



Hapunga Auahikore

Alliances

Te Taitokerau

Smokefree Pregnancy Alliances
Northland



The seeds in Northland

- 42.8% pregnant Maori women smoke -2012 Audit
- Smoking major contributor to poor health -SUDI
- No pregnancy specific cessation services
- Strong support for better service for pregnant women who smoke
- Funding became available
- 2025 Smokefree Aotearoa

Why Alliances?

- Strength in Partnership
- Shared Commitment – common goals
- A better service for pregnant women
- Partners have unique and interrelated roles
- Coordinated and strategic actions to common goals
- Expand and exert concentrated efforts for better access and cessation support
- Continued momentum and success depends on the work of each partner and the collective work of all partners





What did we do?

- Proposal to MoH successfully funded
- Representative oversight group formed
- 3 regions decided upon
Kaitaia, Kaikohe and Whangarei
- Co-ordinator contracted (Tracey Cornell)
- Locality meetings held
- Alliance Charters developed and signed.
- Training for midwives
- One year to set up - July 2012 – June 2013
- Tobacco Control Advisor – Pregnancy position established

Each Alliance

- Consensus to form Alliance
- Collective commitment to serve this population better
- With ongoing meetings MOU & KPIs decided on
- Workforce development identified
- 2 – 3 initiatives identified for action
- Charters Signed

Is it making a difference?

- All three Alliances at first meeting reported a 4 - 8 fold increase in referrals to AKP from midwives
- Improving communication between key member organisations
- AKP providers and Quitline committed to prioritizing pregnant women referrals and establishing programs for pregnant women and feedback loops to referrers
- All three Alliances have started and/or are planning innovative projects e.g. Kaitaia AKP kaimahi visiting midwives rooms. Whangarei AKP more frequent & face to face interventions
- Midwife in Kaitaia at her recent standards review reported a 50% quit rate among her women who smoked in the last year.



Referrals for pregnant women June – September 2013

Cessation Provider	Number of referrals	Enrolled	Declined	Unable to contact
Te Hiku - Kaitaia	15	5	4	6
Ngati Hine Kaikohe	6	2	4	
Ngati Hine Whangarei	15	9		6
Quitline from Northland	0			

Te Hauora o te Hiku o te Ika at the midwives rooms



Tips

- Invite **all** the providers to the table from the outset
- Consider Economics – Offer to reimburse self employed midwives and voluntary providers to attend meetings.
- Formalize relationships between key stake holders
- Expect every region and provider to have different dynamics
Urban/Rural, well or poorly resourced? voluntary/transport
- Expect other health services to want to use the alliance for other health issues and consider how the alliance would manage that



Whangarei membership

- Ngati Hine Health Trust – AKP provider
- Quitline – National Service
- NZ College of Midwives – Northland
- Te Kahu Wahine – Maori midwives collective
- NDHB Antenatal/Maternity Services
- Manaia PHO
- Ringa Atawhai – Health promotion organisation
- NDHB Public and Population Health
- Plunket
- Barnardos
- The Pulse – Services for whanau with young children
- Te Ora Hou – Service for young parents/teens/pregnancy
- Maori Women's Welfare League



Hapunga Auahikore - Te Taitokerau Pregnancy Alliances in Northland

Maraea.mentor@northlanddhb.org.nz

Maraea Mentor
Tobacco Control Advisor – Pregnancy
Public and Population Health Services
Northland DHB
Private Bag 9742
Whangarei 0148
Phone: 021415721