



*Te
Whaioranga*

ePānui from PHARMAC's Te Whaioranga Māori Health Team

Message from our kaumātua

Kia ora koutou katoa. Many of us will have stories from within our own whānau and hapū that drive us to make a difference in Māori health. For me, it was losing 45 of my relatives to cancer between 2000 and 2003. While there has been increased awareness among Māori about the need to live healthier, there continue to be huge gaps between our people and non-Māori.



I see my role at PHARMAC as helping the Māori team ensure their programmes are conducive to Māori. That's where tikanga and kaupapa Māori comes in. Helping the team connect PHARMAC with hapū and iwi is also another part of my role, and this will be vital as we join with many other agencies and providers to help whānau pursue whānau ora. My highlight for this year was facilitating a marae wānanga for all 60 PHARMAC staff at Hongoeka Marae in Plimmerton. It's important that every element of the organisation from scientists to medicine assessors have an understanding of tikanga Māori if we are to help turn the tide of Māori health and strengthen our most important resource – he tāngata, he tāngata, he tāngata. Merry Christmas everyone.

Bill Kaua



Whānau Ora partnership

Te Pū o Te Wheke chair Hone Sadler and PHARMAC acting chief executive Steffan Crausaz seal a Memorandum of Agreement with a hongi at Waitangi. The Ngāpuhi group is the first Whānau Ora collective to have a formal arrangement with PHARMAC. The MoA will allow us to work together to achieve common goals. We look forward to entering into similar arrangements with other Māori organisations and Whānau Ora collectives.



He Rongoā Pai

He Rongoā Pai, He Oranga Whānau wānanga were designed in response to a call by Māori to increase the knowledge



Iron Māori movement

Iron Māori has become one of the most popular events in the Māori calendar, having grown from about 300 Māori contenders in 2009 to 1380 this year. PHARMAC has been involved as a sponsor since the event began. A record 187 heart checks were carried out. Among the participants were 220 Māori men, each weighing 200 kilograms or more, who managed to shed excessive weight in preparation for the triathlon. [Read](#) what participants are saying.



Whānau Hauora Village

The Whānau Hauora Village held during Te Matatini earlier this year is a good example that when health services are

of kaimahi hauora about medicines. The purpose of the wānanga is to provide information about subsidised medicines to Māori health professionals working alongside whānau. PHARMAC is committed to transferring knowledge so Māori know how to access subsidised medicines as well as use, store and dispose of them safely. The final wānanga for this year was held in Thames and more will be held in 2012. [Click here](#) for the schedule.

taken to Māori, they use them. 2500 people entered the village over the four-day festival to access services including heart and diabetes checks as well as cervical screening, tamariki ora, smoking cessation, nutritional advice and physical activities. The initiative was a unique set up of kotahitanga, not tried before in Aotearoa on this scale. 50 dedicated staff from different national and regional health organisations came together under the kaupapa of Whānau Hauora Village.



All Eyes on Fit Club

The [Fit Club](#) is fast becoming one of the most watched lifestyle shows on Māori Television. According to the latest Nielsen ratings, 103,652 people – 25,330 of which were Māori – have tuned into the programme since it went to air on November 3. Hosted by former rugby league star Wairangi Koopu, ultra-marathon runner Lisa Tamati and fitness expert Darren Ellis, the programme looks at inspirational stories from people who have shed kilos as well as exercise techniques. PHARMAC is currently

sponsoring the programme.



Te Pū o Te Wheke and PHARMAC representatives after the landmark signing.

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