



ProCare Māori Health Strategy

Reimagining healthcare



ProCare

Our Purpose

Supporting and uplifting the health and wellbeing of the people of Aotearoa New Zealand.

Our Mission

Together we are reimagining healthcare to deliver the most progressive, pro-active and equitable health and wellbeing services in Aotearoa New Zealand.

Our Vision

An Aotearoa where all people, across all life stages are enabled to meet their full potential.



Values and behaviours

Pou whakamanawa

Integrity guides us

We always do what we say — we don't just talk the talk, we walk the walk.



Kia haerenga tahi

We walk alongside people

With empathy, respect and kindness.



He taonga tātou

We believe all people are taonga

We provide wellbeing pathways, enabling your true self to shine.



Kia whakamana te tangata

We courageously embrace meaningful change

We are consistently progressive and innovative. We embrace a learning mindset, always open to new and better ways to doing things. We are passionate advocates of ideas which advance people's health and wellbeing, ensure equity, and we always deliver these with care and excellence.



Kia whakakōtahi

We collaborate for collective impact

Through sharing knowledge and expertise, we collectively uplift the wellbeing of many, achieving more together than we could alone.



Our Expression of Te Tiriti

The text of Te Tiriti o Waitangi, along with the Ritenga Māori declaration, are the enduring foundations of our approach. We will strive to achieve the following four goals, each expressed in terms of mana.

- **Mana whakahaere**
- **Mana motuhake**
- **Mana tangata**
- **Mana Māori**

Te Tiriti o Waitangi Articles

These Tiriti obligations underpin Te Whatu Ora Health New Zealand and Te Aka Whai Ora Māori Health Authority, Whakamaua: Māori Health Action Plan 2020–2025 which sets the government’s direction for Māori health advancement over the next five years.



Kāwanatanga – governance



Tino Rangatiratanga – self determination



Ōritetanga – equity

Te Tiriti o Waitangi Principles



Whakawhanaungatanga – partnership



Kaitiakitanga – active protection



Tino rangatiratanga – self determination



Whakamaramatanga – options



Ōritetanga – equity

Māori health strategy

ProMāori Advisory Board members are the kaitiaki of the Māori Health Strategy. ProMāori has committed leaders to advocate for positive health outcomes for Māori. ProMāori engages and guides ProCare in providing expertise, advice to benefit Tangata Whenua health and wellbeing outcomes. ProMāori will promote health and wellbeing amongst Tangata Whenua and their communities.

Our objectives

Improve health and wellbeing outcomes for tangata whenua

Partnerships

Build trusted partnerships

People

Capable, trusted people who have the heart to uplift the wellness of tangata whenua: competent and confident people



Our priority areas

2021—2025



Our whānau

We are committed to maintain engagement and enhance voices of whānau in all we do



Our partners

Our partnerships are authentic and maintained by supporting and advocating for positive health outcomes



Our people

We are the employer of choice



Our whare

Te Tiriti o Waitangi and Te Ao Māori is embedded in all we do



Population Health Strategy

Top priority health areas for Māori



Healthy start to life 0 – 4 years

- Reducing respiratory hospitalisations
- SUDI Prevention and education
- Registration with LMC in the first trimester
- Oral health
- Protection - immunisations



Increased engagement 15 – 24 years

- Prevention of Youth suicide
- Cellulitis/other skin infections



Engaged and enabled wellbeing

- Increasing smokefree whānau
- Mental health – depression



Improved quality of life long term conditions

- Asthma/chronic respiratory disease
- Lung cancer
- Breast cancer
- Cardiovascular disease - heart failure
- Diabetes and gout
- Multimorbidity



Improved quality of life for kaumatua



He ika kai ake i raro, he rāpaki ake i raro

Committing to a journey begins with the first steps.



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