



**Te Ao
Mārama**

Māori Health and Wellbeing Survey

CHARTER

**Te Ao Mārama Māori Health, Wellbeing, and
Social Probabilistic Survey Panel**

ABSTRACT

To provide a document that sets out the purpose of The Panel, Panel research values, governance arrangements, and guidelines of the types of research The Panel will undertake.

Te Ao Mārama Team

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Glossary

In this charter the following terms have been defined as:

Te Ao Marama (TAM) Research Panel – “The Panel”

Panel Members - are survey respondents who are a random sample of people from the NZ electoral roll who are of Māori descent, aged 18 years and over, and usually resident in NZ.

Panel Researchers - publicly funded researchers, analysts and other professionals whose work requires use of online survey data. This will include individuals working for government organisations and universities, and may also include individuals working for Iwi, NGOs, and other not-for-profit organisations.

Panel Clients – organisations that seek data from the panel members. This will include research instigated by government organisations and universities, and may also include Iwi, NGOs, and other not-for-profit organisations.

Panel Governance Group – the group responsible for the oversight, conduct, and integrity of the panel.

Introduction

The Panel enables researchers across different disciplines to answer key research questions by using a nationally representative probabilistic panel of people of Māori descent, thus avoiding the time and effort to recruit a sample. Panels are samples of individuals on whom different surveys are conducted over time. ‘Probabilistic’ panels overcome statistical shortcomings of non-probabilistic panels by randomly sampling individuals from the population of interest. Probabilistic panels have been shown to produce robust and reliable findings that can be generalised to the greater population. The Panel is currently the only probabilistic online panel in NZ. There will be approximately 8,000 people of Māori descent on The Panel.

The Panel research team believe it is important to outline values and guidelines pertaining to research to protect the mana, safety, data, and dignity of all panel sample participants. The expectations and benefits of using The Panel will also be outlined. This charter is a collaborative development between The Panel team and its collaborative partners, particularly tāngata whaikaha Māori communities.

Purpose of this Charter

This document outlines the vision, goals, and structure of The Panel, and expected deliverables. The enclosed operating principles outline the advantages of using The Panel, and expectations of research teams who will be utilising the The Panel sample. These principles were established by the The Panel research team.

The Panel has been established primarily for publicly funded research and services agencies and not for private industry (e.g. commercial marketing and pharmaceutical companies). Data produced by panel surveys will be available for public use on application to our governance/kaitiaki group, where there is a clear case of public good, and in accordance with ethical standards, good data management and Māori data sovereignty practice, and funder contractual requirements.

THE CHARTER

Vision for The Panel

To sustain a key piece of Māori-led research infrastructure that delivers world-leading cross-sectional and longitudinal research on public good topics (i.e., not for commercial gain) related to health, wellbeing, and the broader social determinants that impact health and wellbeing.

Benefits of using The Panel for Researchers and Organizations

- Access to a stratified random sample of around 8,000 sampled from adults aged 18 years and above on the general and Māori electoral rolls.
- Data weighted to be representative of the electoral rolls' population (in terms of gender, age category, region, quintiles of deprivation, and occupation category)
- Secondary weighting to the Administrative Population Census - Māori descent population (APC) (2 genders, 4 age categories, 10 regions, 5 quintiles of deprivation)
- Accessibility options for participants include an online option, a 0800 telephone helpline with an interviewer administered survey, and postal options.
- The panel uses a culturally safe and relatable interface including whakataukī and cultural imagery and the option to use te reo Māori.
- Timely and frequent delivery of surveys to Panel Members.
- Opportunities to deliver surveys to a sample subgroup only (e.g., by age category, gender, geographic region, urbanicity, and various health and social outcomes).
- The option to conduct either single topic surveys or 'omnibus' surveys (where several Panel Researchers contribute questions to the same survey), and the capacity for longitudinal surveys (with the same participants over time).
- Convenient and easy delivery of surveys that are up to 10-15 minutes in duration.
- Opportunities for consultation on questionnaire design and analysis of data.
- The Panel will enable students and early career researchers, including of Māori, to experience working on a survey project, and learn about every aspect of the research process, including sampling, survey design, recruitment, sample maintenance, data management, data analysis, and paper writing.
- Opportunities for enhanced collaboration, networking and relationship building with different researchers and organizations.

Benefits for using The Panel for New Zealand

- Development of an improved and comprehensive evidence base to inform policy makers, government and service delivery across health, political and educational domains.
- The creation of by Māori for Māori research that ensure we hear the voices of Māori on a range of issues.
- Enhanced understandings of the unique needs, challenges and aspirations for a range of different groups within New Zealand.
- Advancement of research that will improve, flourish and promote wellbeing for diverse New Zealand communities.

TAM commitment to Te Tiriti o Waitangi

TAM firmly recognizes the status of Māori as tāngata whenua of Aotearoa. As such, Te Tiriti o Waitangi is a central document that underpins the values and expectations underlying the TAM panel. All research conducted through TAM must therefore ensure to uplift and protect the wellbeing of all Māori, of the whenua, of iwi, or hapū and of tauiwi. TAM users will support activities that increase Māori participation in survey research, and benefit from, existing and future research methods and resources. TAM will work with Māori interests to improve the responsiveness of major social institutions to the unique needs and developments of Māori, as defined by Māori. TAM is also committed to Te Mana Raraunga's principles of Māori data sovereignty and to Māori data governance, both of which are underpinned by Te Tiriti o Waitangi. TAM's work is guided by a set of tikanga (values) as outlined below.

Values

Whanaungatanga

Whanaungatanga is the process of building and fostering relationships. This should be a valued and practiced part of the research process. Collaborations with Māori communities and stakeholders throughout the research design and analysis should be present wherever possible. Genuine and meaningful engagement with Māori ensures that research is appropriate, relevant, purposeful and worthwhile.

Manaakitanga

Manaakitanga means hospitality, kindness, respect and support. TAM users must provide respect and protection to the environment, iwi, communities, hapū, whānau and Māori individuals. The framing of survey questions and interpretation of data will be done appropriately, in ways that acknowledge the impact of New Zealand's colonial history and are responsive by prioritizing

strengths-based approaches to data collection, interpretation and portrayal. Tikanga Māori is integral to the panel, therefore all research processes will ensure that everyone involved in the research is enriched and empowered. All results from research conducted through the panel will be shared in formats and mediums that maximize inclusiveness and ensure that the resultant outcomes benefit the communities involved.

Rangatiratanga

Rangatiratanga pertains to Māori community, iwi and hapū aspirations for self-determination. Research has powerful potential to contribute to improving Māori health and educational outcomes and realizing Māori aspirations. Specifically, it must be understood that Māori data is a taonga that is being gifted to researchers by Māori panel members. This taonga must be acknowledged as belonging to Māori, not to researchers, and treated with respect and dignity. Māori data is subject to the rights articulated in te Tiriti o Waitangi/the Treaty of Waitangi and the UN's Declaration on the rights of Indigenous Peoples, which Aotearoa New Zealand has committed to.

Expectations & Regulations for panel users

Public Benefit

- Users of the panel should belong to organisations operating with a public good mandate and which see the value of improved use of representative information.
 - This will include those conducting research for government organisations, universities, Iwi, NGOs, other not-for-profit organisations, or companies contracted by the aforementioned groups for works of public good.
- Such research should be for the public benefit, rather than commercial gain (e.g., not for gaining insights about how to better sell products to Māori)
- All research needs to be ethically sound, show an understanding of Māori research ethics, and include suitability qualified researchers.
- Panel Clients agree to use the sharing of information and resources for mutual and community benefit as much as possible.

Access

- The panel will be open to be accessed by publicly funded researchers, analysts and other professionals whose work requires use of online survey data.

- All Panel Researchers will be approved by the panel governance group and inducted by the panel administrator prior to accessing the panel or existing data.
- There is an expectation that a suitably qualified representative from the community of interest needs to be included on the project as a Panel Researcher
- There is a fee for use of the panel (depending on survey design/length etc.), this goes towards maintaining the sample and panel infrastructure, and koha for participants.

Ethical Processes

- Panel Researchers must ensure that they protect the privacy and confidentiality of Panel Members.
- Panel Researchers will not be able to obtain or ask for any contact information about any of the Panel Members. In addition, Panel Researchers will not be able to obtain information or ask survey questions that would result in the identity of Panel Members becoming known.
- Panel Researchers wishing to administer a survey to a sub-population group (e.g. Tāngata Whaikaha Māori, LGBTQI+, Iwi, rural) must have documented evidence of engagement with people from that community in the survey design. For example, through a research kaumātua, sector stakeholders, relationships with organizations such as Te Mana Raraunga, Te Kāhui Raraunga, or community/iwi consultation.
- Panel Researchers must obtain the relevant ethics approval for all surveys.
- Every Research question/investigation must be approved by the Panel Governance Group.