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| **Waka ama as health promotion (Short film)** |
| **Health promoting objectives**Cultural identity and participation in society are acknowledged as key determinants of health. This research aims to identify successful measures to improve hauora and reduce inequities through a focus on waka ama. Waka ama is the fastest growing sport in Aotearoa New Zealand, and is increasingly used as a vehicle for health promotion. The research is informed by a kaupapa Māori framework, utilising narratives to explore Heretaunga paddlers’ experience in being involved in waka ama. Kanohi ki te kanohi interviews with paddlers focused on the social, cultural and health benefits of being involved in waka ama. Waka ama is unique as a sport because, as well as the physical benefits for paddlers, it also has a strong tikanga and encourages te reo Māori through karakia, waiata and the general terms used associated with waka. Te taha wairua plays an important role as well and this aids in the overall hauora. While a number of the rōpu whakapapa to Māori ancestry, an increasing number of NZ European/Pākehā have become involved in and dedicated to the sport increasing their exposure and knowledge of te ao Māori. The research findings are presented in the form of a short professionally-produced documentary. The film will contribute to the evidence base of effective indigenous health promotion, and bridge the gap between academia and local community action.**Description of the artwork**The short film showcases waka ama and its contribution to the health of paddlers. It presents the local initiative, providing an exemplar of best practice and practical health promotion solutions to inform wider communities. The film features interviews with paddlers, and footage of waka ama action.**Intended audience**The film is a case study of a waka ama rōpu which presents evidence of effective ways to improve health and wellbeing with communities. These findings will be used as evidence to inform policy and decision-making on current health promotion and community development practice locally and nationally. The film provides an accessible resource for iwi and the health sector and for use in public health teaching.**Duration and intended use**The short film (5–8min) generates relevant and accessible findings for the waka ama rōpu, tāngata whenua, health providers, funders, and researchers.   |