

Well Child Tamariki Ora (WCTO) Provider Update

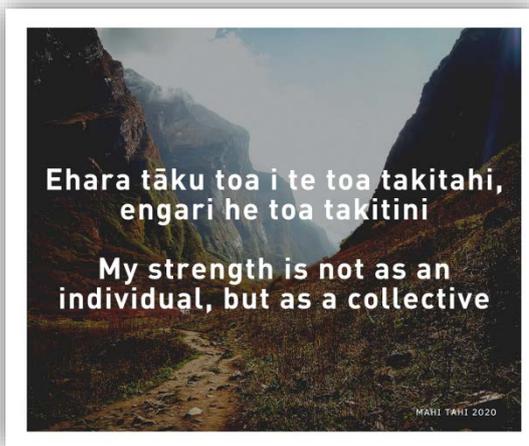
February 2021

Ngā mihi ō te rā ki a koutou mā mai i a mātou ngā kaimahi ō Immunisation Advisory Centre.

Greetings from the WCTO Promotion Team of the Immunisation Advisory Centre.

In this newsletter:

- The QuitStrong campaign is making a comeback!
- Provisional Vaccinator Foundation Course
- National Immunisation Week: 3—9 May
- WCTO Services during COVID lockdown 2020--report
- Celebration Corner: Tamariki Ora nurse in the Wairarapa
- Feedback from the Well Child Tamariki Ora Conference and pre-Conference Workshop, 19-20 November 2020
- Upcoming WCTO symposia and other events



The whakataukī at left can also be interpreted as “I come not with my own strengths, but bring with me the gifts, talents and strengths of my family, tribe and ancestors” (Te Whariki, 2017)

Save the date! WCTO Symposium 6 May: Central region (location tbc)

From the Te Hiringa Hauora/Health Promotion Agency: QuitStrong campaign making a comeback for 2021!

Te Hiringa Hauora/Health Promotion Agency is excited to advise the national advertising campaign QuitStrong will be live again from Sunday 24 January through to Saturday 20 February. The campaign will feature on TV, radio, social media, online and some outdoor advertising.

The strengths-based campaign was well received when it launched in August last year. It celebrates that many people do quit, and the support of others can help. It seeks to tackle the reality that many quit attempts are not successful, and promotes better ways to quit by linking people to support (Stop Smoking Services and Quitline) and tools that can increase their chances of giving up the smokes for good. The campaign website is [QuitStrong.nz](https://www.quitstrong.nz)

The campaign uses a montage of videos of support from real people encouraging someone close to them to quit smoking. The videos are not scripted making them authentic and relatable. This second campaign flight has some new videos of people sharing their quitting stories (which we kindly thank Hāpainga Stop Smoking Service for their help in creating), and also some new videos in te reo Māori.

Our Māori advisors here at Te Hiringa Hauora have included a whakataukī: *Kia Kaha, Kia Māia, Kia Manawanui* to complement this piece of work and feature in the updated hero video.



Kia Kaha – Be Strong. Be strong in your decision to quit smoking. It isn't easy, and many attempts may be necessary to stop successfully, but the reward is excellent health for you and your whānau.

Kia Māia – Be Brave. We know it will take individual bravery, boldness and confidence to overcome nicotine addiction. These qualities will help you on your journey to being smokefree.

Kia Manawanui - Be big-hearted. Be persistent, committed and resist the temptation to smoke. Your whānau now and in the future will benefit from this decision.

The campaign resources are available through the [QuitStrong campaign page](#). We encourage you to use these resources in your channels to amplify the campaign so that more people can be Smokefree.

We would like to thank those involved for their support and participation.

Provisional Vaccinator Foundation Course (PVFC)

A reminder: Well Child Tamariki Ora nurses are eligible to complete this free course. It is available on the [IMAC website](#) (see the Education and training page under the Health Professionals tab). Completing this course, including the assessment and peer review component will enable you to administer influenza and MMR vaccines to adults and children from age 3 years.

COVID vaccine/s education

An upcoming module on specific COVID vaccines will be added to the Provisional Vaccinator course and authorisation. Particularly if you work part-time or otherwise have capacity this year, we encourage you to consider becoming a Provisional Vaccinator to support the need for an increased vaccination workforce during the COVID vaccine/s rollout.

By May this year, we will also be offering education around the COVID vaccine/s for our non-vaccinator allied workforce (including kaiāwhina and community health workers). Keep an eye out on the [COVID-19](#) page of our website and forward this newsletter to colleagues and encourage them to [subscribe](#) to receive updates.

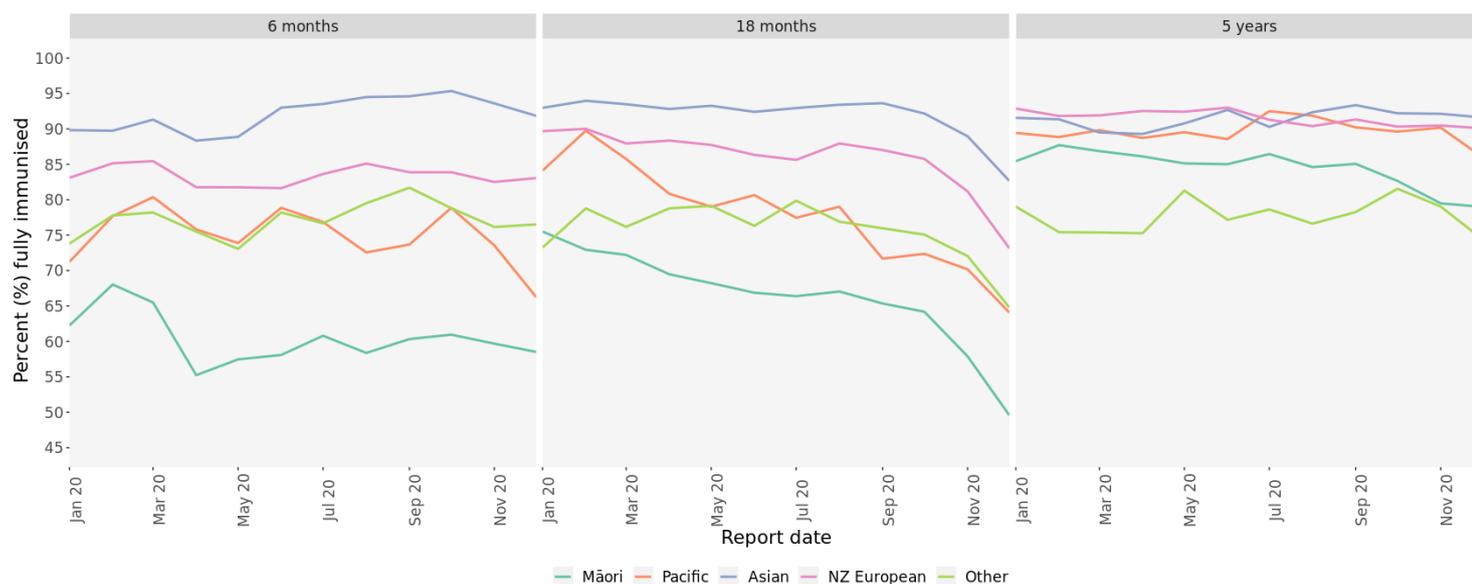
Well Child/Tamariki Ora services during COVID lockdown

The WCTO Governance Group, a group established by the Ministry of Health as part of the child health response to the COVID pandemic, commissioned a report to acknowledge the work undertaken by WCTO providers as essential workers. The [report](#) describes strengths and challenges associated with conducting WCTO services during this period.

National Immunisation Week

Given the need to introduce COVID vaccines, 2021 will be an *Immunisation Year*; however, there will still be a specific Immunisation Week, held this year between 3–9 May. National advertising for this week will be simple and directed at boosting the visibility of existing vaccination messages.

The figures below show childhood immunisation coverage (fully vaccinated at ages 6 months, 18 months and 5 years) in the 12 months ending December 2020. The figures show a significant drop off for all ethnicities at ages 6 months and 18 months in 2020. The drop at 6 months is expected to be partly due to the impact of COVID-19 (eg, lockdowns making access to general practice, outreach services and other health professionals more difficult). The significant drop off in coverage at 18 months of age is likely due to recent schedule changes and its impact on the identification of fully immunised children in the age group. There remains ongoing evidence of inequitable coverage for infants and children of Māori, Pacific and 'Other' ethnicities.



Disclaimer: Please note that these figures are based on data extracted from Qlik, which can change as more data are added.

It is important to promote routine childhood immunisation and catch up throughout all regions. You can draw upon immunisation existing resources from [HealthEd](#) and the [2019 Immunisation Week Toolkit](#) and if you or your families/whānau have questions about COVID or the COVID vaccines, these may be answered [here](#).

The most effective way to prevent diseases such as rotavirus and measles, is to promote on-time vaccination as this provides individual and community protection.

The New Zealand Lactation Consultations Association's first online conference!

This is an online conference offering pre-recorded sessions which can be viewed at any time between 19 February and 3 March 2021.

For more about the conference and speakers, go to the [NZLCA website](#).

Celebration Corner: Wairarapa Tamariki Ora nurse Makere Sargent

As part of a new feature, we celebrate the people at the coal face—you!

If you or someone you work with would like to feature in the next edition, please contact Andrea (andrea.teahan@auckland.ac.nz) adding the subject line “WCTO newsletter: Celebration corner”.

Makere began her training in 2013 with a firm goal to become a Well Child nurse, taking time out to birth her third child and returning to study when baby was 8 weeks old. Throughout her studies she had a vision board and a job application at Whaiora Whanui was pinned right at the top of it. The year she graduated, she applied for and was offered a role at Whaiora as a Tamariki Ora nurse! In her first year there, she completed her post-graduate Well Child papers through Whitireia. Makere has been in her role for coming up 4 years.



Makere reports the things she loves about her job:

1. Babies, I love babies!
2. The connections you make with whānau and that feeling you get when everything clicks into place, and watching the progress they make as a whānau.
3. Working in collaboration with all the services at Whaiora. We have so many experts in one building, it's nice to be able to seek the appropriate support in a timely manner.
4. Supporting whānau through hard times.
5. The flexibility of managing my own caseload, and the support I receive from my manager and the organisation.

Makere and her husband have been together for 15 years and married for 10. He was her number one support through her studies. Together, they have six children, four of their own (aged 1 to 12 years) and two whāngai foster girls (aged 12 and 13 years) who have been in their care for a year.

Reflecting this edition's whakatauki, Makere depends on her 'village' to support her emotionally and physically, and that enables her to manage her work and home life--her parents, in-laws and sister help care for her children while she's working.

Whaiora is also very family friendly and understanding when it comes to her own whānau issues that may arise. Makere renegotiated her hours after her last baby, reducing to 0.6FTE, which helps hugely. As she says "I get the best of both worlds, quality time with my whānau and I'm still able to do the job I love!" To charge her wairua, Makere and her husband make time for 'date nights' and quality time alone.

WCTO Workshop and Conference 19 & 20 November 2020, Holiday Inn, Rotorua: Feedback

Over the course of 2 days last November, around 170 delegates attended the WCTO Workshop and/or Conference in Rotorua.

An evaluation survey was sent to delegates following the event. There were 102 responses. Of these, 45% indicated they worked for a Māori health provider, while 26% worked for Plunket. All DHBs except for Southern and South Canterbury were represented amongst respondents.

The Workshop

- Of the respondents, 57 attended the Workshop day. Almost all these respondents agreed the sessions were relevant to their role, well run and the topics of interest.
- 78% thought the sessions were of the right duration; 18% thought they were too short.
- Almost all thought they were likely to use the knowledge learnt in their everyday practice.
- Of the invited free text comments, many praised the sessions on *Engaging effectively with Māori while developing real cultural competence* and *Reducing inequities for Pacific children, caregivers and their families*.



Cultural Competency ran by Hone was unbelievable, wealth of knowledge and very real. I would like some of his education to be rolled out with more of the organisations so that we have a more open approach on knowing the historical affects in our generation today. Great session, more than the Treaty itself, but adding further events that had occurred in to building a relationship with our Māori whānau. Fantastic!

I attended the Pasifika workshop and found that to be inspiring, gained good knowledge of how to engage with PI peoples.

- Almost all respondents rated the Workshop as excellent or good for catering, the venue and the overall event, and all but one said they were highly (82%) or somewhat (16%) likely to attend another Workshop.

The Conference

- Amongst survey respondents, 82% ($n = 83$) attended the Conference dinner and 98% ($n = 99$) attended the Conference day. Feedback on both events was largely positive (see below).

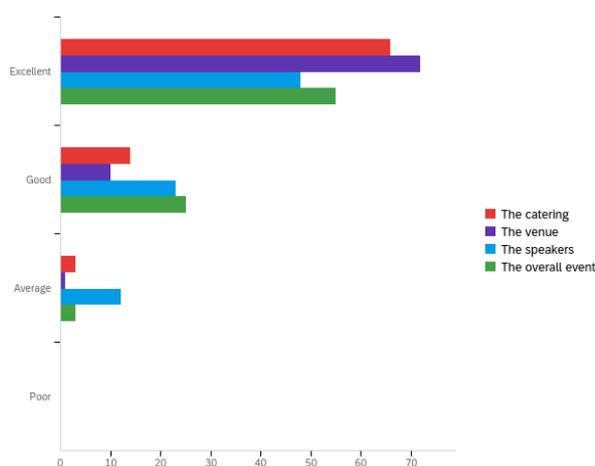


Figure 1: Feedback about the Conference dinner

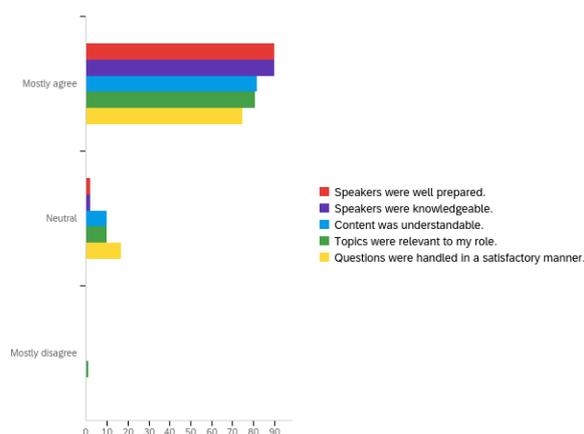


Figure 2: Feedback about the Conference day

- Free text comments about the dinner were very positive, with praise for the networking opportunities. Inadequate vegetarian food choices were noted.
- Free text comments about the Conference included praise for the speakers, although concerns were raised about presentations being rushed. In some cases, this was specific to the 15-minute concurrent sessions and in other cases, to the 30-minute invited speakers' presentations. Comments noted that the duration of the

sleep presentation immediately following the spontaneous gifting of the wahakura woven during the Conference, was cut severely.

Overall, this was an extremely successful event, with learnings for the next one. We thank the Ministry of Health for supporting the funding for this event. On behalf of IMAC and our Advisory Group, we thank everyone for attending and hope to see you at the next one.



Upcoming events

- WCTO Symposiums 2021
 - 6 May: Central region (location tbc)
 - 29 July: Northern region (location tbc)
 - 27 October: Christchurch (location tbc)
 - 25 November: Midlands region (location tbc)
- Children's mental health week 1-7th Feb 2021
- [National Children's Day](#): Sunday 7 March
- [Walk2Work Day](#): 10 March
- [World Oral Health Day](#): Saturday 20 March (NZ Oral Health Day is held in November)
- National Immunisation Week: 3-9 May
- [Midwives Conference](#): 5 & 6 November



Website address: www.wellchild.org.nz

Newsletter mail-out dates for 2021: 17 May, 16 August, 15 November

Updating your contact information

You've received this newsletter because you're on our MailChimp list.

You can click on the 'update' link on the bottom of the email to change any details.

If you know other providers who do not receive our newsletter or updates, you can forward this link (<http://eepurl.com/Kp0RP>) to them to register.

