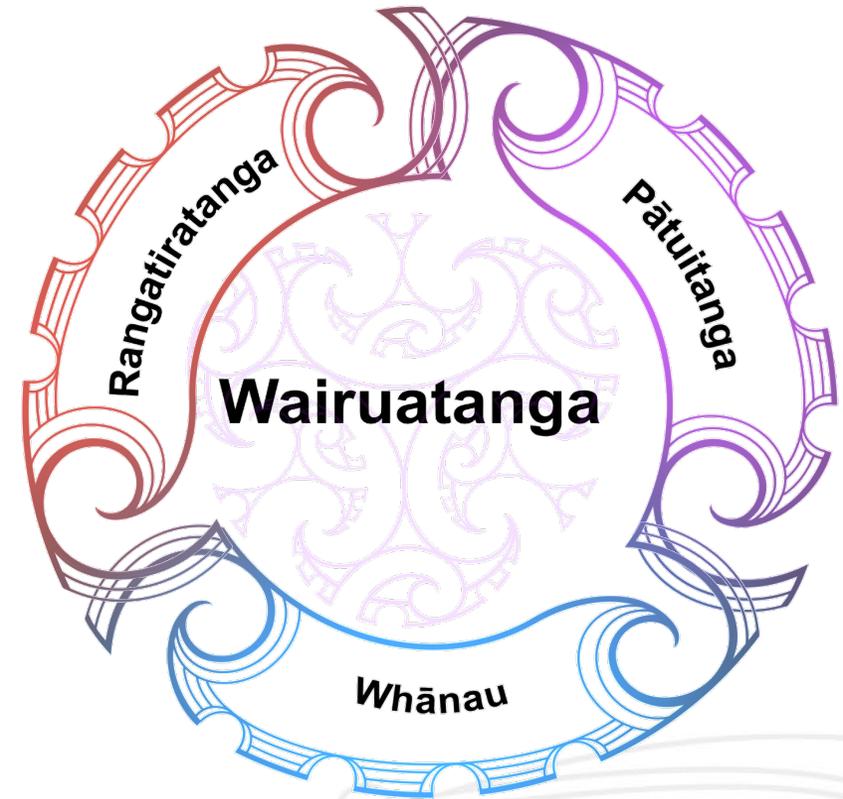# Engaging with consumers and whānau

Lauagaia Cat Jeffries and DJ Adams
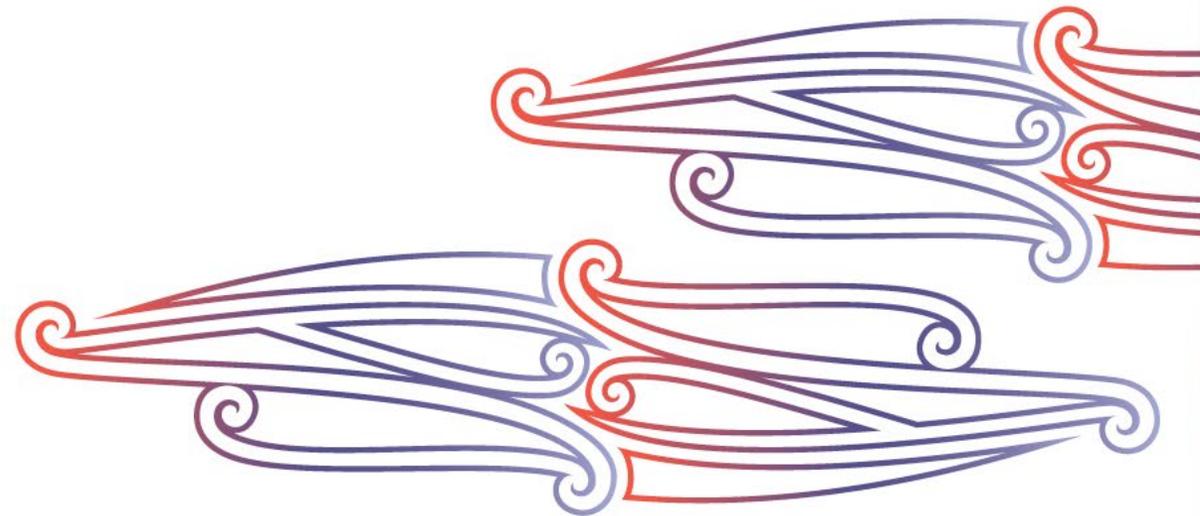
Creating safe spaces for engagement

- Te Ao Māori framework

- Whakawhanaungatanga
  - the process of establishing relationships
  - creating connections with people and places are foundational to everything we do

- Creating le vā

  - a spatial way of conceiving the secular and spiritual dimensions of relationships and relational order, that facilitates both personal and collective well-being (Anae, 2007)

- Teu le vā
  - the 'valuing', 'nurturing' and 'looking after' of these relationships to achieve optimal outcomes for all stakeholders (Anae, 2007)

Creating safe spaces for engagement

- Involve consumers and whānau from the beginning

  - **are** key stakeholders
  - **must** be at the forefront
  - **need** to be involved from the beginning
  - hold the **knowledge and solutions**

- Find out their preferences:
  - meet kanohi ki te kanohi
  - suitable timing/ allow for flexibility
  - meet in an environment of their choice
  - consider whether further support is required

- Listen to understand
  - be open minded
  - be honest and transparent
  - be patient and compassionate

Your priorities and timelines are not the same as theirs

Encouraging consumer, whānau and community participation

- Who to approach
  - use your established networks

- How to grow and create new connections

  - whakawhanaungatanga
  - create the vā
  - use your established networks
  - reach out to forums
  - sponsor and attend local/national events
  - social media platforms, ie, LinkedIn

- Create safe spaces
  - different platforms/environments

Effective ways of communication and information sharing

- Demonstrate health literacy guidelines

- Use visuals, ie, photos, diagrams, videos, social media platforms

- Use Easy Read

- Use translator and interpreter services (support person or available external services)

- Whiteboard or notebook