



TOI TANGATA®



TAMA TŪ, TAMA ORA

Tama Tu:

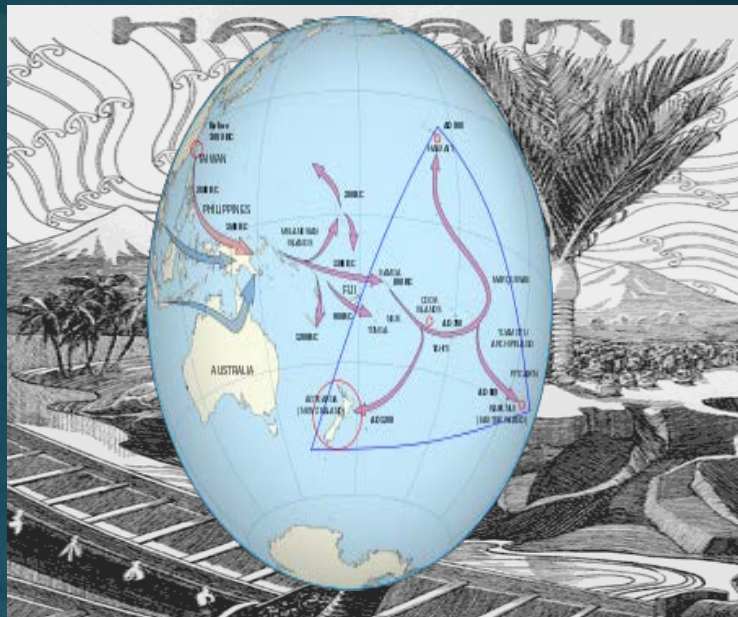
**Represents all physical elements of
our environment, our kai, our
movement that create oranga with the
understanding of the concept
“Through Physical Activity we Thrive**

Tama Ora

**The Mana, tapu and Mauri of oranga.
The metaphysical elements that
encompass the wellbeing off whānau,
Iwi Hapu**



TE HEKE-NGA-NUI



HAWAIIKI



HEKENGA



AOTEAROA

WĀNANGA

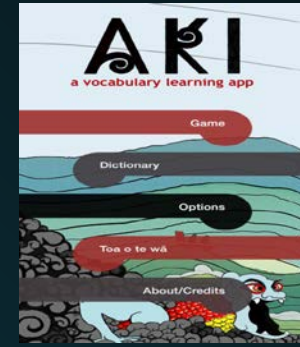
*“we need to feed our Hinengaro not
with food but with Mātauranga,
knowledge we need to feed
ourselves with knowledge , if we
don't feed ourselves with knowledge
"Ki te ngoikore te Hinengaro" if its
koretake you will go Ka wii wii, ka
waa waa ”*




TE TAENGA MAI KI AOTEAROA



HAU-ORA - Breath of life





MANAWA
29yrs, Female, Māhā

"Just going for a walk down the road is not going to cost you anything, but they will look for something else that's going to cost, like at the gym but they're not gym bugs"

CONTEXT

Manawa puts whānau above all else. She is a young solo mother of 5. She loves being a māmā and knows she is a good one too. She receives emotional support from other mothers and people in the community, and financial support from the Government. This doesn't go far and after bills and living costs this money is mostly spent. Her whānau lives a humble life, but she believes that her kids have everything they need. Manawa lacks confidence in her abilities outside of being a māmā because she has never really had any time to herself. She only wants what is best for her children and hopes that their lives are happy, healthy and that there is change for the next generation. Her general health is ok, although she would like to improve it.

VALUES

- Whānau
- My babies
- Role modeling: ensure I set a safe path for my tamaki
- Appreciating what I have in life

MOTIVATIONS

- To ensure I always give back even if I have nothing physically to give
- Open door policy. My home is always open
- Bring whānau along with me

GOALS

- Get fit and feel good
- Get some decent training shoes
- Grow my own kai to cut costs
- Establish a Māmā's Rōpū where we can walk, talk and achieve goals together at no cost

BARRIERS

- Finding my own time
- Lack of money for buy decent things
- Not having the education behind me
- Whānau may not want to participate
- Lack of confidence

TECHNOLOGY USE

HIGH ——— LOW

PHYSICAL HEALTH

HIGH ——— LOW

SPIRITUAL HEALTH

HIGH ——— LOW

MENTAL HEALTH

HIGH ——— LOW



TANE
31yrs, Male, Community Dev.

"If we don't feed ourselves with knowledge. Ki te ngoikore te Hinengaro"

CONTEXT

Tane is a young father. He has only one son. He works for his local rūnanga in community development. He has a passion for Māori and sees culture as key to unlocking better health for his people. It saddens him to see Māori people carrying the burden of ill health and works hard to contribute to the cultural development of his whānau, hapū and iwi. Tane, however, has his own health struggles due to his selfless nature and carries more weight than he would like, especially since becoming a father. He doesn't believe the current public health system serves Māori communities and strives to see Māori reaching better health outcomes through the revitalization of Mātauranga Māori and using whakapapa to reconnect.

VALUES

- Empower whānau to be their own drivers in health
- Encouraging whānau towards thinking in a Māori way
- An obligation to look after and share our knowledge

MOTIVATIONS

- Always think bigger than myself
- Whānau/hapū/iwi centric
- Aims to educate whānau around Māori Health vs. Public Health

GOALS

- To create more Māori frameworks
- To always serve my whānau and people before myself
- Uphold the mana of my whakapapa

BARRIERS

- Mainstream ideologies
- Always being told what Māori health looks like by non-Māori
- Lack of resources to ensure our people flourish in their communities
- The costs of kai and living for whānau
- Our people not being given an opportunity to lead

TECHNOLOGY USE

HIGH ——— LOW

PHYSICAL HEALTH

HIGH ——— LOW

SPIRITUAL HEALTH

HIGH ——— LOW

MENTAL HEALTH

HIGH ——— LOW



HONE
44yrs, Male, Public Health

"My understanding of mauri is that when you are ready to do things you set yourself a mauri, a purpose. When you are building waka and when you are building house, one of the first things that's prepared is mauri."

CONTEXT

Hone is a father of two who works for a Whānau Ora agency. He is driven by the collective wellbeing of whānau within his community. He believes that through healthy living, physical activity and clear goals better health can be achieved. He hopes that through his mahi with the local Whānau Ora agency he may help whānau achieve better health outcomes. He sees a lot of unhealthy lifestyles around in the community and hopes that one day his mahi will have an impact on his whānau. Although he loves his mahi he is restricted by the amount of time he can spend working alongside whānau and finds it very frustrating that healthy outcomes cannot be reached quicker and more directly. He doesn't always understand why people don't just make changes straight away.

VALUES

- Ensuring that I participate and engage with my whānau
- Ensuring that I have a balance, Mind, Body and Soul
- Ensuring that everything I do is surrounded by happiness and aroha

MOTIVATIONS

- To step outside of my comfort zone and try new things
- Continue group activity because we spring off each other
- To encourage my whole whānau to be active

GOALS

- To initiate a kai plan
- To commit to training 3x a week
- Maintain healthy lifestyle

BARRIERS

- Time (e.g. not making it to training)
- Cost of kai is too expensive
- Weather, to participate in outdoor group fitness
- Work, taking me away from my goals

TECHNOLOGY USE

HIGH ——— LOW

PHYSICAL HEALTH


HIGH ——— LOW

SPIRITUAL HEALTH

HIGH ——— LOW

MENTAL HEALTH

HIGH ——— LOW



AROHA
48yrs, Female, Caregiver

"If we look back our ancestors had all of these things before, like living off the land. There was no rubbish, no waste and that is what we should be reflecting"

CONTEXT

Aroha is a caregiver who lives in a rural town in the East Coast of Aotearoa. She has a yearning to learn from the past and believes that her health would be improved through connection with how her tūpuna lived. Her community has a strong sense of culture, although it is hard for Aroha to know how to seek more knowledge about her history and whakapapa – or to ask questions. As a result, her health is generally quite poor with an ongoing struggle with diabetes. Because her town does not have cellphone reception Aroha doesn't really use technology in her daily life and relies on community events or trips to the nearest supermarket to socialize. She loves her tamaki and moko and devotes all of her time to their needs.

VALUES

- Whakapapa: walking in the steps of my ancestors
- Mātauranga: having the knowledge of how my tūpuna lived
- Manawaroa: having resilience to carry on

MOTIVATIONS

- Learn more around maramataka and how to grow my own kai
- Learn more around how my tūpuna lived in the past
- Live koiora (life) sustainably

GOALS

- Grow māra kai
- Understand and share whakapapa
- Connect to my taiao and whakapapa more often

BARRIERS

- Limited time & resources
- Sense of feeling out of touch
- Don't know where to start
- Whakamā to ask for assistance
- Focused on my tamaki but don't know how to do it for myself

TECHNOLOGY USE

HIGH ——— LOW

PHYSICAL HEALTH

HIGH ——— LOW

SPIRITUAL HEALTH

HIGH ——— LOW

MENTAL HEALTH

HIGH ——— LOW

WĀNANGA

**Taking care of the whenua, learning about the whenua,
knowing about her whenua. learning about the seeds,
learning about how to plant, how to harvest and learning
about the maramataka. These could be video's with printable
resources**

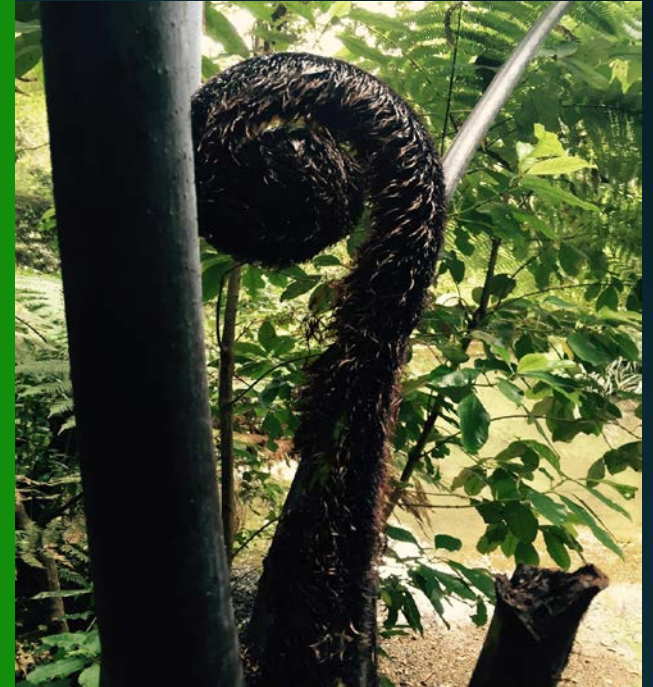
**whole whanau approach to connection of her whakapapa,
connection to Mātauranga maori and connection to the
Maramataka.**



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Pā Maioro

Te Ara Koiora



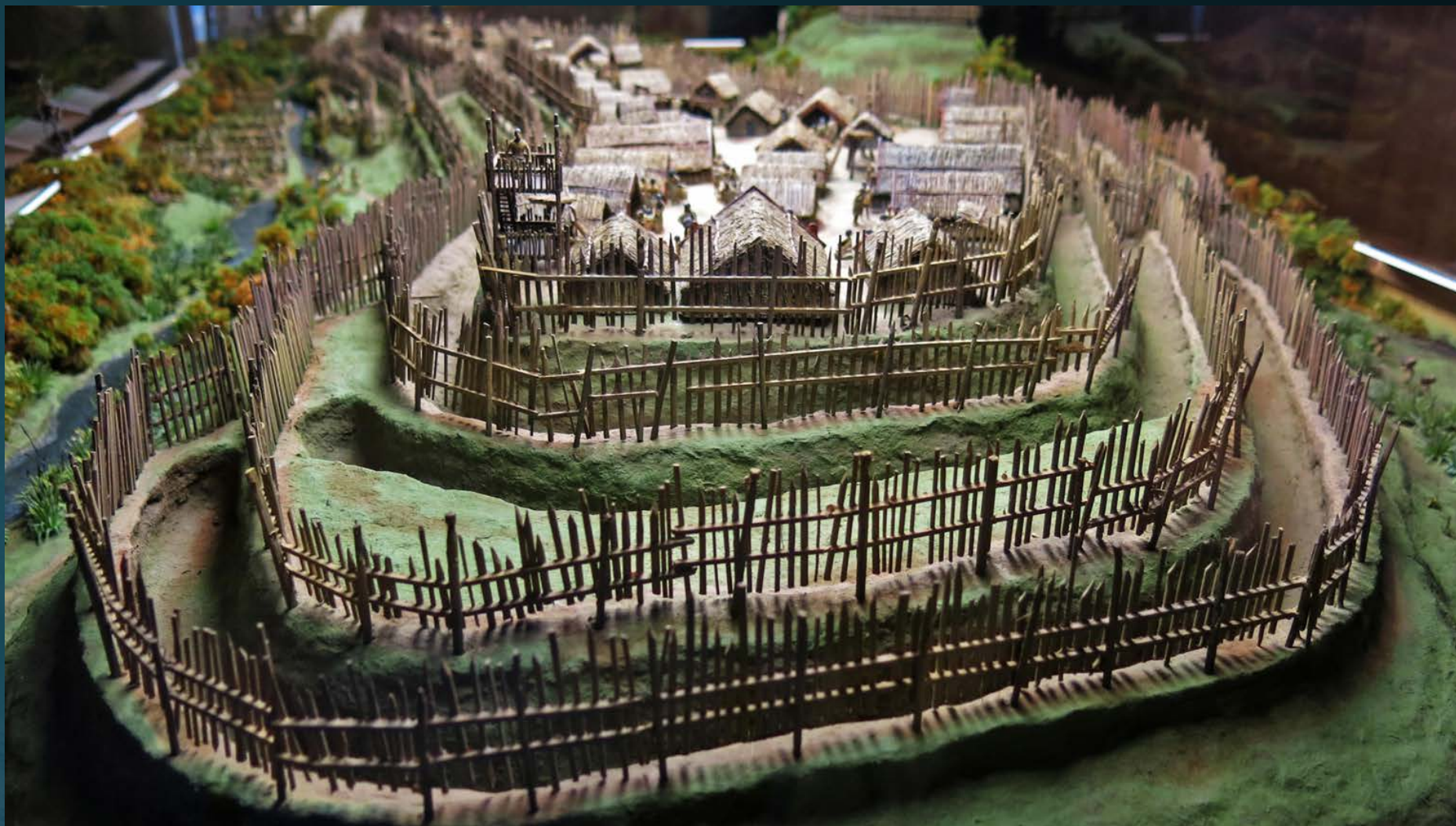




Pā Maioro

Te Ara Koiora

- Drawing on Building and Living systems of our Tipuna
- Metaphoric model for whānau wellbeing
- Pataka/Rua kai
- Maioro
- Wānanga



Whakapapa

Te Reo

Wairuatanga

Rangatiratanga

Manaakitanga

Kaitiakitanga

Pātaka/Rua Kai Mātāpono



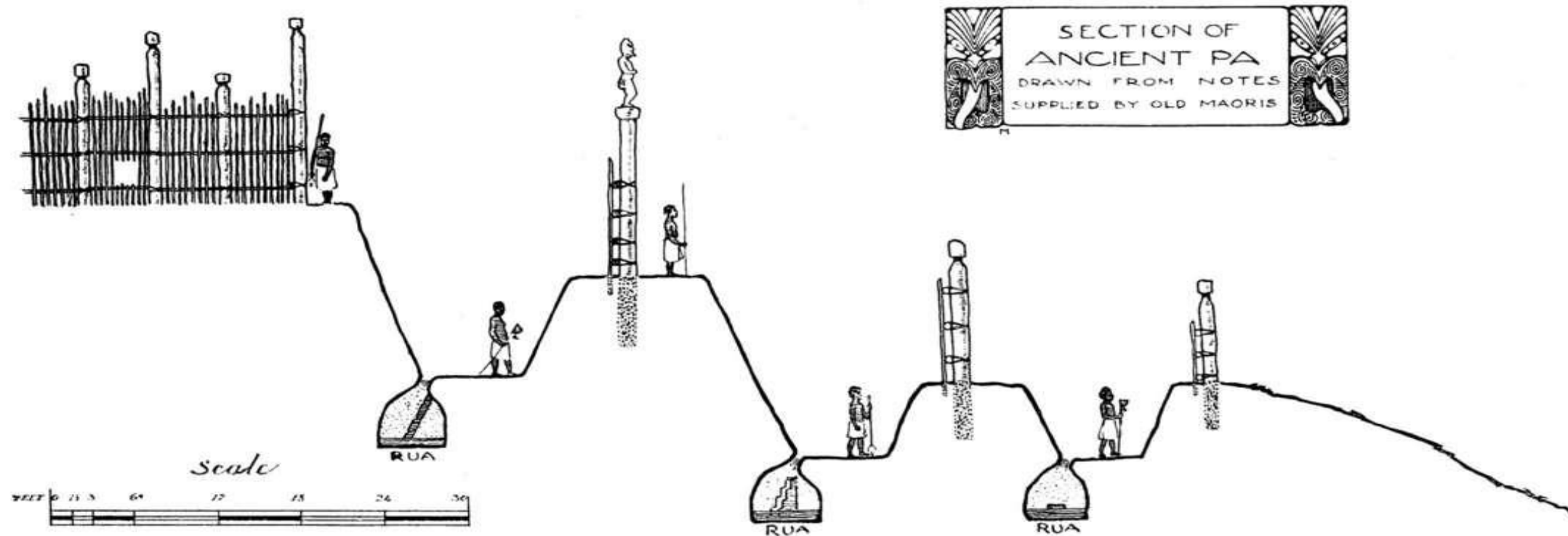


FIG. 16—*Defences of a Pa Maioro*. Illustrating method of defence by means of rampart, fosse, scarp and stockade. The summits of the high ramparts would be wide enough to allow defenders to stand thereon inside the stockade. Rua kai or food storage pits often excavated within a fosse in order to economise space. (See p. 51.)

Drawing by J. McDonald

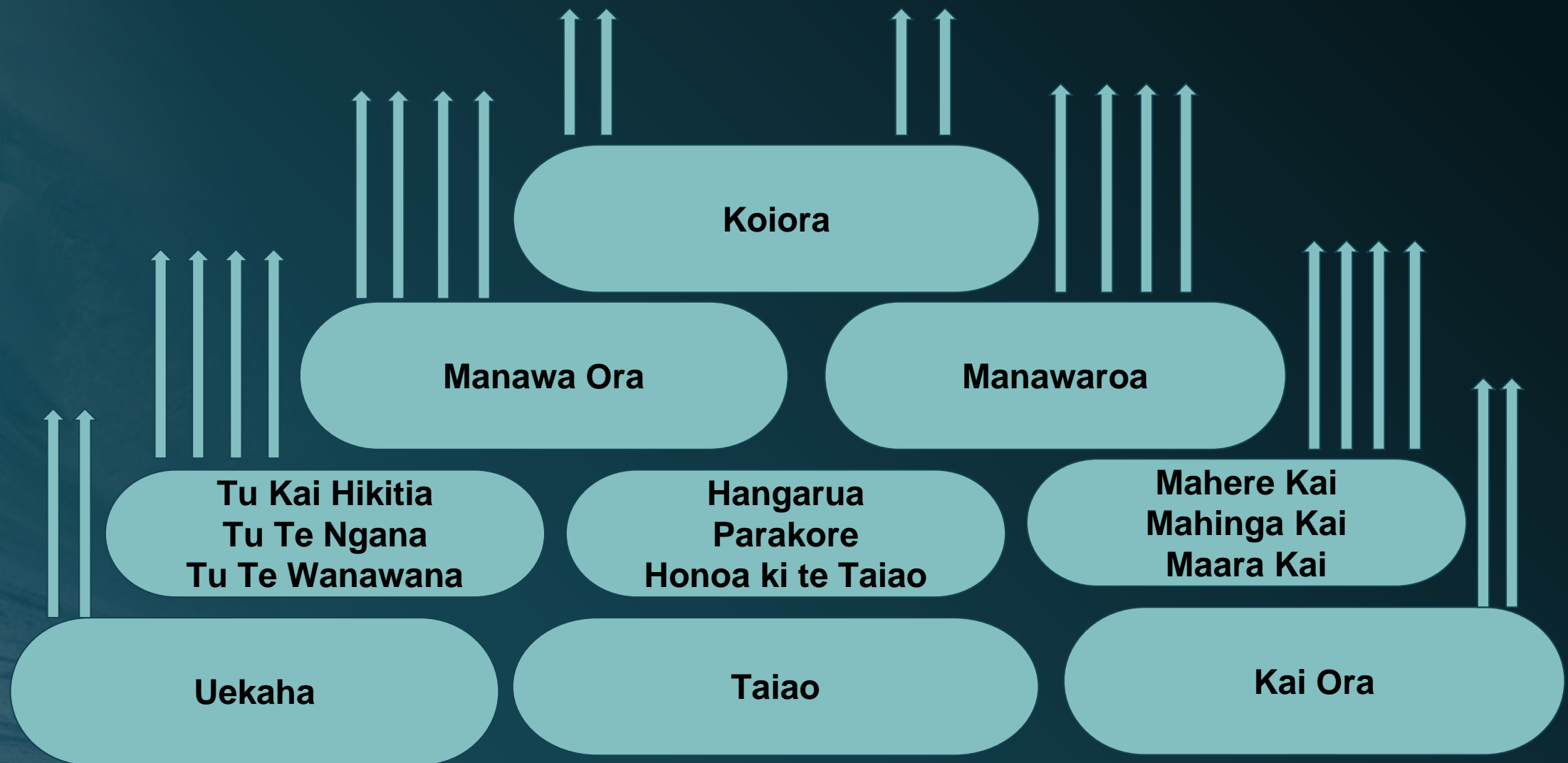
KŌEKE TUATAHI


Uekaha What does our Hauora look like?	Taiao Oranga o te tangata	Kai Ora Kai whakapapa
Ngā Punaha Hauora	Ngā Pūrākau/Atua Māori	Huinga Kai
Ngā Pūnaha Uekaha	Pēpeha/Mapping	Ngā Kaupeka
Ka taea e mātou te whānau hei whakarite tetahi mahere	Manaaki Whenua	Māramataka

KŌEKE TUARUA

Uekaha	Taiao	Kai Ora
Sports/Exercise/Bike riding	Enjoy outdoors/Limit our rubbish	Cooking together/Sustainability/Education
Tū Kai Hikitia - Tū the uplifter	Hangarua	Mahere Kai
Tū Te Ngana - Tū the persistent	Parakore	Mahinga Kai
Tū Te Wanawana - Tū the Inspirer	Honoa ki te Taiao	Maara Kai

WĀNANGA - KŌEKE





**Mā te wānanga, Ka Mohio
Mā te Mohio, Ka Marama
Mā te Marama, Ka Matau
Mā te Matau, Ka Ora**





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