Cultural considerations for health professionals caring for kaumātua - Mana and Manaakitanga

Video transcript

**Audio**

Music starts.

**Visual**

The first visual begins with a close-up moving water, bathed in the golden light. The visual transitions into a text-based title frame that overlays the same watery background. We see the bold white text that reads, “Cultural considerations for health professionals caring for kaumātua.” Just underneath, in a slightly smaller font, appears the subtitle “Mana and Manaakitanga.” Above the title is the Te Tāhū Hauora, Health Quality & Safety Commission logo. At the bottom of the frame, a koru-inspired design motif sweeps across the screen in a subtle gradient of pinks, purples, and reds.

**Audio**

Caring for kaumātua includes upholding their mana, which is a sacred force passed down from the atua, gods. Mana is our individual authority. It is about our dignity, esteem, and status. Mana is reflected in the way we interact with others. Manaakitanga is about everyday acts that uphold the mana of others

**Visual**

The visuals begin with an aerial view of a valley covered in soft morning mist. A town emerges faintly through the layers of mist, with steam rising from a geothermal vent, suggesting a setting rich in natural energy..

Overlayed on this scenic landscape, the word “Mana” appears, accompanied by its meaning, “Authority, prestige.”

The next scene reveals the silhouette of a dense forest, softened by the same glowing mist, as the word “Atua” fades into view, followed by the English translation “Gods.”

Following this, we are brought into a warm indoor space where a close-up shows an elderly Māori woman with long grey hair and glasses. Her gentle smile, expressive wrinkles, and shining eyes reflect wisdom, dignity, and joy.

The following image captures the same elderly woman who is seen arm-in-arm with two care workers. One is a registered nurse. All three women are smiling and appear relaxed and connected, standing in front of softly lit curtains that give the space a feeling of openness and comfort.

The final image repeats this moment but overlays it with the word “Manaakitanga” and the phrase “Look after, treat with care.”

**Audio**

Taking time to listen, asking permission before touching, creating spaces that feel welcoming and safe, and a cup of tea or some light kai can often be welcome.

**Visual**

The first visual opens with a close-up shot of native New Zealand ferns, softly lit and gently swaying, creating a lush, tranquil atmosphere. The same natural fern background remains present, but now slightly faded and overlaid with a soft blue gradient to create a clear space for text. Onscreen text appears in crisp white, delivering gentle, thoughtful guidance in full sentences. It reads: “Taking time to listen, asking permission before touching, creating spaces that feel welcoming and safe, and a cup of tea or some light kai can often be welcome.”

**Audio**

Mana grows through life strengthening with age, wisdom, and contribution. This is why kaumātua are held in high esteem. It is recognition of them being carriers of matauranga, ancestral knowledge, wisdom, and lived experience.

**Visual**

In the first image, a warm, softly lit scene shows a female kaumātua seated and laughing joyfully, her attention focused on someone standing in front of her. The nurse in grey uniform facing her is smiling, suggesting a moment of genuine connection and shared humour.

In the second image, a male kaumātua sits in a wheelchair in front of a large, bright window. He is engaged in a friendly exchange with a woman standing and facing him, who appears to be a healthcare worker. Seated next to him are two older women, one of whom is holding a folder, suggesting a group discussion or collaborative session. The word "Mātauranga" appears on screen, along with its English translation, "Ancestral knowledge". The kaumātua in the wheelchair continues to smile, highlighting the respectful and open atmosphere of the exchange.

In the fourth image, the focus is on the hands and lap of one of the seated women. She is holding a traditional poi, a small ball attached to a braided cord, often used in Māori performance. Her hand rests on a handwritten booklet, and others nearby are also holding papers or booklets. The word “Mātauranga” and the phrase “Ancestral knowledge” are again displayed, reinforcing the value placed on lived wisdom, storytelling, and cultural tradition.

**Audio**

When we uphold kaumātua mana, we are maintaining their spiritual safety. We protect their dignity, their sense of identity, and their role within their whānau. Mana is deeply connected to personal tapu, sacredness.

**Visual**

In the first image, a male kaumātua sits peacefully in a wheelchair by a softly lit window. He wears a striped shirt, a padded vest, and a straw hat, while attentively reading from a folder held in his hands.

In the second image, a group of kaumātua sit together on a couch, engaged in a shared moment of learning or reflection. Each holds a blue folder, and some are closely reading or discussing its contents.

The third image zooms in on one of the folders, revealing handwritten notes in te reo Māori. The visible text suggests the content is a waiata or chant. A hand, aged and steady, rests gently on the edge of the paper.

In the fourth image, a moving moment of connection unfolds as two wāhine embrace in a hongi.They press their noses together in a traditional greeting, eyes closed, sharing a gesture of mutual respect, warmth, and reverence. Other kaumātua are seated nearby, observing the interaction or focused on their own materials. The same embrace continues, this time overlaid with the words “Tapu – Sacredness.” The word highlights the spiritual depth and cultural reverence in the moment. The seated kaumātua smiles, eyes crinkling with warmth as she reaches out to complete the embrace. Others on the couch remain seated, watching or engaged with their folders, creating a strong sense of whānau and collective presence.

**Audio**

Tikanga, cultural practices, are how mana and spiritual safety are maintained. There will be times certain actions - intentional or unintentional - that means kaumātua mana isn't upheld. This includes breaches of tikanga.

**Visual**

In the first image, a man stands in an indoor space holding a blue folder with handwritten pages. He appears to be reading or speaking, with his mouth slightly open and his eyes directed downward at the paper. Overlaid text that reads “Tikanga” and “Cultural practices,” appear, emphasizing the message of the narration.

Two older women are shown standing indoors, facing toward the direction of the speaker. One wears a black-and-red scarf and glasses, while the other, also wearing glasses, appears to be listening attentively with a more serious expression.

The scene shifts outdoors with a high aerial view of a care facility. The buildings have pitched metal roofs arranged around a central courtyard with walkways, landscaped greenery, and a few people visible walking or standing within the grounds.

In the final image, a lone figure in a wheelchair is seen silhouetted against a large, softly lit window covered in sheer curtains. The scene is darker and more contemplative than previous ones, with a quiet and reflective atmosphere. The person’s posture and the solitude of the space visually reinforce the narration’s message about breaches of tikanga and the importance of upholding spiritual and cultural safety for kaumātua.

**Audio**

Restorative action relies on the relationship you've established through whakawhanaungatanga. The first step of restoring trust and safety in the relationship is acknowledging the misstep. Following the lead of kaumātua and whānau is important, particularly when restoring trust and safety. With the strong relationship you've established with kaumātua, you can better listen, learn, and follow their lead.

**Visual**

The visual shows a person knocking gently on a door. The gesture is quiet and respectful, suggesting a desire to enter with permission.

A caregiver is leaning forward to embrace a female kaumātua. The woman receiving the embrace is smiling warmly, while another woman nearby observes the moment with a soft smile while moving a walker out of the way. The words “Whakawhanaungatanga” and “Relationship building” appear on screen, reinforcing the cultural and emotional significance of the moment.

We cut to a warm interaction between a caregiver and a male kaumātua. The caregiver is seated and smiling, holding the elder’s hand while they talk. The kaumātua, wearing a straw hat and glasses, looks toward her with a relaxed and gentle expression. Behind them, natural light streams through white curtains and leafy green plants fill the space.

A group of older women are sitting together on a couch. Two of them are laughing, their faces animated with joy. One is holding a blue folder while clapping her hands together. The mood is light and connected, with a strong sense of camaraderie between them.

We cut to a caregiver standing and speaking with gentle enthusiasm. Her hands are clasped in front of her as she addresses someone off camera.

The same caregiver is now leaning forward to embrace one of the seated female kaumātua. The woman receiving the embrace is smiling warmly and tilting her head affectionately toward the caregiver, while another woman nearby observes the moment with a soft smile. The connection between them is evident and intimate. On screen, the words “Listen, learn and follow their lead” appear, encapsulating the essence of the message through both action and narration.

We cut to a striking aerial view of a town at dusk. The sun casts a warm golden light over the landscape, highlighting rooftops, roads, and trees as plumes of steam or mist rise gently from the ground, suggesting geothermal activity. In the foreground, a few tall trees create a natural frame for the town below. The backdrop includes a large body of water and low, distant hills, contributing to a calm and expansive feeling.

The final visual displays a clear and simple informational screen featuring the branding of Te Tāhū Hauora - the Health Quality & Safety Commission. It provides a call to action, encouraging viewers to learn more from the Frailty Care Guides, accompanied by a website link: [www.hqsc.govt.nz](http://www.hqsc.govt.nz/). The background is a gradient of deep blue and purple, with decorative koru patterns evoking traditional Māori design.

The video ends.