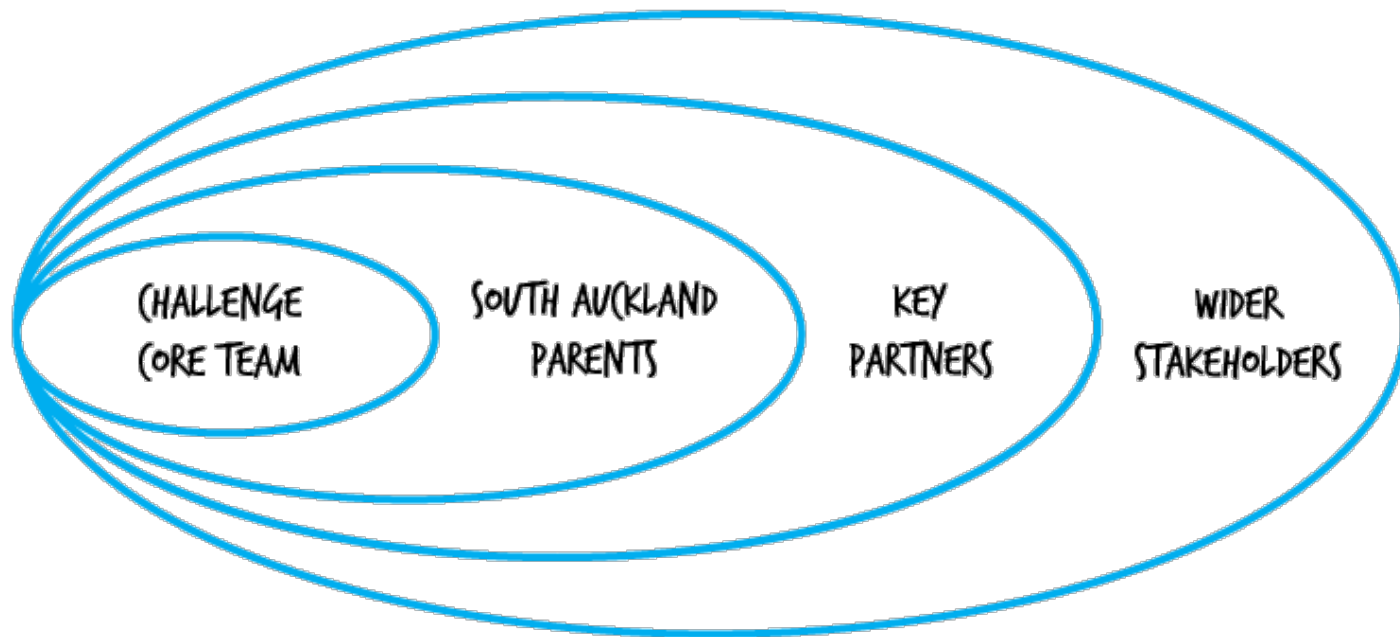


EARLY YEAR CHALLENGE: SOUTH AUCKLAND



“How might we support parents to give their tamariki the best start in life?”

COLLABORATION AND PARTNERSHIP



OUR APPROACH: SNAPSHOT



1. FRAME

Reviewing key research and data



2. EXPLORE

Ethnographic research and key insights



3. IMAGINE

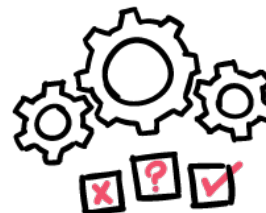
Co-creating new ideas

Whānau centric approach to co-design



4. TEST

Low cost, low risk prototyping



EXPLORE: LIVED EXPERIENCE OF PARENTS



PARENTS' EXPERIENCE OF EARLY YEARS IN SOUTH AUCKLAND

Early Years Challenge
July 2016



WORKING TOWARDS A BETTER FUTURE

- Putting more on the table up to better work/life balance
- Get on with the current work
- Unemployment avoidance
- Checklist: Personalising practice
- Compassion: meaningful and effective help
- Using all available services
- Recognising value of self-expression
- Access to professional services
- Empowering and work management
- Building stronger relationships

PRESSURE & JUDGEMENT

THE TWO WAVES

CREATING HOME

CONNECTIONS

SERVICE OR DISSERVICE?

(CO-DESIGN MAMAS: PARENT EXPERTS

We asked parents to prototype what working well together would look like, they valued:

- Trust and honesty
- Transparency
- Comfortable environment where it's easy to speak up
- Real and meaningful relationships
- Putting tamariki (children) first
- Consistency – “we want to talk to the same people!”
- Feedback – closing the loop

IMAGINE: (CO-)CREATING IDEAS



(CREATING 'HOME' STORY BOOK

Co-design sprint
26-28 July 2016

The
**Southern
Initiative**



TOGETHER WE DISCOVER

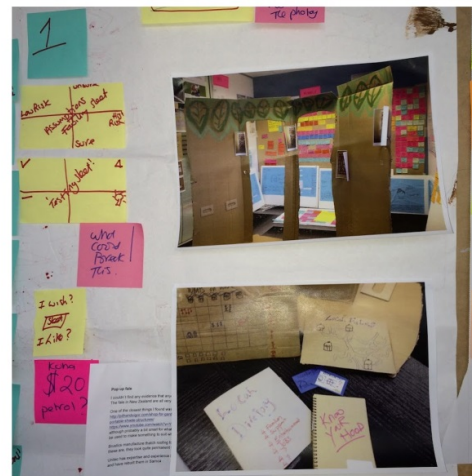
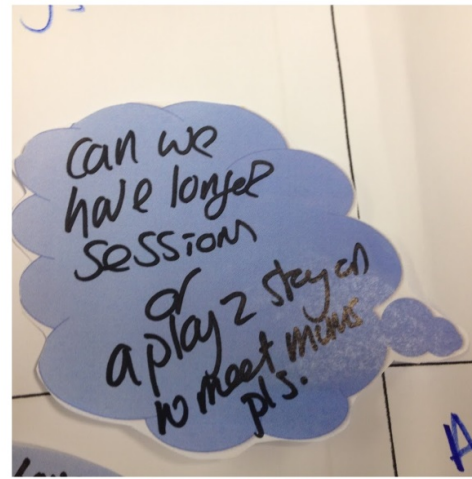
TEST: LOW COST, LOW RISK PROTOTYPING

Fast and safe to fail

- 5 ideas and parent led
 - @ libraries, parks, Plunket
- Engaged 100+ parents
- Iteration and prioritisation

Fun Space – Manurewa

- 8 week parent led pilot
- Designed by parents
 - Supported by Healthy Families
- Used council leisure centre during 'off-peak' time



WHAT WE'VE LEARNED SO FAR ...

Value of a whānau centric approach

- **Manaakitanga** - Host whānau in a way that empowers them. Reduce barriers to participation.
- **Whanaungatanga** - Establishing meaningful relationships in culturally appropriate ways.
- **Tino rangatiratanga** – Offer autonomy to decide how and when people participate. Co-decide.
- **Mana** - Whānau are the experts in their lives. Create a balance of power between decision makers.
- **Ako** - Mutually reinforcing learning.

Foundations for co-production?

- Start with a learning mindset
- View people as part of the solution not problems to be fixed.
- Build capability to co-design and co-produce (...including staff).
- Manage risks don't avoid them.
- Prototype and test new ideas

FEEDBACK FROM PARENTS...

***“Thanks for asking,
Thanks for listening,
Thanks for caring.”***

***“Taking part in this has made a
great difference to me. I'm now
talking to a big group of people
about an idea with passion and I
believe that we can change this.”***

NEXT STEPS – 2017

- Working with Plunket in Manurewa
- Collaborating with Council's Te Toa Takatini programme in South Auckland
- Continued collaboration with Growing up in New Zealand study