



**Ngati Whatua Nga Rima o Kaipara Marae Arataki Project:
Formative Evaluation Report**

March 2006 – June - 2007

Verne McManus

Te Ropu Whariki
Massey University
Auckland

July 2007



Massey University

Summary

This is the final formative evaluation report for the Marae Arataki Project. The formative evaluation of the project was carried out by Whariki Maori Research Group and covered the period 30 June 2006 – 30 June 2007. The project was funded by ProCare Network North.

The first part of this report describes the Marae Arataki Programme. Aspects covered in this section include programme documents that were used for the report. Information in those documents that are referred to include the programme's aim, goal, plan, rationale, target populations, objectives, strategies, activities, events and services, indicators. Programme staff and collaboration and networking are additional. This section provides background and context for the report.

The second part of the report outlines and reflects on formative processes and evaluation support provided by the formative evaluator to the ProCare Network North Promotion (PNNP) Advisor to develop a demonstration project plan using a community development approach within a Maori conceptual framework. Aspects covered in this section include meetings, programme staff, needs assessment, programme uptake and intervention logic model.

A contact log is provided as Appendix One. The final intervention logic model is provided as Appendix two.

The evaluator and the PNNP Advisor met in early March 2006. A very good relationship was established. This enabled the evaluator and the PNNP Advisor to work closely together towards development of a demonstration project plan. The PNNP Advisor and the evaluator discussed and agreed on the timeframe and schedule that would most effectively enable development and achievement of the service schedule objectives.

The evaluator had several face to face meetings with the PNNP Advisor and the project coordinator. The evaluator also attended a number of the monthly team meetings with the project team. These were held in Helensville, South Kaipara.

In total there were seven face to face meetings. These included workshops and project updates. Dates and venues for meetings were:

- 29 March 2006 at Helensville
- 21 April at Sandringham
- 15 June at Sandringham
- 20 July at Helensville
- 19 October at Helensville
- 27 March 2007 at Helensville
- 11 May at Helensville

These meetings were focused on various aspects of the programme, in particular, reviewing and reflecting on the programme as it was developed and implemented. A major aspect of the formative evaluation process was development of an intervention

logic model for the programme. All of the programme staff members were involved at some stage of this process. Other topics covered in face to face meetings included:

- formative evaluation/evaluator role and purpose
- identification of and response to workforce development for the marae arataki,
- effective management of marae arataki workloads,
- review of and reflection on programme activities and strategies developed and implemented,
- effective recording and documentation of programme processes, activities and strategies, including development and use of innovative and creative methods to increase community buy-in and uptake,
- purpose and use of a logic model to support on-going development and evaluation of the programme, including justifying requests for increased and improved resourcing and funding streams
- further development and discussion of the logic model,
- future outcome and impact evaluation for the programme.

Effective relationships were built and these were maintained by regular and on-going communication via email, phone, workshops and face to face meetings (see Appendix One). Formative processes are more fully discussed later in the report (see Formative Evaluation Support and Assistance Provided page 6).

The formative evaluation service provided by Whariki added value to the programme. Positive relationships that were built between the evaluator and the ProCare Network North Promotion Advisor and the programme staff served to enhance on-going development and implementation processes.

Programme Description

Documents

Documents used to describe the programme were the original programme plan, marae arataki work plan and one report. These documents were provided to the formative evaluator in early 2006.

Programme aim

The main aim of the programme was to use a community development approach within a Maori conceptual framework. This approach was conducive to the aims and objectives and overall goal of the programme.

Programme goal

The main goal of the programme was to develop environments which promote, improve and protect community health and well being and reduce inequalities.

Programme plan

The programme plan included rationale, objectives, activities and strategies and performance indicators. An intervention logic model was developed by the programme team and the evaluator with support from other Whariki evaluators.

Rationale

Reducing inequalities for different groups of New Zealanders has been identified as a key priority by the government and by Waitemata District Health Board. Health inequalities in New Zealand are greatest between Maori and non-Maori, and also between Pacific peoples and non-Pacific. This is also the case for Maori and Pacific Peoples living in North Shore and Rodney District.

Reducing inequalities, especially in relation to cardiovascular disease, diabetes, immunisation rates, oral health for pre-school children, suicide, maternity and mental health and with a particular focus on influencing lifestyle factors such as smoking, nutrition, physical activity, alcohol and drug use and interpersonal violence have all been identified as priority areas for Maori. In respect to Pacific Peoples cardiovascular disease, diabetes, respiratory disease, oral health, immunisation rates, maternity and mental health have been highlighted as areas that require priority attention.

There is ample evidence to suggest that change, particularly in respect to lifestyle, is more likely to be successfully achieved and maintained when the people it affects are involved in initiating and promoting this change thereby increasing the likelihood of long-term sustainability. ProCare Network North will work with Maori and Pacific Peoples accordingly.

Target populations

South Kaipara Maori Population = 1,417 Maori aged 1-75 years. Maori residing in South Kaipara are a close-knit community who affiliate to one of the five marae in the area ie. linked through whakapapa.

Programme staff

The Marae Arataki programme was developed and delivered with support from the ProCrare Network North Promotion (PNNP) Advisor. The PNNP Advisor provided a general overview of the programme as it developed and played a key mentoring role for the programme staff.

The programme staff consisted of a programme coordinator and five marae arataki. The marae arataki were each specially selected by the marae communities they represent. This was a critical aspect providing credibility and integrity to the programme and ensuring maximum programme uptake. Participating marae were Puatahi, Kakanui, Araparera, Reweti and Haranui, all in South Kaipara.

Each of the marae arataki was responsible for developing and implementing a programme for their respective marae and whanau communities. The programmes

were intended to support marae and whanau to develop improved and increased awareness and behaviours around healthy eating and physical activity to address health and well-being issues.

The programmes developed and implemented by the marae arataki were focused on effective provision and facilitation of activities, services and events that enabled whanau participation and improved health and well being.

The programme staff met monthly. Marae arataki provided detailed verbal progress reports, noted by the PNNP Advisor and programme coordinator. The evaluator attended several of these meetings.

Programme objectives

- To increase levels of physical activity and improve nutrition of whanau
- To support community-based initiatives that promote healthy eating and physical activity
- To strengthen skills and knowledge of whanau
- To identify health and wellbeing needs of whanau and marae
- Monitor and evaluate the effectiveness of the programme

Programme strategies and activities

- Establish the Toku Oranga Pai Programme on marae
- Support whanau to participate in activities and/or events
- Inform whanau about the Parakai Modified Green Prescription programme
- Support interested whanau to attend an Introductory Modified Green prescription session at Parakai Pool
- Support whanau to attend courses and workshops
- Produce a Marae Hauora Newsletter/Panui to celebrate achievements and inform whanau about health and whanau issues and upcoming events/activities
- Establish Marae Hauora Notice-Boards to display health messages for whanau
- Provide submissions and/or advice on nutrition and physical activity related strategies and policies
- Develop needs assessment materials
- Carry out needs assessment with whanau and marae
- Identify (from needs assessment information) and plan initiatives to be developed for 2006/07
- Implement identified initiatives with whanau and marae
- Attend 2 and a half hour monthly meetings to report progress and discuss issues

Performance indicators

- Programme established by end of February 2006
 - a) Whanau questionnaire forms completed by end of February 2006
 - b) Whanau registration forms completed by end of February 2006
 - c) A total of 45 half hour sessions delivered to whanau by end of June 2006
 - d) Participation sheet completed for each session

- e) Fifty whanau participating on T.O.P. Programme by end of June 2006
- Whanau participating in each activity and/or event by the end of June 2006
- Whanau supported to attend an Introductory Modified Green Prescription Session by the end of February 2006
 - a) Kai and Nutrition Registration Forms completed by end of February 2006
 - b) At least 15 whanau completing Kai and Nutrition course by end of May 2006
 - c) Between two and six whanau supported to attend A-Z Fundraising hui by end of June 2006
 - d) First Aid course organised with Te Ha O Te Oranga O Ngati Whatua by end of June 2006
- Two Newsletters/Panui distributed to whanau by end of June 2006
- Four Marae Hauora Notice-Boards established by the end of April 2006
- One submission completed by the end of June 2006
- Needs assessment materials
 - a) Drafted by mid February
 - b) Pre-tested by end of February 2006
 - c) Final materials developed by mid March 2006
- One hundred Marae Registration Forms completed by end of June 2006
- One hundred Marae Hauora Questionnaire Forms completed by end of April 2006
- Hui held to share findings with whanau and to identify future initiatives by end of May 2006
- At least two initiatives identified and planning begun by end of June 2006
- Implementation of two initiatives begun by July 2006
- Attendance at five monthly meetings by end of June 2006

Programme activities, events and services

Programme activities, events and services were designed in response to information gathered from whanau through the needs assessment process. These were promoted, supported and facilitated by the marae arataki and included:

- Modified Green Prescription Programme
- Line dancing
- Dyna bands
- Mau rakau
- Te reo
- Maori games
- Walking groups
- National Push Play Events
- Te Ha O Te Oranga O Ngati Whatua Oma Oranga Day
- Te Ha O Te Oranga O Ngati Whatua Dance and Dinner for Kaumatua
- Maori Tai Chi
- Mobile clinic
- Aerobics and aquarobics
- Whanau Day
- Market Days
- Turbo jam

- Kapahaka
- Table tennis
- Hakinakina
- Fundraising eg. Housie
- Marae mihimihi initiative
- Kai and nutrition programme
- Matariki events
- School holiday programme
- Panui/newsletter and notice board

Collaboration and networking

Programme staff built relationships with other key stakeholders in the South Kaipara and Rodney District. Partnerships and collaborations contributed to the overall programme goal, to develop environments which promote, improve and protect community health and well being and reduce inequalities. Positive relationships were established with:

- Te Ha O Te Oranga O Ngati Whatua,
- Ngati Whatua Ngarima O Kaipara Charitable Trust (an umbrella group for the five marae in South Kaipara)
- Waitemata Health DHB Maori Health Service
- Rodney Health Link
- South Kaipara Collective Tu-Tangi-Ora
- Helensville Women's Centre
- Mo Wai Te Ora Maori Health Service
- Waipareira Trust
- Parakai Pools
- Kaipara College and seven primary schools
- Housing New Zealand Corporation

Formative Evaluation Support and Assistance Provided

Meetings with ProCare Network North Promotion Advisor

The formative evaluator met with the PNNP Advisor and programme coordinator on a number of occasions. Two meetings took place at the PNNP Advisor's home in Sandringham. The first meeting was 21 April 2006. The evaluator provided information and feedback on the following topics:

- Formative evaluation role and purpose, a meeting schedule for the duration of the contract (until 30 June 2007)
- Future development of a strategic plan for the programme
- Workforce development for programme staff
- Effective planning, documentation, recording and reporting processes and methods
- Audio-taping of marae arataki progress reports
- Possible future impact and outcome evaluation

A second meeting took place 15 June at the PNNP Advisor's home in Sandringham. The evaluator provided advice and feedback on the following topics:

- Development of a strategic plan for the programme
- Provision of a sample logic model to be presented by the PNNP Advisor to the marae arataki
- Workforce development opportunities for marae arataki eg. The Health Promotion Certificate, policy development, media and advocacy training, other Maori training eg. Rongoa, mirimiri, etc.
- Networking and collaboration with other health providers
- Need for accurate documentation and recording of outcomes
- Adopting and developing a global view and approach
- An internal evaluation procedure to be built into the programme
- Consider impact and outcome evaluation
- Keep programme planning simple
- Use existing objectives and specify performance indicators

Other topics discussed included:

- Support for the programme from the newly appointed CEO of Ngati Whatua Nga Rima o Kaipara
- Tu Tonu (Beachhaven) to be brought onboard – programme plan needs to be built
- PNNP Advisor to discuss programme logic with Tu Tonu programme staff – aiming to have Tu Tonu onboard by August 2006

Programme staff meetings

Programme staff met monthly. All the meetings were held in Helensville, South Kaipara. The evaluator attended meetings on 29 March 2006, 20 July, 19 October, 27 March 2007 and 11 May.

The marae arataki presented progress updates on the programme and the evaluator provided feedback on aspects including:

- Identifying and addressing workforce development needs
- Careful monitoring and management of workloads
- Effective recording and documentation of programme sessions and participant attendance rates
- Developing and using creative and innovative methods to encourage and support programme up-take by hard to reach groups
- Identifying and responding to whanau needs around programme development and delivery
- Recent evaluation literature and resources, tools and techniques
- Practising easy evaluation techniques ie. stating a simple goal, identifying barriers, planning strategies and realistic timeframes within which to achieve the goals, recording and reflecting on the process.

Attendance at staff meetings was valuable. The evaluator was able to become familiarised with the programme. These opportunities and interactions enhanced

relationship building between the evaluator and the marae arataki. The meetings proved very useful for the evaluator to gain a sense of the programme's growth and development.

By attending these meetings the evaluator was able to support and encourage knowledge and understanding of the role and purpose of formative evaluation. Easy evaluation tools and techniques were shared. Recent evaluation literature and resources were provided to programme staff.

Immediately following the meetings the evaluator provided workshops on evaluation and/or programme logic. These sessions were attended by programme staff as they were able.

A detailed account outlining support provided by the evaluator is also given in the contact log, Appendix One. Emails and phone calls are also logged.

Programme needs assessment

The evaluator provided feedback on needs assessment activities and information gathering tools and techniques that were developed by the programme staff. Strategies were designed and implemented to ensure maximum reach to enable the target population to engage with the programme. Registration forms, needs assessment questionnaires and panui/newsletters were developed and distributed. Needs assessment activities were on-going.

Programme uptake

At a staff meeting in March 2006 the evaluator noted that achievement of community buy-in and programme uptake had proved to be a challenge.

Local marae had traditionally been used only for tangihanga. Introduction and establishment of the programme meant that, for the first time, marae were being utilised for completely different purposes. Part of the intention was to increase and improve whanau access to the programme.

Many whanau were reluctant at first. A comment made by one of the marae arataki at a staff meeting 29 March 2006 and recorded by the formative evaluator indicated the challenge. "Whanau are nose-y but cautious, they have to be coaxed out of the car into the marae which can take two weeks." Perseverance by the marae arataki resulted in an effective programme being delivered to marae and whanau. Over a short period of time, significant numbers of whanau were attending or engaging with the programme. As early as March 2006 marae arataki reported that the programme was averaging an attendance rate of 20-22 whanau.

Aspects of the programme were also delivered in whanau homes to accommodate smaller groups and to overcome transport and climate issues.

Intervention logic model

The evaluator planned and conducted a number of programme logic model workshops with programme staff. These workshops were aimed at providing opportunities for programme staff, in particular the marae arataki, to be involved in a process that would increase their knowledge and understanding of the overall project.

In April a sample logic model was provided to the PNNP Advisor and programme coordinator. This was taken back to the marae arataki for discussion. Over a period of time several draft versions of the logic model were produced. A first draft of a logic model was presented to the PNNP Advisor in mid 2006. Following a couple of workshops and discussions with programme staff a final logic model was presented to the project coordinator 20 December 2006.

The logic model is a visual representation of the programme's various components. Programme elements/input, short, medium and long-term goals/outcomes are clearly depicted. The model that was developed can be an effective tool for current and future planning, evaluation and reporting purposes. The model can be adapted and modified in response to on-going change and evolution of the programme.

Conclusion

The evaluator would like to pay a tribute to Noel Reeder, the ProCare Network North Promotion Advisor for the programme, who sadly passed away in March 2007. Noel had a vision for the programme and played a key role, mentoring and guiding the marae arataki and supporting the programme coordinator.

The programme is unique and is currently being used as a model for other similar initiatives. The programme staff shared resources with Franklin Huakina Development Trust Marae Lifestyles programme and the Beachhaven Tu Tonu programme. Those resources include programme and marae arataki work plans, templates, needs assessment questionnaires and registration forms. With permission, the logic model that was developed has been used as a teaching tool in the Easy Evaluation Short Course delivered by SHORE and Whariki throughout New Zealand. These processes are contributing to a new body of evidence that will support future marae hauora development in Aotearoa.

The evaluator is currently writing a paper on the programme. Programme staff agreed that a paper should be written and accepted an invitation to be co-authors.

Appendix One

The contact log provides details of contact and communication between the evaluator and the project team and many of the topics that were covered.

Contact log

Who/when/where?	Topic/s	Outcome/action
Verne/Noel/Helen emails March 9, 14, 21, 24, 27 2006	Te Awaroa Marae Lifestyles project	Verne to visit programme site, meet marae arataki and deliver intro formative evaluation session
Verne/project team face to face March 29 @ Helensville	Marae arataki monthly meeting: Verne delivered a session to introduce formative evaluation	
Verne/Noel/Cherie email April 5	Summary of March 29 meeting	
Verne/Noel/Cherie face to face April 21 @ Sandringham	Strategic plan, evaluation role and purpose, workforce development and training for project team, planning and documentation, perhaps audio-tape korero, consider impact evaluation in the future	
Noel/Verne email April 27	Questionnaire for needs assessment reviewed by evaluator	
Noel/Verne email May 30	Tu Tonu project meeting @ Beachhaven July 10	
Noel/Verne email/phone June 2, 22	Tu Tonu project meeting discussion on status of this project	
Noel/Verne face to face June 15 @ Sandringham	Strategic plan, programme has the support of the new CEO, present logic model example (Jane's Hawaiian one) to programme team. Noel will flesh out the draft model Verne has developed. Work Force Development needs of the marae arataki eg. Health promotion certificate, policy development and media advocacy training, networking and collaboration; vital to document outcomes and impacts; develop a global view and approach; eventually build into plans an internal evaluation system; consider impact evaluation in the future, Tu Tonu to be brought on board in August – Noel will discuss programme logic with them; keep planning simple and use existing objectives; specify project indicators	Verne to plan and prepare a logic model workshop for programme staff
Noel/Verne phone June 27	Tu Tonu project meeting cancelled until further notice	
Noel/Verne email/phone July 6	Marae arataki meeting @ Helensville July 19	
Noel/Verne phone July 19	Evaluation workshop preparation	
Verne/project team face to face July 20	Evaluation workshop and activities and discussion of intervention/programme	

@ Helensville	logic	
Noel/Verne/Cherie email/phone August 17, September 4, 19, 22, October 2	Beachhaven project, planning and timing for full logic model workshop	
Verne/Sandy/project team face to face October 19 @ Helensville	Logic model workshop	
Verne/Sandy/Cherie phone/email December 20	Final logic model emailed to project coordinator	
Verne/Cherie phone February 27 2007	Logic model and Franklin project	
Verne/Cherie/Nicola email/phone March 6, 23, 26, 30	Te Awaroa and Franklin projects and logic model use at evaluation course, next face to face meeting	
Verne/project team face to face March 27 @ Helensville	Project update – GRX, Whanau Day, marae reports, newsletter, purchase of a camera to take photos for newsletter, needs assessment on-going, workforce development for marae arataki, resourcing an issue ie. Not enough hours for marae arataki to effectively implement programme, recording and documenting of whanau attending activities and events and recording quotes from participants	
Verne/Cherie email April 4	Request from evaluation team to use project logic model in evaluation training workshops	
Verne/Hinemoa phone April 26	Programme objectives and indicators	
Verne/Cherie/JoJo phone May 1	Planning and timing of evaluation and logic model workshop, launch of Franklin project on Friday May 4	
Verne/JoJo phone May 9	Preparing for evaluation and logic model workshop	
Verne/Hector/project team face to face May 11 @ Helensville	Programme logic recap, process and impact evaluation, ratings rubric discussion, information dissemination about the programme eg. Attend conferences and seminars, national and international, and present the programme, write and publish articles about the programme etc.	
Verne/Cherie phone June 15	Information re Maori Hui @ Solway Park Masterton July 8	

Appendix Two

Te Awaroa Marae Lifestyles Intervention Logic Model

Intervention
Elements

Short-term
Outcomes

Mid-term
Outcomes

Long-term
Outcomes

