or 20%) had thought about working in health in the future.

Consideration of working in health since the presentation



- Akoranga were asked if they would think about a career in health after seeing the presentation
- The large majority responded yes (71% in total) they would (39%) or might (32%) think about working in health in the future.

Evaluation Highlights

- The majority of pouako surveyed viewed the presentation as relevant, informative and believed it would encourage students to consider a career in Maori health (at 67%).
- They also felt the presentation was well delivered (92%) and the large majority (92%) would recommend the presentation to other kura and/or schools.
- Constructive feedback included reconsidering the amount and content of information in the career pamphlets and extending the duration of the Presentation.

In Conclusion

- Completed pilot programme and evaluation provided us an opportunity to refine the programme. As an outcome:
 - Reshoot of Careers DVD
 - Redeveloped Roadshow lesson plan
 - Further development of more pamphlets promoting more Clinical career pathways
 - Follow up programmes delivered through workshop and work placements
 - More giveaways
- Overwhelming positive response to quality career advice targeting Maori

In Conclusion

- “Not a single bullet” solution but requires a saturation of ideas and innovative initiatives
- Career pathways are significantly different to how they used to be
- Positive to be involved in a solution orientated initiative
- It is a short term project with long term goals and investment



Patai?