



Maaori Communities Rising to the Challenge of Obesity

Leonie Matoe

# Overview

- Ko wai au
- The evidence
- The issues remain the same
- Maaori rise to the challenge
- Maaori innovation

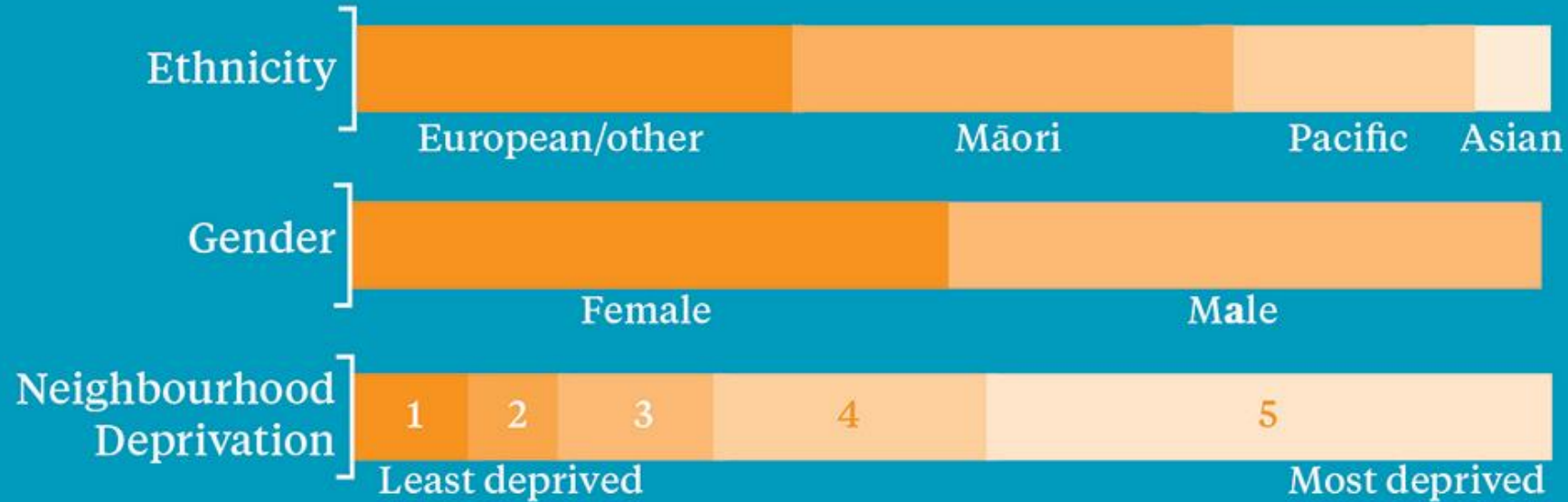
# Ko wai au – Who am I?

He mokopuna o te maunga titohea  
I tipu ake ki te wai pounamu  
Ao paakeha, ao Maaori

Former CEO of Toi Tangata  
Maaori Public Health Champion  
Indigenous Maaori food enterprise

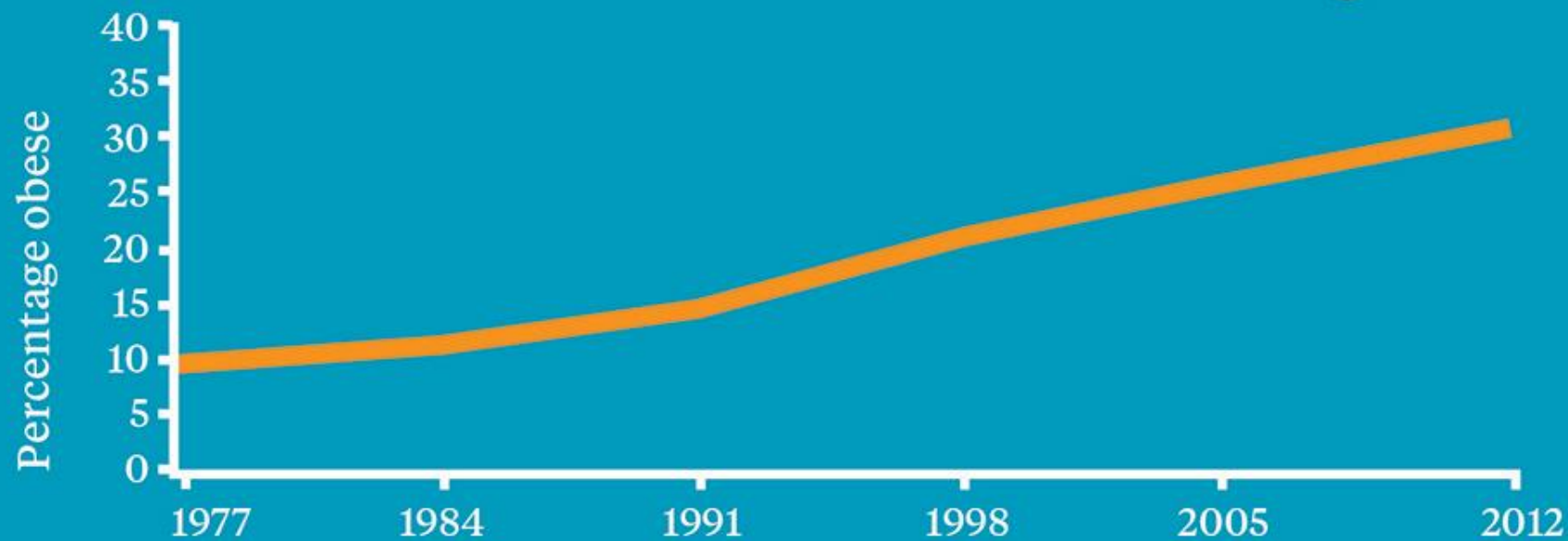


# Childhood obesity spans demographics



Ministry of Health. New Zealand Health Survey (unpublished data). Wellington: Ministry of Health.

## New Zealand has the third highest adult obesity rate in the OECD and our rates are rising



Ministry of Health. 2015. *Understanding Excess Body Weight: New Zealand Health Survey*. Wellington: Ministry of Health.

# Issues

- Major lack of sustainable and sustaining health solutions for Maaori in Aotearoa
- Ineffective 'mainstream models'
- Renaissance of Maaori knowledge to improve Maaori health
- Innovation across dynamic systems



**TOI TANGATA<sup>TM</sup>**

*Toi Tangata is a Māori agency which develops, delivers, and champions kaupapa Māori based approaches to health, movement, and nutrition.*



Heather Skipworth





Tri-Maori - Ariana Paul and Tama Potaka

# The Atua Matua Maaori Health Framework



Dr Ihirangi Heke – The Mobile Waananga



# Kai Taketake

Paora Te Hurihanganui



# Kakano Café & Cookery

Jade Temepara and Te Putahitanga





# Plant based Maaori

Raniera Rewiri



Valerie Teraitua and Whaanau



iMOKO™ is an innovative, digitally enhanced healthcare programme developed to increase access to health services for children.



### Navillus Medical

Our mission is to democratise healthcare by putting everyday technology in everyday peoples' hands where they live, work and play, achieving improved outcomes by the people for the people... [Read more](#)



### Our People

We have a great team of professionals who each bring a unique set of knowledge, skills, abilities and experience to the iMOKO™ team... [Read more](#)



### Resources

Learn more about health conditions that affect you and your whānau and what you can do to prevent injury and illness... [Read more](#)

Dr Lance O'Sullivan



# Mahi a Atua – Narrative Therapy

Mark and Diane Kopua



# Why use Arataki App?

## Cultural information

Unlock and access location specific cultural information that is accurate, credible and has mana (integrity).

## Discover, experience, learn

Learn about culturally significant sites and POI (points of interest) around Aotearoa. Māori place names, landmarks, stories, proverbs, history, songs and more.



## Health benefits

Our virtual Guides allow you to get outdoors and be active, fit and healthy. Walk, run, climb, scale, explore.

## In your own time, at your own pace

Our tech allows you the flexibility to consume our content in your own time, at your own pace.



# KAUPAPA



Patu is a weapon used by Māori warriors to attack the enemy and to protect the whānau. In this new era our Māori whānau need protection from a different enemy that our tūpuna never faced, obesity and diabetes. The name Patu was developed from the acronym HIT or High Intense Training being the exercise programme used in classes. Using the word Patu gave it a Māori appeal encompassing tradition and customs, as well as a wero or challenge for Māori to take up the fight against the new enemy.

The programme incorporates Māori language and tikanga or customs. Many of our training sessions relate to Māori atua. We have found that targeting a specific population gets the best out of everyone. Working together as a group is so much more motivating than working out individually particularly for Māori as we are all here for the same kaupapa or reason. A lot of this group collaboration stems back to our Māori concept of whānaungatanga and carried through to our New





# kaitahi

The Native  
Superfood  
Company



Kaitahi – The Native Superfood Company

Re-search  
Re-learn  
Re-connect

