



WHĀNAU ORA

Te Anga Mua: Whānau Ora Research Seminar

The Main Research Question

Whānau Ora:

Does it make a difference ?



What Is Whānau Ora ?

- 1. Whānau Ora is a part of a wider agenda for Māori and Pasifika development**
- 2. Whānau Ora is built around an integrated model of development that encompasses economic, social and cultural dimensions**
- 3. Whānau Ora is about addressing the impacts of whānau disadvantage as well as assisting families to be strong, capable, resilient and self-managing**
- 4. Whānau Ora will have made a difference if it can demonstrate that it has helped whānau to reduce adverse incidents, increase their own achievements and realise their own aspirations**



Whānau Ora

- A whānau-centred programme that aims for whānau to be strong, resilient, self-managing
- Encompasses social, cultural, economic growth
- Contracts 33 Provider clusters to work with whānau
- Includes crisis management (problem solving) as well as capability building
- Places a strong emphasis on outcomes



Whānau outcome goals

1. Whānau who are self managing
2. Healthy whānau lifestyles
3. Full whānau participation in society, education & the economy
4. Confident whānau participation in the Maori world
5. Whānau economic security
- 6.
7. Whānau cohesion
8. Realisation of Whānau aspirations



Outcome measurements

- Relatively novel in NZ social programmes. Most programmes are measured by volumes and activities rather than results.
- There are distinctions between a satisfaction survey, 'feel good' outcomes, and outcomes that reflect sustainable measurable change
- Outcome indicators for collectives are less developed than indicators for individuals.
- Indicators that measure adverse incidents are more often used than outcomes which measure positive achievements



Measuring the **Impact** of Whānau Ora

- **Impact** has a broader meaning than a focus on the results of specific interventions.
- It may reflect a **philosophy** that has wide application across sectors, agencies, institutions, communities
- An **attitudinal** change – from a focus on adversity to a focus on achievement
- A **model of practice** that can be used by a range of professional & helping agencies
- The emergence of **lwi-specific strategies** to accelerate the development of whānau capability



Reporting the Whole Outcome Story

- Need to know the success stories as well as the not-so-successful stories and the really bad stories
- Personal anecdotes are helpful
- But results (outcomes) must also be measurable:
 - Qualitative data
 - Quantitative data



Answering more Questions about ‘making a difference’

- What should be measured ?
- Who is supposed to be benefiting from Whānau Ora ?
- How do you measure ‘the difference’ ?
- What causes ‘the difference’ ?
- Is this about whānau who are part of the Whānau Ora policy or all whānau?



Quantifying the model: What to measure

- Activities of providers ? (input measures)
- Number of whānau receiving assistance ? (outputs)
- Results of activities (outcomes) ?
- Wider effects (impacts) ?



Who is supposed to be benefitting from Whānau Ora ?

Option 1 The whānau who are part of the
 Whānau Ora programme

Option 2 All whānau, regardless of whether
 or not they are part of the
 Whānau Ora
 programme

Option 3 The individuals who make up a
 whānau

Option 4 The Whānau as a whole



What should be measured to know if Whānau Ora is making a difference ?

Option 1 A ***decrease*** in **adverse whānau incidents** ?
(e.g. offending, diabetes, domestic violence, truancy, unemployment)

Option 2 An ***increase*** in **whānau achievement** ?
(e.g. home ownership, educational success, competence in te reo Māori, participation in sport and exercise. employment, marae participation)



What measures should be used to quantify changes in the whānau as a whole?

Option 1 Attainment of Whānau Ora outcome goals

- Whanau self management
- Healthy whanau lifestyles
- Full whanau participation in society
- Confident participation in Maori society
- Economic security & wealth creation
- Whanau cohesion – between generations & households

Option 2 Whānau decision-making capacity

- Articulation of whānau aspirations
- Stocktake of whānau resources
- Participation with the wider whānau



How will Government Know if Whānau Ora is making a difference

- Option 1 Measure the results for whānau interventions undertaken by designated Whānau Ora providers and compare with other providers
- Option 2 Measure whānau change over time
- Option 3 Measure whānau wellbeing for a whole region (regardless of provider involvement) at a given point in time



Attribution of results

- If adverse incidents decreased for a region, or achievements increased, the whānau ora approach would be seen as highly creditable
- The conclusion might indicate that the whānau ora approach (including whānau ora providers and all other whānau/family agencies) was effective
- But differences, whether positive or negative can be attributed to many factors other than service delivery



Measuring results against specified targets

- Affirmation targets provide a plan against which progress can be measured
- Target setting has yet to be incorporated into Whānau Ora outcome measurement
- Affirmation targets challenge providers to meet agreed levels within definite timeframes



Quantifying Whānau Ora

Setting Affirmation Targets for a Region

Whānau Adverse Incident Targets (examples)

By 2015:

30% reduction in domestic violence

50% reduction of truancy

60% reduction in rheumatic fever

25% reduction in youth offending

30% reduction in unemployment

50% reduction in welfare benefits

Quantifying Whānau Ora

Setting Affirmation Targets - Examples

Whānau Adverse Incident Targets (examples)

By 2015:

30% reduction in domestic violence

50% reduction of truancy

60% reduction in rheumatic fever

25% reduction in youth offending

30% reduction in unemployment

50% reduction in welfare benefits

Whānau Achievement Targets (examples)

By 2015:

60% whānau are financially literate

75% whānau are health literate

60% whānau are homeowners

80% whānau are succeeding in
programmes of learning

60% whānau are fluent Maori speakers

40% whānau are 'estate' literate

50% whānau participate in marae

80% whānau have broadband

Advantages of measuring results

- Providers can know whether the work they do is useful or needs to be refocused
- Funders can know whether the investment in Whānau Ora is value for money
- Whānau can know whether their participation is a waste of time or a way forward
- Other agencies can know whether they should adopt similar approaches in order to achieve best outcomes



Multiple outcome reports

- Whānau will be most interested in those outcomes that are linked to their plans and aspirations
- Providers will want outcome measures that are aligned to their interventions
- Government will want outcome measures that are aligned to Government goals and priorities
- A single outcome schedule may not be able to satisfy all requirements



A Return to the Main Research Question

Whānau Ora:

Does it make a difference ?

