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| **Title of Innovation in policy and practice presentation:**  Pacific Health Profiles (Waikato): supporting advocacy and enabling Pacific health and wellbeing |
| **Setting/problem**  The Waikato Pacific population was counted at 15,610 in 2013. Pacific people are more likely to live in areas of higher neighbourhood deprivation (NZDep or Index of Multiple Deprivation deciles 9 and 10). The Waikato DHB mirrored national health trends for Pacific who continue to experience disparities in key health indicators including life expectancy, ambulatory-sensitive hospital admissions, obesity, chronic diseases and cancer. Pacific data across health and socio-economic indicators have previously been difficult to access given the isolated reports held within different agencies. Inequities, therefore, would not be effectively addressed if comprehensive evidence for Pacific people in our region is not easily accessed and well understood across sectors and at the policy level.  **Intervention**  The Public Health Unit (Waikato DHB) and Pacific service providers collaboratively developed the first Pacific Health Profile for Waikato (2017) to: “*inform and further enhance Public Health’s approach with key strategic partners to accelerate Pacific health gains, envisioned in the New Zealand Health Strategy (2016) and ‘Ala Mo’ui – the Ministry of Health’s Pacific Health and Wellbeing Plan (2014-2018)”.* The Profile’s specific objectives were to: 1. provide access to Pacific Health data for the Waikato DHB region, and 2. innovatively communicate Pacific people’s health status and progress through key health and social determinant indicators.  **Outcomes**  Positive outcomes included:   * a data rich, culturally relevant, innovative and responsive document on Pacific health status; * increased and supported engagement with Pacific communities and advocacy capability of Pacific service providers in the Waikato region; * increased access to sound Pacific data and better informed health and social sectors and funders; * support of national cultural activities; and * a closer working relationship between the PHU and Pacific service providers.   The key success elements for the Pacific Health Profile project were attributed to team expertise and a co-design approach.  **Implications**  The Waikato Pacific Health Profile has proved to be a useful evidence-based resource, produced by the PHU and key stakeholders, in fostering understanding of Pacific diversity, aspirations, achievements, health needs and inequity issues.  Longer term positive implications anticipated are the transformations across sectors and communities and for Pacific families experiencing equitable health outcomes and leading independent lives.  **Key words:** Waikato, Pacific, Health, data  **Preferred presentation format**  Verbal presentation or Poster |