



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa

“MATATUHI ARAHI” Service Plan for Māori

Cancer Society New Zealand
Wellington Division



“Matatuhi Arahi”

A reflection of the vision and commitment to improve outcomes for Māori by improving and changing existing services, and implementing new ones.



Why a Service Plan for Māori?

- Research - Recommendations
- Data - Unequal Impact of Cancer for Māori
- NZ Cancer Control Strategy
- NZ Cancer Control Action Plan
- Cancer Society - Strategic goals
- Te Tiriti o Waitangi



Research

- *1999* - Ko to Rourou. Ko taku Rourou, Ka Ora te Iwi: The Needs of Maori Affected by Cancer - Kokiri Marae Keriana Olsen Trust
- *2002* - Cancer Control Issues for Maori - Patiki Associates
- *2005* - Access to Cancer Services for Maori - Wellington School of Medicine and Health Sciences
- *2008* - Evaluation of CanSupport Services - Joanne Doherty, Doherty & Associates



Research Recommendations

- Information - support - written resources
- Māori governance and operational roles
- Māori research - Ethnicity data
- Health promotion and information
- Māori workforce development
- Relationships with Māori health providers.
- Education and Training to increase knowledge, understanding, cultural awareness



Data - Unequal Impact of Cancer for Maori

- For all cancers combined - Māori 18% higher incidence rate and 93% higher mortality rate
- Māori more likely to be diagnosed once the cancer has spread - less likely to have stage at diagnosis recorded
- Registration rates for cancers of the lung, stomach and liver were more than three times higher for Māori compared with non-Māori.



Data - Unequal Impact of Cancer for Maori

- breast cancer most common cause of cancer death for Māori females aged 25-44, followed by cervical cancer
- Māori women 21% more likely to have diagnosis breast cancer - 68% more likely to die from this cancer.
- Cancer mortality is decreasing among non-Māori but increasing among Māori.

Note: Ministry of Health, *Unequal Impact: Māori and Non- Māori Cancer Statistics, 1996-2001*



Cancer Society Wellington

Strategic Goal 9

Work toward providing services that are responsive to Māori needs and expectations

- *engage with Māori communities.*
- *seek Māori representation in governance.*
- *workforce development in cancer control*
- *training to increase understanding of Treaty of Waitangi issues and responsibilities.*
- *Develop user-friendly resources.*
- *Administering and valuing cultural practices in volunteerism with Māori.*



NZ Cancer Control Strategy

CS seeded and funded CC Action Plan - CC Strategy has been formally adopted by CS

- consistent with Māori needs and expectations
- supports Māori development and Māori health
- acts to reduce inequalities
- Māori concepts hauora, whānau, whānau ora
- Treaty of Waitangi - underpins NZ Cancer Control Strategy



Treaty of Waitangi

- Underpins NZ Cancer Control Strategy
3 key principles
- *partnership* - working with iwi, hapū whānau and Māori communities -strategies for Māori health gain
- *participation* - involving Māori in planning, development and delivery of health/disability services.
- protection - ensuring Māori enjoy at least the same level of health as non-Māori - safeguarding cultural practices related to health



Progress

Appoint Project Co-ordinator

Set up steering group - expertise, support, guidance

Draft document for discussion

Division support

Staff training

Ongoing development of implementation steps



Matatuhi Arahi Steering Group

Ria Earp	CEO Mary Potter Hospice
Teresea Olsen	GM Kokiri Marae, Seaview
Shirley Simmonds	Te Rōpū Rangahau Hauora a Eru Pōmare. University of Otago Executive Member Cancer Society
Lis Ellison-Loschmann	Public Health Research, Massey University
Cheryl Te Kura	Regional Breast and Cervical Screening Service
Rea Arona	Volunteer - Cancer Society
Stephen Kenny	Regional Public Health - Māori and Pasifika
Ali Hamlin	Service Improvement - Reducing Inequalities CCN
Margot Wilson	Manager Marlborough Centre, Cancer Society
Raewyn Sutton	Manager Health Promotion, Cancer Society Wn
Fiona Pearson	Assistant Divisional Manager - Cancer Society Wn
Joanne Doherty	Project Coordinator



8 Key Objectives

- 8 Objectives
- Actions
- Implementation Steps
- Timeline
- Responsible



1. Ethnicity Data

- recording accurate ethnicity data
- for people accessing Cancer Society services
- for staff
- for volunteers
- for governance members



2. Relationships with Mana Whenua and Maori Health Providers

- Identify providers of services to Maori with cancer and their whanau
- Build and strengthen relationships
- Use existing programmes and 'Relay for Life'
- Shared education and training
- Improved access to Volunteer Services



3. Increase Māori leadership

- executive - governance positions
- employee positions
- volunteer positions
- kaumatua representation for division
- establish Te Rōpu Tautoko - mentoring support for Māori staff, volunteers and governance members



4. Education and Training

- For staff, volunteers and governance members
- Māori social, cultural and spiritual views of health - whānau ora - Treaty of Waitangi
- Shared education and training opportunities
- Use of Te Reo - e.g. pronouncing local names



5. Reflecting the Cultural Diversity of the Community

- Review and enhance building entrances and reception areas
- Reflect different cultures in the community, in particular Māori as tangata whenua.
- Māori and their whanau and Māori health providers provide a Māori perspective in our newsletters and website



6. Improve Access to Psychosocial Support to Māori and their Whānau

- Throughout the cancer journey
- CanSupport services
- Cancer Society resources, and appropriate information.
- Develop with Māori, appropriate programmes for Māori and their whānau.
- Support and resource Māori providers and other key health workers
- Evaluate services and programmes to ensure they are appropriate for Māori and their whānau.
- Establish mutual referral protocols with relevant providers to appropriate psychosocial services



7. Health Promotion Resources Appropriate for Māori

- Advocacy and Promotion role
- Cancer Society Wellington input at national level
- Engage local Māori expertise to advise
- Share appropriate health resources with providers of services to Māori.
- Support health providers to develop early detection processes and services that are appropriate for Māori



8. Work Collaboratively with Providers of Services to Māori and their Whānau

- across the cancer continuum
- engage with others to research, identify and promote 'best practice' services for Māori
- support research to improve outcomes for Māori and their whānau
- support development and maintenance of Māori research capacity



Next Steps

- Matatuhi Arahi - a standard for CS
- Implementation may vary in different Centres
- All Centres on same path to improve access and services for Māori experiencing cancer- and their whanau
- Actions Monitored and reviewed - ongoing
- 'Business as Usual' - not an annual workshop or 'one-off' review

