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| **Indigenous health promotion in Aotearoa New Zealand** |
| **Conference sub-theme addressed**Health equity**Relevant experience or practice**Discussants will outline an approach to indigenous health promotion in Aotearoa New Zealand based on their wide range of involvement in relevant teaching, research and practice. This includes an overview of the use of Māori (indigenous people of New Zealand) concepts such as pūrākau (epistemological narratives) about creation, culture, and human endeavour to encapsulate meaningful and contextualised explanations when teaching hauora (health and wellbeing). Mokopuna Ora, a community approach to indigenous health promotion in which weavers and health professionals teach expectant mothers and their extended families how to weave a safe sleep space (wahakura) for their baby utilising the native fibre of harakeke and the tradition of rāranga. Waka ama (traditional outrigger canoeing) encourages understanding of how the wellbeing of the environment connects to the spiritual, cultural, and physical health of people. Rangatahi Tū Rangatira (R2R) a national health promotion programme in Aotearoa New Zealand which aims to promote cultural and physical wellbeing for rangatahi (young people) and their whānau (family). **Implications for health promotion**Health promotion for Māori, like many indigenous peoples, can be better informed through an enhanced understanding of the cultural concepts that inform their worldview and notions of wellbeing. A tāngata whenua (people of the land) understanding of wellbeing (mauri ora) comprises of mātauranga (knowledge), te reo Māori (language), and tikanga (principled practices), that promote healthful connections with tāngata (people), atua (primal energy sources), and tāiao (environment). Normalising te ao Māori (Māori worldview) and establishing it as a foundation of health promotion then becomes an empowering motivator and educating tool.**Implications for sustainable development**Whilst the ill-health of Māori is often the focus of health initiatives, a tāngata whenua approach focuses on promoting wellbeing through a holistic approach to strengthening relationships, spirituality, cultural identity, self-determination, and community. To assure sustainability, supportive frameworks and policy are imperative to encourage the development of these health promotion practices. The capacity to strengthen these connections is integral to the effectiveness of health policy, health education, and initiatives that focus on improving outcomes for Māori. |