



Whakawhētū

Mokopuna Ora

Jeanine Tamati-Paratene

Kāi Tahu, Te Ātiawa

Kaiārahi ā rohe (Regional Advisor)



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Whakawhetū

He karakia

Ka karapinepine te pūtoto i a ia

Ki roto te whare wahi-awa

Ka whakawhetū tama i a ia

(nō Tūhoto Ariki o Te Arawa)

Recognises the potential of the unborn child as a taonga passed down through generations.

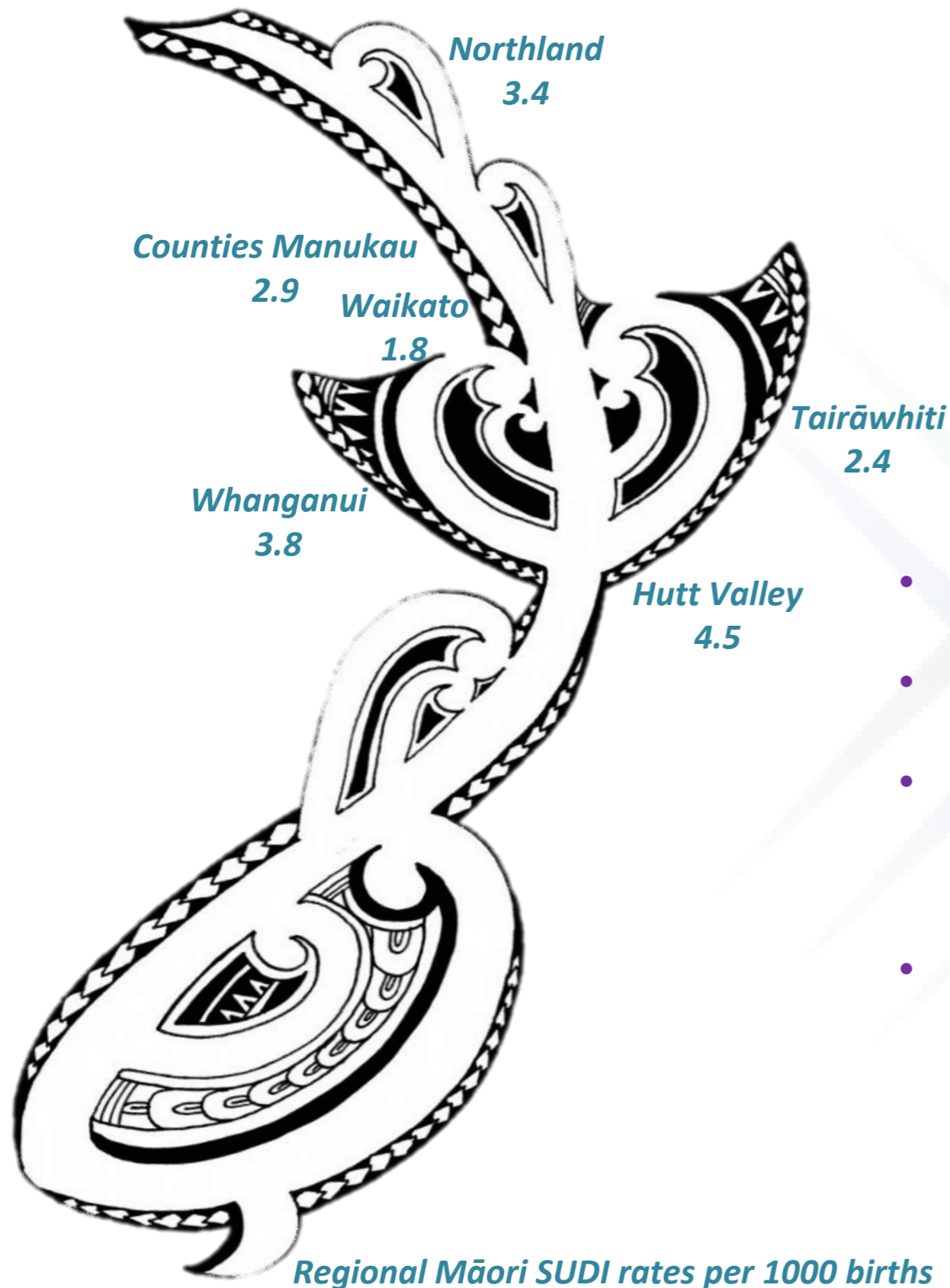
As the child grows and develops within the mother it is a time to celebrate and nurture the child to flourish and thrive.



Whakawhetū
Mokopuna Ora

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Reducing SUDI for Māori



- Approximately 50 pēpi die each year
- More than 60% of these pēpi are Māori
- Māori have consistently higher rates of smoking during pregnancy
- 21% of Māori mothers both smoked in pregnancy and bed-share



P.E.P.E.

SUDI prevention message



Place baby in a baby bed

Elimate smoking in pregnancy

Position baby on their back

Encourage and support māmā to breastfeed



Protecting Our Mokopuna Seminar



The purpose of the seminars is to:

- Increase the knowledge of SUDI across the health sector and agencies
- Share ideas and strategies on how we can continue collectively to reduce SUDI rates in Aotearoa
- Network with others working to further reduce SUDI rates
- Increase community awareness and engagement in SUDI prevention

REGIONAL SEMINARS:

Te Ūpoko o te Ika (Wellington region) – Thursday 20th August

TBC - Waikato, Whanganui, Tairāwhiti, Te Waipounamu (Christchurch)

Completed - Tāmaki Makaurau & Taitokerau)



Whakaohetū
Mokopuna Ora

Whakawhetū Online SUDI Training



Preventing Sudden Unexpected Death in Infancy (SUDI)

Module 2B

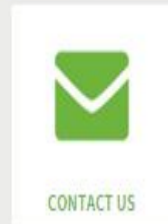
Eliminate smoking in pregnancy

Whakawhetū Online SUDI Training

www.whakawhetu.co.nz/sudi-training



welcome guest
register | login



User login

Username *

Password *

- [Create new account](#)
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Conectus is an alliance of maternal and child health services based at the School of Population Health, the University of Auckland.

Conectus Learning provides a shared online learning platform on behalf of these three Conectus organisations.



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Wahakura

SUDI prevention message

- Kaupapa Māori – a Māori solution to a Māori issue
- Developed by the Nukutere Weavers' Collective in Gisborne in 2006
- has a traditional forbear in the pōrakaraka, a similar pre-European structure slung from the rafters
- Pēpi-pod is the 'teina' (younger sibling) to the wahakura
- Enables safe bed-sharing
- Research shows whānau Māori like and embrace the wahakura as a cultural device to keep baby safe
- Effective vessel for passing on a range of antenatal messages



National Safe Sleep Day



- Friday 4th December
- Focused on promoting safe sleep practices for babies, so that every sleep is a safe sleep
- Health professionals, non-health professionals and community address safe sleeping practices for whānau.
- Generates a range of community activities, events and initiatives around the country
- Aims to attract Māori and mainstream media attention on SUDI

www.facebook.com/SafeSleepDayNZ

www.safesleepday.org.nz



Whakawhētū
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Whakapāngia ki ngā whānau

Communicating with whānau

The screenshot displays the Facebook page for Whakawhetū, a Community Organisation. The page features a colorful, woven pattern background. Key elements include:

- Page Header:** Search bar with 'Whakawhetū', user profile 'Jeanine', and navigation links for Home, Messages, Notifications, Insights, Posts, Settings, and Help.
- Profile Section:** Profile picture, cover photo, name 'Whakawhetū', and tagline 'Community Organisation'. Action buttons for 'Create Call to Action', 'Liked', and 'Message' are visible.
- Engagement Metrics (THIS WEEK):** 7 Page Likes and 58 Post Reach.
- Recent Activity:** A post by Boyd Broughton and 47 other friends with 106 likes and 58 post reach this week.
- Post Content:** A post by Jeanine Tamati-Paratene dated 6 May at 17:33. The text reads: "Create a healthy environment for your baby. It is so important for them..." Chantelle Hill from Waikato Hospital's Newborn Intensive Care Unit talks about why it is really important to support and encourage all wāhine who are hapū and smoking, to stop smoking. She also shares an example of...
- Right Sidebar:** Includes a 'Promote' button, a 'See Your Ad Here' section, and a 'Promote Page' button.

Whakapā mai!

Connect with us!

...on Facebook

- Whakawhetū
- Safe Sleep Day

...our website

- www.whakawhetu.org.nz

...via email

- j.tamati-paratene@auckland.ac.nz

