



RESOURCES

Our resources spread the messages we are collecting from whānau as we go, all of which provide the foundation for these whānau to be strong and resilient. These are captured in booklets, DVDs, posters, pass-along cards, in Māori media and on iwi radio. As E Tu Whānau! evolves, other ways of spreading the word and engaging with whānau will emerge.

Resources – which are all free – include:

- business-card sized pass-along cards with key messages
- postcards and posters with the same messages
- pens, balloons, bags and fans
- DVDs of kaumātua talking about the themes and how they have interpreted them in their lives.

To order copies of any of these resources, email whanauora@msd.govt.nz or phone (04) 978 4298.



THE BIG PICTURE

E Tu Whānau! is part of the broader E Tu Whānau Ora: Programme of Action, a framework for change over a five-year period (2008-2013).

It was developed by the Māori Reference Group (to the Taskforce for Action on Violence within Families) with endorsement and commitment from Māori leaders across the country.

E Tu Whānau Ora: Programme of Action for Addressing Family Violence has five high-level goals. They are:

- **LEADERSHIP** – nurturing effective and visionary leadership
- **CHANGING ATTITUDES AND BEHAVIOUR** – access to appropriate support, information and education about violence that is delivered in safe, meaningful contexts
- **ENSURING SAFETY AND ACCOUNTABILITY** – access to services to ensure victims are safe, to stop perpetrators re-offending and to promote whānau maintenance and restoration
- **EFFECTIVE SUPPORT SERVICES** – access to effective, sustainable support services that are evaluated against whānau ora indicators
- **UNDERSTANDING AND DEVELOPING GOOD PRACTICE** – service delivery is measured against an agreed understanding of good practice plus opportunities for ongoing development and trialling of innovative and promising ideas.

It provides ongoing direction and support for whānau, hapū and iwi, as well as for government and community initiatives that will also contribute to the solutions.

A copy of the Programme of Action is available at: <http://www.familyservices.govt.nz> (search words: Programme of Action).

E Tu Whānau! supports this work and helps to lay the building blocks for positive change.

New Zealand Government

January 2011



E TU WHĀNAU!

Te mana kaha o te whānau
The strength and power of the whānau

E TU WHĀNAU!

E Tu Whānau! is a call to action. It is about our whānau, our hapū and our iwi creating a strong future by embracing te ao Māori concepts.

E Tu Whānau! celebrates and builds on programmes and initiatives already run by whānau to improve and strengthen wellbeing. It also encourages and supports new initiatives. Many within whānau are strong and are helping to make changes in ways that work for their whānau and their communities.

E Tu Whānau! provides ways of sharing stories of whānau successes through different resources – iwi radio, Māori media, DVDs, posters, cards, booklets – to name a few.

KAUPAPA

The E Tu Whānau! initiative recognises and draws on the power and effectiveness of Māori oral traditions.

Wise words, and stories well told can have far reaching effects. So too can the affirmation of tikanga and the traditional values that underpin E Tu Whānau!

E Tu Whānau! is about whānau making a difference, hapū changing things for themselves and iwi as the leaders of this ongoing change.

**Success breeds success
– it fosters pride and
confidence, it grows mana.**



IT'S ALL ABOUT WHĀNAU

E Tu Whānau! is about each of us taking responsibility for strengthening our whānau, our hapū and our iwi.

It encourages us to pay attention to the everyday things we do that are tika and demonstrate the values that make us who we are. It supports us to take action.

Our kaumātua and whānau told us that in order to be strong, we need to reinforce tikanga or the 'right' way of doing things, and embrace te ao Māori concepts. We've grouped these concepts into six themes. These will change every two months.



Te mana kaha o te whānau
The strength and power of the whānau



The six themes are:

AROHA

compassion
expression of love/
feeling loved
(DEC/JAN)

WHĀNAUNGATANGA

it's about being
connected to
whānau
(FEB/MAR)

WHAKAPAPA

knowing who you are
(APR/MAY)

MANA/MANAĀKI

upholding people's
dignity/giving of
yourself to others
(JUN/JUL)

KORERO/AWHI

communicating
openly, being
supportive,
embracing
(AUG/SEPT)

TIKANGA

doing things the
right way, according
to our values
(OCT/NOV).

The themes affirm many of the things we do 'just because they are good things to do, and they feel right'. They also encourage us to do more. They help us to think about how those actions build our whānau, hapū and iwi.

ACTIONS SO FAR

Through E Tu Whānau! we have supported and organised hui and initiatives to talk about the issues and create positive change. These have included:

- Hui that looked at the relevance of tikanga today and what needed to be put in place to make whānau strong
- Whānau hui that considered the elements that make whānau strong and identified actions needed in those whānau to address issues and move forward
- Hui with rangatahi that encouraged them to look at the future they wanted to create for themselves and positive actions they could take to achieve that.

In addition, we've supported initiatives for youth in sport that included a programme for fathers and whānau about changing behaviours and expectations.

We've also worked with leaders on talking about issues within te ao Māori.