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| **Title of Alternative showing: Innovation in Policy and Practice Oral/Poster Presentation** Health Literacy Framework: a collective approach to community health |
| **Maximum 2500 characters (including spaces but excluding title)****Setting/Problem**Te Aka Mauri, incorporating Rotorua Library and Rotorua’s Children's Health Hub, opened in February 2018. This is a unique model in which a local government and the district health board are addressing community health needs in a shared environment. Rotorua Library and the Lakes District Health Board, along with the public health organisation Te Toi Ora, are working together to understand the health needs of the community and plan and deliver services, programmes and initiatives to improve the wellbeing of Rotorua people.**Intervention**Te Aka Mauri offers untold opportunities for learning, inspiration, education and health, for everyone in our community and visitors to the district, now and in the future. The name Te Aka Mauri was gifted by Ngā Mahinga Toi, a group of iwi leaders brought together to guide the design process. Te Aka means the vine or interconnection and Mauri means life force or essence. The name reflects the shared vision to create a facility of excellence to advance community wellbeing and understanding. The Te Aka Mauri Health Literacy group, comprising representatives from within Rotorua Library, the Children’s Health Hub and Toi Te Ora, have met to consider ways in which the organisations can collectively address health literacy problems within the population.**Outcomes**The Health Literacy group have identified roles of the individual organisations and jointly developed a bilingual visual health literacy framework that is to be a guiding document for Te Aka Mauri. This framework will also be launched during the inaugural Te Aka Mauri Festival which is a week-long celebration for our first birthday. The festival includes a Health Day which will be dedicated to raising awareness of the Children’s Health Hub, joint library and health hub initiatives and public health services for children.**Implications**The Health Literacy Framework has identified eight values to guide us in collectively looking for ways in which each organisation can improve health literacy in Rotorua. This has scope to give direction in developing initiatives that result in more engaged citizens with higher levels of literacy and overall wellbeing over years to come. |