


2016



*Aka Kōwhiri*


MENTAL HEALTH  
FOUNDATION OF  
NEW ZEALAND

EVALUATION



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## Acknowledgement

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He hōnore  
He korōria  
He maungārongo ki te whenua  
He whakaaro pai ki ngā tāngata

On behalf of the Waka Hourua Māori and Pasifika Suicide Prevention Programme, Te Rau Matatini, I would like to acknowledge the Mental Health Foundation of New Zealand in collaboration with Tīwhanawhana for their commitment to their community. The invaluable resources provide greater space for takatāpui in the prevention of suicide risk by addressing discrimination, social exclusion and rejection within whānau, hapū, and iwi.

Angus Elkington



Te Kīwai Rangahau (Research and  
Evaluation)  
Te Rau Matatini

<sup>1</sup> “a traditional term meaning ‘intimate companion of the same sex.’ It has been reclaimed to embrace all Māori who identify with diverse genders and sexualities such as whakawāhine, tangata ira tāne, lesbian, gay, bisexual, trans, intersex and queer.”

## Key Messages

*Maka Hourua*

- 10,000 copies distributed throughout New Zealand
- The purpose of the research is to advocate health, wellbeing, and societal acceptance of takatāpui
- Takatāpui embraces all Māori with diverse gender identities and sexualities
- Being takatāpui is about whakapapa, mana, identity, and inclusion
- We all inherit our gender and sexuality from our ancestors-it's part of your wairua
- Whānau don't need to get it, they just need to be there
- Being takatāpui does not foster depression and suicide, discrimination does
- Takatāpui identity proudly celebrates our unique Māori selves without apology or shame
- Takatāpui wellbeing rests with in whānau, friends and rainbow community.

## Background

This project was delivered as a partnership between Mental Health Foundation of New Zealand and Tīwhanawhana Trust.



Established in 1977, The Mental Health Foundation (MHF) <https://www.mentalhealth.org.nz/> is a charitable trust, located in three central offices throughout New Zealand (Auckland, Wellington and

Christchurch). The governing body is comprised from a wide net of various expertise such as, mental health, law, management, finance; as well as cultural experts from Māori and Pasifika communities. MHF offers expansive services and campaigns within the sphere of mental health and wellbeing, providing active support to individuals and communities, towards Mauri tū, Mauri ora (flourish through the unleashing of positive energy and strategies to affect wellbeing).

This is pursued through six core strategic goals:

- Measure wellbeing and create a national enthusiasm for increasing population wellbeing.
- Actively engage with the New Zealand population – informing, educating and advocating.
- Create active partnerships.
- Maintain a prominent public voice and authoritative commentary on mental health.
- Influence government to be more proactive in supporting mental health.
- Generate income from a wide range of sources.

These six core strategic goals guided by Te Tiriti o Waitangi and The Ottawa Charter, establish a coherent vision and mission of the MHF's mental health framework which is to actively support, establish and maintain mental wellness (<https://www.mentalhealth.org.nz/home/about/>).

<sup>2</sup> <https://www.mentalhealth.org.nz/assets/StayingWell/Reports/MHF-Strategic-Approach-2016-2020-Web.pdf>

<sup>3</sup> Orange, C., & New Zealand. Historical Publications Branch. (1987). The Treaty of Waitangi. Wellington, N.Z: Allen & Unwin, Port Nicholson Press; The Historical Publications Branch, Dept. of Internal Affairs.

<sup>4</sup> <http://www.who.int/healthpromotion/conferences/previous/ottawa/en/>





Tiwhanawhana was founded by Elizabeth Kerekere in 2000 to:

- Provide a Māori-based, fun and supportive environment Takatāpui.
- Provide advice and support on tikanga and kaupapa Māori within the lesbian, gay, bisexual, transgender, intersex, and questioning (LGBTIQ) communities of Wellington and Aotearoa.
- Represent Wellington and Aotearoa through performance and participation at events such as the Gay Games, Sydney 2002 and beyond.

The Trust Board is comprised of Elizabeth Kerekere (Chair), Kevin Haunui (Deputy Chair), Heta Timu and Peri Te Wao. Tiwhanawhana also has over 100 informal members who have been involved with kapa haka and other projects since its inception. The current kapa haka group in Wellington has approximately 20 members which forms the nucleus of consultation for any project Trust members are undertaking. Tiwhanawhana also has over 100 informal members who have been involved with kapa haka and other projects since its inception. The current kapa haka group in Wellington has approximately 20 members which forms the nucleus of consultation for any project Trust members are undertaking.

The kaupapa centres on three central ideas to build the community, tell the stories, and to leave a legacy. The kaupapa is achieved in four main objectives:

- Advocate for the health, wellbeing and societal acceptance of Takatāpui and the wider LGBTIQ communities within Māori society and New Zealand society
- Provide opportunities where the cultural dimensions of Takatāpui and the wider LGBTIQ can be developed and promoted within Māori society and New Zealand society
- Have input into policy development as well as services delivered by central and local government on matters of relevance to Takatāpui and the wider LGBTIQ communities
- To do any other act within New Zealand, or internationally that advances the above charitable aims.

## Takatapui 101 Project

The MHF in collaboration with Tiwhanawhana set about establishing accurate and accessible resources to address concerns with chronic suicide risk factors within the takatāpui community. Takatāpui is a traditional term meaning 'intimate companion of the same sex,' which has been reclaimed to embrace all Māori who identify with diverse genders and sexualities such as whakawāhine, tangata ira tāne, lesbian, gay, bisexual, trans, intersex and queer. The lack of visibility and information around takatāpui suicide prevention, identified a need to provide positive resources of takatāpui identity and community.

The primary target audience was aimed at whānau Māori. Whānau support, acceptance and understanding for a takatāpui whānau member is a key protective factor against suicide. Whānau rejection associated with takatāpui identity is a key suicide risk factor. Secondary audiences were the suicide prevention sector, friends of takatāpui, hapū and iwi leaders, educators, health and mental health workers.

Therefore, the purpose of their project was to develop resources that increase:

- Understanding
- Visibility
- Knowledge
- Safer places for takatāpui and community
- Stronger connection with Māori culture for takatāpui

The objective of the resources were to reduce the following chronic suicide risk factors:

- Discrimination
- Social exclusion
- Rejection

This initiative also aligns with Goal 1 of the Waka Hourua Outcome Framework, specifically the pathways and indicators under Secondary Prevention: Targeting at risk individuals:

Pathways	Indicators
<ul style="list-style-type: none"> <li>• Initiate actions that meet the needs of takatāpui</li> </ul>	<ul style="list-style-type: none"> <li>• Communities have access to cultural online education and suicide prevention resources</li> </ul>

This report prepared by Te Kīwai Rangahau, Te Rau Matatini’s Research and Evaluation team, provides a review of the MHF initiative. This review summarises the information gathered by MHF and Tīwhanawhana during the initiative for the purpose of assessing their programme’s effectiveness, in turn showing the development of the initiative, numbers of participants, achievements, benefits, as well as a future focus.

The overall focus of this review therefore was to assess the effectiveness of the MHF and Tīwhanawhana to achieve its agreed Waka Hourua goals and to determine how the programmes implementation aligns to the overall intent, and design of the programme, and what actually happened during its implementation (how much, how well, and is anybody better off).

## Project Deliverables

	Key Deliverable	Key performance standard	Status
1	Research and Development	Meeting between Elizabeth Kerekere (project lead) and MHF (Partner org), Background development completed	Achieved
2	Production	Five interviews completed and footage produced	Achieved
3	Post Production	Video transcripts, translations and design completed and peer reviewed	Achieved
4	Publishing	Website and print resource available to the public, and promoted through appropriate channels	Achieved

Table 1: MHF Project Deliverable.

<sup>5</sup> Access to Māori culture is a strong protective factor against suicide\*. For most rangatahi, the main channel for access to culture, whakapapa, whenua, marae and identity is through whānau. When rangatahi experience rejection or exclusion, their ability to connect to culture and their sense of identity is often reduced.

\* Coupe, Nicole Michelle (2005) Whakamomori : Māori suicide prevention : a thesis presented in partial fulfilment of the requirements for the degree of Doctor of Philosophy in Māori Studies at Massey University. Turitea Campus: New Zealand.

## Project Research And Development

The MHF has long observed the absence of takatāpui visibility in work around Māori suicide prevention. Collective visions between the MHF and Tīwhanawhana and the existing infrastructure and relationships held by both organisations allowed access to resources that would not have been possible given the timeframe and project budget. Whānau Māori were seen as a key audience for this work, given that whānau acceptance is a critical pathway for takatāpui suicide prevention. Therefore, the resources for this project were based on the structure and content Elizabeth Kerekere developed for her doctoral thesis, while the focus was on creating resources that were accessible to whānau.

### Project Team Leader



**Elizabeth Kerekere -  
Project Team Leader**

Ngāti Oneone, Te Aitanga a Māhaki,  
Whānau a Kai, Rongowhakaata and Ngāi Tāmanuhiri



Figure 1: Waka Hourua Project: Takatāpui 101 Team Leader.

The expertise and experience of Elizabeth Kerekere working with the LGBTIQ Community (specifically takatāpui), and the mātauranga developed through Elizabeth’s thesis (PhD.) specifically aligned to the kaupapa of the project. This was an important initiative for Elizabeth Kerekere to whakatinana (implement) and make use of her thesis outside of academia. This project provided the platform to utilise her work and make it accessible to whānau. Therefore, the MHF found it appropriate to appoint Elizabeth Kerekere to project team leader. For more information of Elizabeth Kerekere and the takatāpui project, search the links below:

<https://www.youtube.com/watch?v=NQ70JKMGKEU>

<http://wakahourua.co.nz/sites/default/files/Key%20Messages%20M%C4%81ori%20and%20Pacific%20Research%20Symposium%20Final.pdf>

### Project Development Team



Figure 2: Other members of the research development team, Jack Trolove, Moira Clunie.

Jack Trolove (Programme design and delivery specialist), Moira Clunie (Project Manager) in collaboration with Elizabeth Kerekere (Project Leader) made up the primary members of the Takatāpui 101 project development team. Both Jack Trolove and Moira Clunie work for and represent the MHF on this project.



Participants



Figure 3: The Takatāpui who participated in the Waka Hourua project: takatāpui 101.

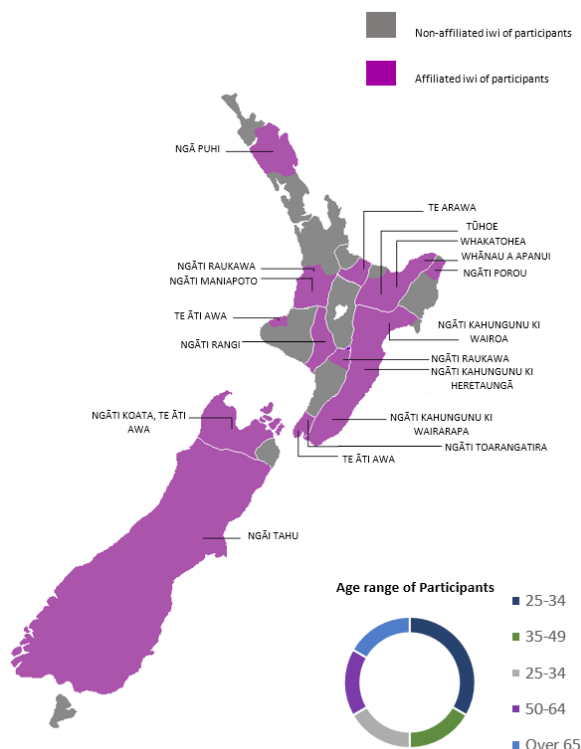


Figure 4: Age range and iwi affiliation of participants.

The participants represent a diverse range of takatāpui identities, age groups and iwi (tribal) affiliation. The participants used were the same that were recruited for Elizabeth Kerekere’s doctoral work.

The primary reason for this was that the takatāpui leaders were comfortable, willing to talk about their identities and had insightful knowledge of their takatāpui community.

In total, five participants were recruited and interviewed. Their demographics are shown in figure 4

## Resource Development Process

Elizabeth Kerekere, Jack Trolove, and Moira Clunie met multiple times during the preliminary development of the resources to strategize and discuss the priority content. The first version of the resource was then drafted based on the identified priority content.

Takatāpui leaders were then contacted and liaised with by phone, email and face to face meetings. Participants were informed of the objectives and outcomes and agreed to a filmed interview and photoshoot. The location of the interviews were held at the MHF, Outline NZ office, and The Casting Company's filming studio.

On completion, the interviews were transcribed and key quotes were extracted according to best fit to the key points outlined in the draft. Following a finalised draft, Tīwhanawhana was then consulted for feedback. The draft was then reworked before being sent to the participants to ensure it reflected and represented their stories. Other organisations and people were consulted to ensure the content, language, tone, and literacy levels were appropriate.

This was conducted to increase the accessibility and effectiveness of the project resources for the target audience. The additional organisations consulted were: Rainbow Youth (<http://www.ry.org.nz/>), the Intersex Trust NZ (ITANZ) (<http://www.ianz.org.nz/>), as well as Māori whānau from Gisborne who had been through the justice system and various takatāpui representatives. However, Tīwhanawhana and Rainbow Youth were the primary organisations consulted with at each stage of development.

The next stage involved working with designers and video editors to produce a design matching, positive, and humanistic real feel to the resources. During the development of the resources, a short video summarising key messages was created to promote the print and digital resources. Below is a link to the video trailer.

[https://www.youtube.com/watch?v=HrgVZ\\_yHFnA](https://www.youtube.com/watch?v=HrgVZ_yHFnA)

On completion of the project, key speakers and community organisations were invited to participate at a launch (end of 2015) to bless the resources prior to distribution.



Figure 5: Photos taken of the launch ceremony held at MHF building.

## Project Outputs

*Waka Hourua*

To launch the print and digital resource, a three minute video was posted on YouTube and Facebook.

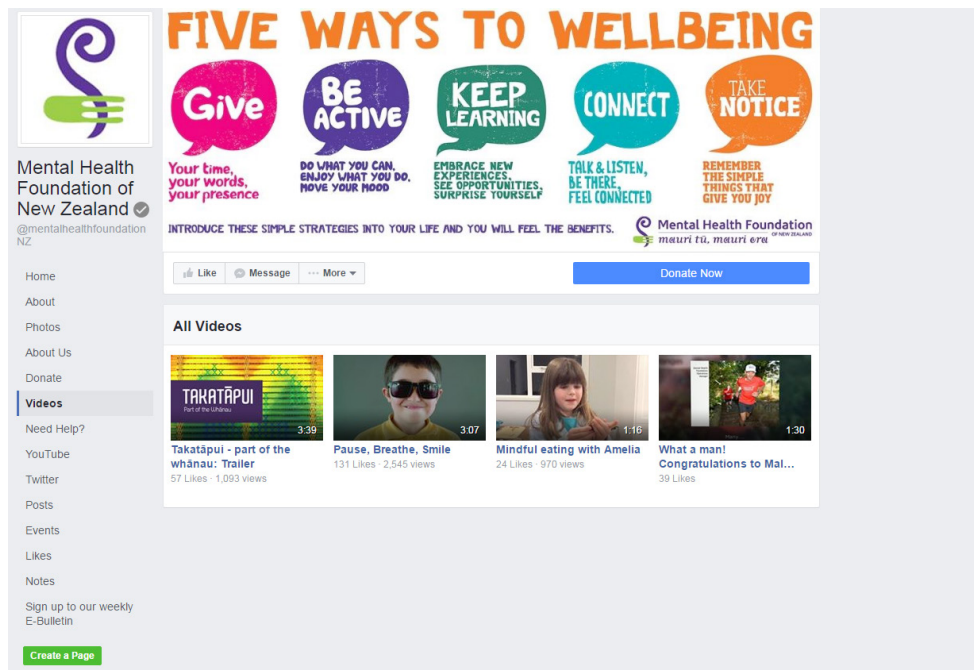


Figure 6: Screenshot of trailer available on the MHF Facebook page.

<https://www.facebook.com/mentalhealthfoundationNZ/>

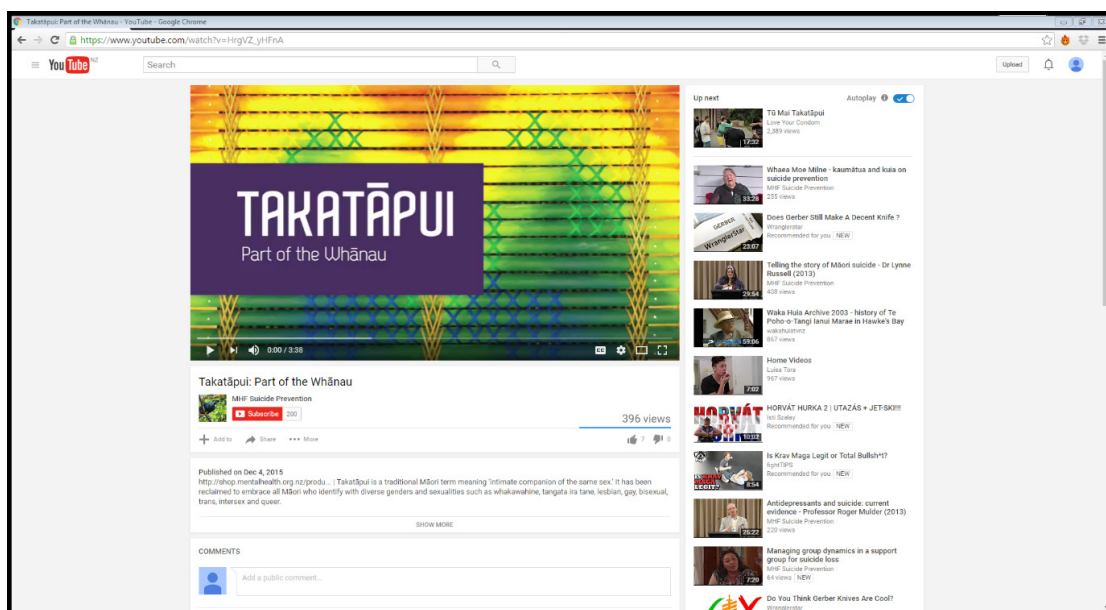


Figure 7: Screenshot of trailer posted on YouTube.

[https://www.youtube.com/watch?v=HrgVZ\\_yHFnA](https://www.youtube.com/watch?v=HrgVZ_yHFnA)

Currently to date the trailer has been viewed 14,680 times on Facebook, shared through 60 various organisation, communities, and people with 121 likes. The trailer has received 359 views on YouTube with 7 likes. 81% of the people who viewed the content were from New Zealand.

The production and distribution of digital and hard copy print resources for takatāpui and whānau was a part of the objectives outlined for this project. 10,000 hard copy were produced and distributed to various organisations throughout New Zealand.

These include:

- DHB suicide prevention coordinators
- Kia Piki te Ora
- Family and whānau advisors
- Skylight
- Youth centres
- Citizen’s Advice Bureau
- Māori and Rainbow community events.

Alternatively, a digital copy can be viewed online at the MHF’s website:

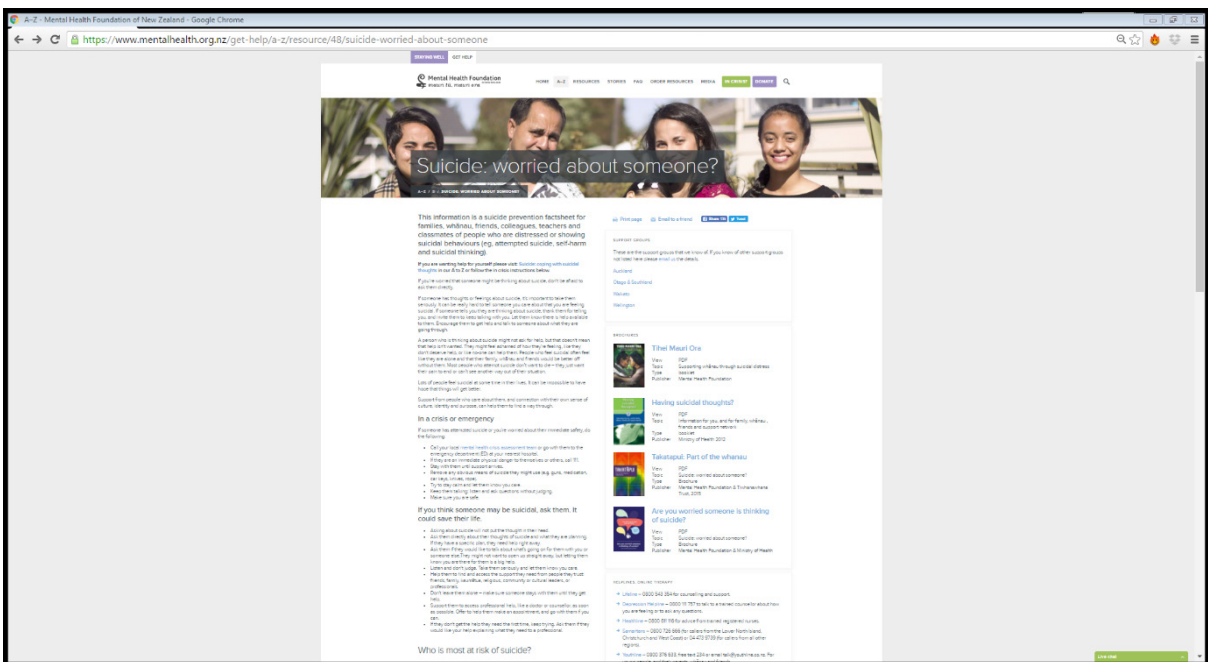


Figure 8: Screenshot of print resource available on MHF website.  
<https://www.mentalhealth.org.nz/get-help/a-z/resource/48/suicide-worried-about-someone>





Figure 9: Takatāpui print resource cover page.

<https://www.mentalhealth.org.nz/assets/ResourceFinder/takatapui.pdf>

The booklet takes a holistic approach to addressing takatāpui issues within the context of Te Ao Māori. In the approach to suicide prevention the booklet includes areas such as cultural, political, historical trauma, social, spiritual and mental wellbeing. Outlined below are the key messages extracted from the Takatāpui: Part of the whānau booklet:

Key messages:

- Takatāpui embraces all Māori with diverse gender identities and sexualities;
- Being Takatāpui is about whakapapa, mana, identity, and inclusion;
- We all inherit our gender and sexuality from our ancestors-it's part of our wairua;
- Takatāpui are part of the whānau always have been always will be:
- Whānau don't need to get it, they just need to be there;
- Discrimination (transphobia, homophobia and biphobia) hurts all of our whānau;
- Mana Wāhine is the platform for fighting discrimination against Takatāpui;
- Being Takatāpui does not foster depression and suicide, discrimination does;
- Takatāpui identity proudly celebrates our unique Māori selves without apology or shame;
- The takatāpui movement honours our ancestors, respects our elders, works closely with our peers and looks after our young people;
- Takatāpui wellbeing rests with in whānau, friends and rainbow community; and
- Takatāpui allies promote acceptance and challenge discrimination wherever it occurs.

A video was produced sharing these key messages through excerpts of interviews with the five participants. Footage from each of these interviews has been captured from longer video resources that will be made available upon completion.

## Future Focus

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It is the recommendation that the MHF and or Tīwhanawhana develop ways in which to track the effectiveness of these resources. This information will be useful in several ways: It will allow understanding of who is accessing the resources, gender identity, age group, and how many are visiting the website. Although views of the resources are being tracked on their Facebook and YouTube, the recommended provisions will provide greater indication of the fulfilment of the Waka Hourua project objectives overall in reducing suicide prevention for takatāpui.

MHF and Tīwhanawhana have continued to work together following completion of this project, and have begun collaboration on an additional resource that will build on the work achieved through this project. The resource, with a focus on healthy relationships, is being supported by the Ministry of Social Development through the It's Not OK campaign.

The partners have identified funding to print an additional 20,000 hard copies of the Takatāpui: Part of the whānau booklet, and will make these available at the annual Hui Takatāpui 2016, as well as through other key events and settings, and through the MHF's online resource shop. MHF and Tīwhanawhana are currently exploring opportunities to partner with RainbowYOUTH to make the resource available in a more interactive online format for rangatahi, and to use some of the video interview footage for this purpose.

## Conclusion

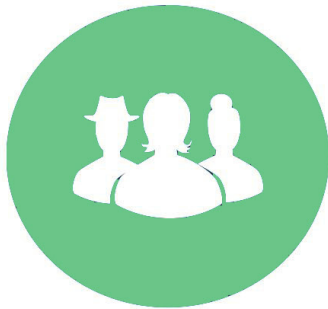
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The MHF in collaboration with Tīwhanawhana, funded through the Waka Hourua and Pasifika suicide prevention programme, produced one print and digital resource and one video with five more pending completion. These resources are expected to increase understanding, visibility, and knowledge to help reduce discrimination, social exclusion, and rejection of our takatāpui whānau. These resources help to situate takatāpui within culture, people, and to promote safer communities and places.



*Waka Hourua*  
**Mental Health Foundation of New Zealand**

**Takatāpui 101**



.....  
 A community based initiative, to provide accurate and accessible resources to address concerns with chronic suicide risk factors in the takatāpui community and their whānau, hapū and iwi.  
 .....

.....  
 Takatāpui leaders provided information, narratives and voice from within the takatāpui community, on issues and risk factors surrounding takatāpui suicide prevention.  
 .....



.....  
 5 takatāpui leaders were recruited and interviewed. The participants were aged between 25-64 years of age and represented gender identities and iwi through out New Zealand  
 .....

.....  
 One video was launched to promote the booklet with 5 more video pending completion. 5000 copies of the Takatāpui: Part of Whānau distributed to various organisations  
<https://www.mentalhealth.org.nz/assets/ResourceFinder/takatapui.pdf>  
 .....



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**Te Rau Matatini**

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*Maka Kōwhiri*



**Te Rau Matatini**