

# Collaborating for the Future of Healthy Babies

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The Healthy Babies Healthy Futures (HBHF) programme was developed in 2014 to serve multiple communities with different languages focusing on Maternal Infant Nutrition & Physical Activity. Today the programme is entering its 5<sup>th</sup> year delivering these two services to the Māori, Pasifika, South Asian and Asian community groups;

- TextMATCH: a text messaging programme sending health promotion messages to mothers and their whānau
- Community Learning Programme (CLP) – Educating and empowering groups of mothers, six healthy lifestyle modules.

Collaboration is central to the success of HBHF. This presentation will focus on collaboration within the Roopu Kaitiaki (governance group), The Technical Advisory Group (TAG) and the Operational Hui and share the;

- highlights we experienced
- challenges we encountered
- opportunities we gained

During the planning stage of HBHF, the Roopu Kaitiaki formed and were faced with the challenge of deciding a funding allocation model, usually the role of the District Health Boards. This presentation will talk through the principles of those discussions which still guide the programme today. The Technical Advisory Group collaborated on the development of TextMATCH with the communities to align with cultural needs and aspirations for mothers and their whānau. The Operational Hui continues today as a quarterly meeting of the TAG and HBHF teams to share news, progress and challenges faced.

Collaboration is when we are all working towards progress. This is made easier when we share the same vision, agree to the same values and strive for the same outcomes. Healthy babies enjoying a healthy future. This is demonstrated by how we share the limited resources, how we treat each other and how we serve the different communities.

The HBHF programme is grateful for the opportunity to serve the public funded by Manatu Hauora - Ministry of Health. Thank you for the support and input of all of the organisations involved in this programme especially to the community coordinators who encourage families to engage in positive healthy lifestyles despite adverse and challenging times.