

# WERO

CHALLENGE

An update on developments & future actions

# He aha tenei kaupapa, ko WERO?

What is WERO



- A team stop smoking competition run over 3 months.
- Teams of 10 people who smoke (kaihoe) compete against each other and win money for their designated charity.
  - Teams are divided into competition pools.
  - Prizes and Incentives
    - \$500 @ 3 weeks
    - \$500 @8 weeks
    - \$5000 @ end of competition
    - Team with the most blogs @ end of competition \$500
    - Hapū mama qualifies for a special prize at the end of the competition
    - Spot prizes during the competition
- Web based competition. [www.wero.me](http://www.wero.me)

# Kai whakauru

Participates



	WERO 1 September 13		WERO 2 March 14		WERO 3 June 14		WERO 4 September 14		Total	
	N=661	%	N=438	%	N=416	%	N=564	%	N=2079	%
Māori	465	71%	370	84%	249	64%	364	65%	1448	70%
Pakeha	140	21%	57	13%	52	13%	74	13%	323	16%
Pacific	44	7%	8	2%	74	19%	107	19%	233	11%
Other	6	1%	3	1%	15	4%	19	3%	43	2%
Missing	6		0		26		0		32*	2%*
Total	<b>661</b>	100%	<b>438</b>	100%	<b>416</b>	100%	<b>564</b>	100%	<b>2079</b>	100%

\*missing values counted in Total percentage

# Nga hua

## Results



	Total Participants	Quit*	24 hrs s/f (all)	24 hrs s/f (drop outs not counted)	4 weeks s/f (drop outs not counted)
September 2013	661	183	28%	43%	25%
March 2014	438	122	28%	54%	37%
June 2014	416	115	28%	42%	31%
September 2014	564	197	35%	49%	37%
Total	2079	617	30%		

# WERO Whanau

Region	Region
Northland (DHB)	Tairāwhiti (DHB)
Auckland	Whanganui (DHB)
Waikato (2 – one Pacific Midland)	Manawatu
Bay of Plenty (2 Eastern and Western)	Wellington
Lakes (Rotorua)	Nelson/Marlborough
Taranaki (DHB)	Christchurch
Hawkes Bay (DHB)	Otago/Southland

**Total 16 providers – 5 DHB, 6 individual, 4 Iwi providers, 1 Pacific provider**

National office Team (Auckland) - National Manager (.4), Senior Programme Manager (.5), Administration support (.5), Data & Logistic co-ordinator (.5), Evaluation (.2)

# Whakataritari

Recruitment



February 2015 – TV advertisement produced regionally for Maori TV



WeroChallenge (Finished Draft) (1920x1080) (1).mp4



Website – [www.wero.me](http://www.wero.me)

Facebook page -

1253 followers

numerous regional pages

# Smokefree partners

Smokefree Partner	How is it working
DHB's	<p>Currently working within 4 DHBs</p> <p>More DHBs have included WERO in their tobacco control plan - what does this mean for actions?</p> <p>Need to have all 20 DHB's recognising that WERO could support them in reducing Māori smoking rates for their district</p>
Aukati Kai Paipa	<p>Working well together in some regions. AKP and WERO are the only 2 Maori quit smoking programmes. Provides Māori with more choices for quit support.</p>
Quitline	<p>Presented together to the correctional services, Wellington</p> <p>Interested in looking at exploring working together to support businesses</p>
Ministry of Health	<p>Supported the initiative with funding to June 2016</p> <p>What happens after 2016 next year?</p>

# Nga mahi kei te haere WERO

Future directions



Plan	Rationale
2 National competitions – April and September 2015	Current direction
Additional regional competitions	Smaller regional competitions Request from the regions
Workplace strategy	Support workplaces to participate, support the extension of s/f policies
DHB alliances, partnerships and focus	WERO more accessible to more people using existing structures
Increase Pacific participation	Significant target population
Revised communication strategy	Increase awareness which in turn will lead to greater participation



# Ngā mihi

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