

TE WERO

Te reo karanga o te rā
Te wero, te wero, takinga
Ko tōu rourou, ko taku rourou
Ka ora e te iwi e

Hikitia, manaakitia!
Āwhinatia te wero!
Hikitia, manaakitia!
Āwhinatia te wero!

E rapu ana i te ao
Te mātauranga o te Pākehā
Me ngā tikanga Māori
Ā ō tūpuna e

WERO

CHALLENGE

An update on developments & future actions

Brief History



- A team stop smoking competition run over 3 months.
- Teams of 10 people who smoke and want to quit compete against each other to win \$5,000 for their designated charity.
- The competition is internet based through the WERO website, where competitors can see how they are doing against others e blog, and share their experiences.
- Prizes and incentives
 - Marae, charities and community groups benefit from participants quitting
 - \$500 for leading at 4 and 8 weeks
 - \$500 for blogging – supporting one another to quit
 - \$5,000 for the team with the most people verified as smokefree
 - Spot prizes
 - Additional prize for hapu mama that quit

Brief History

- Hawkes Bay was one of the pilot sites:
 - 7 teams (70 participants)
 - WERO training was conducted with 7 kai mahi in Hawkes BAY
 - Teams were recruited from;
 - Wairoa (4), Napier (1), Flaxmere (1), Porangahau (1)
 - Participants;
 - ranged in age from 15-71 years,
 - 90% Māori

Brief History



- Pilot phase:
 - Internet use, ethnicity, gender, smoking behaviour data collected, smoking status 4,8,12 weeks

		N=70	%
Smoking Behaviour	Other household members smoke	46	66%
	People ever smoke insides your house	13	19%
	Tried to stop smoking	65	93%
Time of first cigarette	Within 5 minutes	21	30%
	6-30 minutes	18	26%
	31-60 minutes	15	21%
	After 60 minutes	16	23%

Programme Evaluation

to date

- Qualitative and Quantitative
 - Face to face interviews with the exception of one phone interview
 - Group and one-on-one
 - Across the motu (country)
 - Tāmaki Makaurau; Tainui/Waikato; Waiāriki; Christchurch; Queenstown; Te Tairāwhiti; Hawkes Bay; Manuwatū; Whanganui; Te Tai Tokerau
 - Who has participated in the interviews (thus far)
 - WERO Kaihoe/Participants (including pregnant women)
 - Regional Coordinators (RCs)
 - Kaumatua
 - Coaches

Who are we reaching?



As at November 2014

	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	661	100%	438	100%	416	100%	564	100%	2079	100%

*missing values counted in Total percentage

Evaluation to date

- Smoking behaviour data collected
 - competition 4 - November 2015

		N=564	%
Time of first cigarette	Within 5 minutes	175	31%
	6-30 minutes	220	39%
	31-60 minutes	84	15%
	After 60 minutes	84 *1 missing	15%

Evaluation to date

	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%		

Programme Evaluation cont.



to date

- Key Findings
 - Positive findings
 - Moving from research to practice
 - Pilots and the evaluation leading to a funded programme
 - Supporting groups to quit
 - *“unlike other programmes”*
 - Participants and RCs like the whanau centred approach to WERO
 - Webbased approach is good
 - Public exposure and promotion of WERO
 - Network of 16 RCs is seen as positive
 - Like the visuals on the website
 - Social Media and Blogging is a good idea
 - Incentives is considered an add-value to support people to quit (ie: quitting as a team for a marae, charity of church++)
 - Loved the Māori TV add, short and concise

Programme Evaluation

to date

- Key Findings cont..
 - Not so positive

Issue	Resolution/action
Regional Coordinators can often feel like they are working in isolation from one another and much of the work is out of normal work hours	<ul style="list-style-type: none">• Increased contact with one-another and with head office<ul style="list-style-type: none">• regular monthly telehui• Increased involvement in the development of tools, guides for RCs
Strengthen the communications plan	<ul style="list-style-type: none">• Regular media engagement including Māori media• Improved social media and blogging• Increased media coverage, including local radio and regional newspapers• Greater promotion/visibility of regional/local successes
Workforce Development opportunities	<ul style="list-style-type: none">• Social Media<ul style="list-style-type: none">• Planned for July 2015• Media engagement<ul style="list-style-type: none">• Development of media templates

Programme Evaluation

to date

- Key Findings cont..
 - Not so positive

Issue	Resolution/action
Improve the tools that RCs can use	<ul style="list-style-type: none">• RCs and head office have formed a working group to develop<ul style="list-style-type: none">• simple coaches guides/support to help people quit• back-up to the webbased enrolment and or simple problem solving guides for RCs
Regional competitions	<ul style="list-style-type: none">• Smaller regional competitions alongside or between national competitions
National competition pools need to make sense to participants	<ul style="list-style-type: none">• Current competition pools are shaped differently ie: pasfika competition or Te Wai Pounamu competition

Programme Evaluation

to date

- Key Findings cont..
 - Not so positive

Issue	Resolution/action
Pacific numbers are low	<ul style="list-style-type: none">• Negotiating two new Pacific contracts with existing providers in Hamilton and Auckland
Spot prizes and general resources, pamphlets etc.. need to be more appropriate for the participants.	<ul style="list-style-type: none">• Working group established to undertake focus groups with participants report due end May
RCs keen for longer contracts	<ul style="list-style-type: none">• Currently reviewing the contracts.

Current Competition

Region	Numbers (698)
Tāmaki Makaurau	9 Teams, 10 kaihoe (90 in total)
Waikato/Waiāriki,	9 Teams, 10 kaihoe (90 in total)
Pasifika	7 Teams, 10 kaihoe (70 in total)
Takitimu	11 Teams, 10 kaihoe (110 in total)
Kotahitanga	12 Teams, x2 teams with 6 kaihoe x1 teams with 7 kaihoe x3 teams with 8 kaihoe x1 teams with 9 kaihoe x5 teams with 10 kaihoe (102 in total)
Te Tairāwhiti	13 Teams, 10 kaihoe (130 in total)
Te Wai Pounamu	12 Teams, x1 team with 7 kaihoe x1 team with 9 kaihoe x10 teams with 10 kaihoe (106 in total)

Work in progress – we will continue to
twink – make quality improvements as
the programme rolls out.

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