

Te Ao Mārama: Māori Health, Wellbeing & Social Survey Panel

Study Summary | He Whārangī Whakamārama

Version 2.0 10th June 2025

1. What is the panel? | He aha te kaupapa?

The **Te Ao Mārama panel** is a nationwide online study group of about 8,000 Māori adults.

The study is funded by Te Niwha, and run by researchers at the Universities of Otago and Auckland, iNZight Analytics Ltd, and Te Ao Mārama Aotearoa.

Members are chosen in a special (random) way from the NZ Electoral Roll so the group reflects Māori across Aotearoa.

We ask simple questions about health, feelings, daily life and experiences.

The answers create strong Māori-led data that can shape better services, policies and community plans.

Te Ao Mārama Panel is a Māori-led, non-profit research resource. Any fees charged to organisations accessing data will help keep the panel strong and culturally safe, support participants with koha, and cover

Ko **Te Ao Mārama** he rōpū rangahau ā-ipurangi e whai wāhi mai ai tata ki te 8,000 o ngā pakeke Māori puta noa i Aotearoa.

E whakaputea ana te rangahau nei e Te Niwha, ā, e whakahaere ana i ngā kairangahau nō Te Whare Wānanga o Ōtākou, ko Tāmaki Makaurau, iNZight Analytics Ltd, me Te Ao Mārama Aotearoa

Kua kōwhirihi i ngā mema mā Te Rārangi Pōti o Niu Tīreni kia whaiwhakaaro mō te iwi Māori puta noa i Aotearoa.

Mā ngā pātai e aro ana ki te hauora, te oranga ā-hinengaro, te āhua noho, me ngā wheako o ia rā, ka kohia ngā raraunga hei whakapai ake i ngā kaupapa here, ratonga me ngā rautaki ā-hāpori.

He rauemi rangahau kore-huamoni e arahina ana e te Māori te Roopū Arotake o Te Ao Mārama. Ko ngā utu ka tono ki ngā ratonga e aromatawai raraunga ana, ka awhina hei whakapakari i te rōpū, kia noho haumaruru ai i runga anō i te tikanga Māori, hei tuku koha hoki ki ngā kaiuru, me te utu

survey and data management costs. Your data won't be sold for commercial use.

i ngā whakahaeretanga o ngā tiro whānui me ngā raraunga. Kāore ō raraunga e hokona atu mō ngā kaupapa arumoni

2. Why join & how will it help Māori? | He aha i pai ai kia tūhono mai koe?

Your voice shows what is working and what needs to change for Māori.

Mā ō kōrero, ka kitea e mātou ngā kaupapa e whai hua nui ana ki te iwi, me ngā āhuatanga e uaua tonu ana.

The results are shared with health services, government and iwi to make things better for whānau. Any results shared will not contain identifiable data

Ka taea e mātou te tuku kōrero taunaki ki te Kāwanatanga, ki ngā ratonga hauora, kia pai ake ai ngā hua mō ngā whānau Māori. Ka kore e whai raraunga tūtohu i ngā raraunga mōhio

The project keeps control of the data with Māori and follows Te Tiriti o Waitangi and Māori data-sovereignty rules.

E whakarite ana hoki mātou kia mau tonu te rangatiratanga o ngā raraunga ki a tātou anō, e whai ana i ngā mātāpono o Te Tiriti me te Māori data sovereignty.

Phone 0800 456 777 for support to help decide if you want to take part. Someone who is not part of the research can explain the study and answer any questions.

Waea atu ki 0800 456 777 mō te tautoko hei āwhina i a koe ki te whakatau mēnā e hiahia ana koe. Ka taea e tētahi tangata kāore i te whai wāhi ki te rangahau ka whakamārama i te rangahau me te whakautu i ō pātai."

3. What does being involved mean? | He aha ka mahia e koe?

- You will periodically get an invitation to complete a very short online survey.
 - Each survey will take roughly 5 minutes.
 - We use your email or phone number to send reminders.
 - You may get a small thank-you (for example, a gift card) when you finish some future surveys.
 - It costs you nothing. You can ask us questions, get help, or leave the study any time (see our details in Section 7).
 - You can get support to fill in the surveys if required. If you are unable to complete an online survey, other accessible formats will be made available.
 - Your personal information will be kept completely separate from the survey answers you provide. This will keep your data confidential.
- Ka tukuna he tono ki a koe kia whakakī he uiuinga ipurangi poto noa iho
 - E rima noa iho ngā meneti pea te roa.
 - Mā tō īmēra, tō waea rānei ka tuku pānui mātou kia akiakimahara koe.
 - Ka whiwhi i tētahi koha iti (pēnei i te kāri koha) hei te wā ka whakaoti koe i ngā uiuinga .
 - Kāore he utu ki a koe. Ka taea e koe te pātai i ngā pātai, te tono āwhina, me te puta rānei(tirohia Wāhanga 7).
- Ka taea te tiki āwhina ki te whakakī i ngā uiuinga mēnā ki te hiahia koe. Ki te kore taea e koe te whakakī i tētahi uiuinga ipurangi, ka tukuna he momo anō e māmā ai te whai wāhi atu.
- Ka noho wehe rawa atu ō mōhiotio whaiaro i ngā whakautu ka tukuna e koe ki te uiuinga. Mā tēnei e noho muna ai ō raraunga.

4. Can I find out the results? | Ka taea e au te mōhio ki ngā hua?

You will receive regular updates about the panel's progress, key findings, and how your data contributes to improving Māori health and wellbeing

Ka whiwhi koe i ngā whakahou auau mō ngā whanaketanga o te rōpū, ngā kitenga matua, me te āhua e whai wāhi ai ō raraunga ki te whakapai ake i te hauora me te oranga o te Māori.

5. Who leads this project? | Ko wai mātua?

Name	Iwi	What they do
A/Prof Tristram R. Ingham KSO ONZM University of Otago	Ngāti Kahungunu, Ngāti Porou	Lead researcher and doctor who champions fair health outcomes for all Māori
A/Prof Bernadette Jones University of Otago	Ngā Wairiki, Ngāti Apa	Māori health researcher, nurse, and advocate supporting tāngata whaikaha Māori and their whānau
A/Prof Meredith Perry University of Otago	NZ European	Designs health and disability-focused survey questions, drawing on her own lived experience
Dr Paula Toko King University of Otago	Te Aupōuri, Te Rarawa, Ngāpuhi, Ngāti Whātua, Waikato Tainui, Ngāti Maniapoto	Crafts survey questions that align with Māori values and ways of thinking
Prof Barry Milne COMPASS, University of Auckland	NZ European	Builds and maintains the secure systems that store and protect the panel data
Martin von Randow	NZ European	Designs the survey instrument and coordinates the sending and receiving of survey responses

A/Prof Andrew Sporle iNZight Analytics Ltd	Ngāti Apa, Rangitāne, Te Rarawa	Analyses the numbers to tell clear stories for disabled Māori
A/Prof Lara Greaves iNZight Analytics Ltd	Ngāpuhi	Helps design surveys and explains results for Māori communities
Dr Tom Elliott iNZight Analytics Ltd	Ngāti Whakaue	Crunches the data to uncover patterns and insights
Matua Taki Peeke Te Ao Mārama Aotearoa	Ngāti Pāoa, Ngāti Tamaterā, Ngāti Hako, Ngāti Tara, Tokonui, Tāwhaki, Te Māhurehure	Guides tikanga and cultural practice throughout the project

6. Ethics – how we keep you safe | Ngā Tikanga Matatika

Kaupapa	English	He kupu Reo Māori
Mana whakahaere	Te Ao Mārama Aotearoa Trust (TAMA) TAMA independently looks after the data.	Ko Te Ao Mārama Aotearoa Trust (TAMA) te kaitiaki o ngā raraunga.
Rangatiratanga raraunga	You stay in charge of your data. We use it only with your clear yes.	Ka mau tonu te rangatiratanga ki a koe – māu e whakaae, e whakakore rānei i te whakamahi raraunga anō.
Whakawāteatanga	You can leave the study within 1 month after you give answers.	Ka taea e koe te unu i tō urunga i roto i te marama kotahi i muri mai i te kohinga raraunga.
Haumarutanga	Files stay on a secure New Zealand server. They are not linked to other systems or the open internet.	Ka tiakina ngā kōnae ki tētahi tūmau haumaruru kei Aotearoa. Kāore e hono ki ētahi atu pūnaha, kāore hoki he hono ki te ipurangi tūmatanui.
Whakamahi anō	We will not link your data to anything else unless you say yes.	Kāore he hono raraunga ki ētahi atu puna, kia whakaae tika mai koe.

Te whakakore raraunga	Named files are deleted after 10 years. Anonymous data is also deleted after 10 years.	Ka muku matatika ngā kōnae whai-ingoa i muri i te 10 tau; ka muku ngā raraunga huinga (kāore he ingoa) i muri i te 10 tau.
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7. Your rights | Ō manawapainga

We explain every question and how we use your data.	Ka whiwhi whakamarama mārama koe mō ia pātai, mō te whakamahinga o ō raraunga.
It is free to take part. You may get a small thank-you gift after you finish answering some future surveys.	Kīhai he utu moni hei piri mai, ā, Ka whiwhi i tētahi koha iti hei te wā ka whakaoti koe i ngā uiuinga

8. If you change your mind | Mēnā ka huri tō whakaaro

Phone or email us within 1 month. We will delete your answers if you want.	Karangatia mai, īmēra rānei i roto i te marama kotahi, ka whakakore mātou i ō raraunga ki te hiahia koe.
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9. Need help? | Hei āwhina?

Phone Waea	800 456 777 or SMS 021 049 5672
Email Īmēra	kiaora@teaomarama.maori.nz
Website Paetukutuku	https://www.teaomarama.maori.nz/

Nā tō tautoko, ka taea e tātou te waihanga i tētahi ao hauora, tōnui mō ngā iwi Māori katoa.

Thank you – your voice helps build a healthier, brighter future for Māori

10. Who has approved this panel? | Nā wai tēnei rōpū i whakaae?

- This study has been approved by an independent group of people called a Health and Disability Ethics Committee (HDEC), who check that studies meet established ethical standards [Reference: 2025 FULL 21600].
- You can contact the health and disability ethics committee (HDEC) on:
- Kua whakaaetia tēnei rangahau e tētahi rōpū motuhake e kī ana ko te Komiti Tikanga mō te Hauora me te Hauātanga (HDEC), e arotake ana i ngā rangahau kia ū ki ngā paerewa matatika kua whakatakotoria. [Tohutoro: 2025 FULL 21600].
- Ka taea e koe te whakapā atu ki te Komiti Tikanga mō te Hauora me te Hauātanga (HDEC) i runga i te nama:

Email: hdec@health.govt.nz

Phone: 0800 400 569 (Ministry of Health general enquiries)

Īmera: hdec@health.govt.nz

Waea: 0800 400 569 (Te Manatū Hauora ngā pātai whānui)

Study Partners

