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| **Māmā Ora- mother-centred health promotion**  |
| **Background/Objectives**Mothers are the roots of the family tree, if they are strong and nourished the rest of the tree grows tall and resilient. Support for mothers results in widespread and prosperous health for society. Despite the crucial role mothers play, very few resources are directed at physical, mental and social support for mothers, especially during the perinatal period. High rates of postnatal depression and increasing inequalities in support and access evidence this gap. Health promotion has the tools and values needed to support mothers, yet little is known about what types of health promotion action women are exposed to beyond lifestyle-oriented approaches. The aim was to explore ‘what is’ in maternal health promotion, to inform a vision of ‘what could be’. This study forms part of a wider research programme to grow mother-centred maternal health promotion in Aotearoa.**Methods**Nineteen participatory workshops were carried out across New Zealand with diverse stakeholders in maternity, such as health professionals, community workers, mothers, and politicians. The workshop size varied between 7-38 participants. The workshops first took a community mapping approach to stocktake existing services, programmes and people. As a second step an appreciative inquiry approach was applied to draw a vision for a better future by using the Ottawa Charter action areas. The data was analysed thematically in NVivo. **Results/Discussion**The findings reflect the diversity of what ‘is’ in current maternal health promotion, showing how mothers’ health and wellbeing is largely up to ‘luck’. The different communities highlighted variation in volunteer capacity and supportive social networks which resulted in vastly different circumstances for women, leading to resource and access inequities in women’s transition to motherhood. Alongside what ‘is’ I have developed a model of what ‘could be’ by using the WHO strategic framework for developing IFC (individuals, families and communities) interventions. The audience will be invited to reflect and feed into the vision for a mother-centred and empowering maternal health promotion. **Keywords**Maternal health, holistic health, equity, empowerment  |