



Success Stories

Community Action On Youth And Drugs

Haeata Community Campus

St John of God Waipuna, Ōtautahi

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Issue: Haeata College needed a way to manage alcohol and other drug problems that would suit its students and community.

Outcomes: Students and staff co-designed a new procedure with CAYAD's help. The project built student leadership and led to fewer repeat problems with AOD, fewer stand-downs, greater whānau trust in the school and further collaborative work on harm prevention.

“It's one of the strongest processes we have... mana enhancing... non-shaming... relationship focused.” - Rebecca Wilson, Haeata College

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Haeata - meaning dawn or beam of light in Te Reo - is a new area school born from the closure of Aranui High, Aranui Primary, Avondale Primary and Wainoni School. Nearby NGO, Waipuna, houses the CAYAD service.

When Haeata opened, then-CAYAD kaimahi Phil Siataga initiated the relationship with school staff and in 2018, new kaimahi Paul McMahon and Jakin Alaifea began discussing the value of effective school AOD policies with Haeata's manager of Hauora (pastoral care), Rebecca Wilson. Rebecca was impressed by the team's experience in co-creating AOD policies with ākonga (students) in other schools, and invited CAYAD to work with the ākonga, staff and teachers on a new process for Haeata.

Paul and Jakin assisted with eight follow-up sessions with students and staff, which established a shared understanding of AOD in a school context and produced the guiding principles for the AOD procedure. The ākonga were very influential; introducing the important innovation of a kanohi-ki-te-kanohi (eye-to-eye) meeting: an ākonga arriving at school intoxicated (unless unsafe) would be sat down and “given a feed,” something warm/cool to drink, and asked about what was going on for them. This process was described by Rebecca as, *“mana enhancing... non-shaming... relationship focused.”*

A date was set for a presentation to the Board of Trustees (BOT) by Paul, Jakin, and two particularly strong ākonga Māori leaders who had emerged during the sessions, Steph and Cypress. They spoke about why they supported the draft AOD process. This was the first time since the foundation of the school that ākonga had presented at a Haeata BOT meeting. While they spoke a tear of pride rolled down Rebecca's cheek. The BOT adopted the process/policy without reservation.



Cypress and Steph at Haeata College

For Haeata, the quality of the policy development process greatly enhanced relationships between the school, its students and families. Rebecca reports that, in 2020, the Hauora team followed the new process and it became *“one of the strongest processes we have.”* She said there had been fewer stand-downs and very few repeat offenders. There had also been a good uptake of the Tautoko meetings by whānau and ākonga and the whole process had helped build trust with whānau.

BOT Chair Dr Cheryl Doig thanked Paul and Jakin for CAYAD’s contribution to ensuring the needs of ākonga and whānau were met, saying *“it’s not every school that enables ākonga to be so woven into the process and we really believe this is a great model for Haeata. The young people were amazing ambassadors and I will let them know that.”* She said CAYAD’s continued support of Haeata and their mahi was deeply appreciated.

Rebecca also emailed to thank Paul and Jakin, saying they had gone ‘above and beyond’ by attending the BOT meeting - *“Last night I felt so proud of where things were at and seeing the process up on the screen. I also felt incredibly proud of Steph and Cypress! I have shared with their kaiako just how amazing they were last night. They shared with me in the car how much they have enjoyed working with you both and how proud they are to be part of co-creating the AOD process.”*

Haeata and CAYAD Otautahi continue to collaborate towards a ‘Whole of School Approach’ to preventing and reducing AOD harm. This is a key role of the CAYAD programme, and can run from developing education and early intervention plans through to connecting social and clinical services, so that all young people have the best chance of reaching their potential.

CHOP the Liquor Shop: Murupara

Te Ika Whenua Hauora

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Issue: An application for a new bottle store threatened to undo reductions in alcohol harm achieved in Murupara.

Outcomes: After a petition from 400-plus community members, a march and agency objections, the application was withdrawn. Residents felt unified and inspired by taking action, and are now seeking a district-wide cap on off-licences at one per small town.

“Community action...has the potential to contribute to wider positive health outcomes, through increasing social capital and capacity within the community to tackle further health concerns” - April O'Brien, local parent

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Murupara is a town located in the isolated part of the Bay of Plenty region between the Kaingaroa Forest and Te Urewera National Park, on the banks of the Rangitaiki River, 65 Kilometres southeast of Rotorua, along SH 38. It's population is 1,680 (2020).

After 30 years of economic and social decline, Murupara bears the scars of a community left desolate by governments struggling to keep up with the increasing demands of meeting basic human rights, and of whānau living below the poverty line.

Notices for an application for a new off-licence liquor store in Murupara's town centre went unnoticed - no one knew what was going on and objection timelines were missed, but, the application would galvanise Murupara residents and set the tone for a small community prepared to stand up and fight back. As Te Kaari Yancey, Chairperson of Murupara Educare and member of Murupara Area School Board of Trustees, stated *“Murupara does not need another liquor outlet! We have enough social issues to deal with and hardly (need) another extra liquor outlet in our small community.”* Ellen May Slade, an award-winning youth worker on the Murupara Youth Leadership Projects Team talks of the success of their recent programme of drug and alcohol-free activities for young people in Murupara: *“We ran drug and alcohol-free activities for our youth and whānau - it was normal; there was no evidence.”*

“We ran drug and alcohol-free activities for our youth and whānau - it was normal; there was no evidence of negative activity up town or around the hall. Having this liquor shop in town will undo all of our hard work.”

When local Carloyn Meihana, manager of the Murupara Budgeting Service, found out about the application, she talked directly to licensing inspector Roger McQuilkin. He was able to convince the District Licensing Committee to extend the objection timeline by two days.

CAYAD quickly called in the Murupara Budget Advisory Service, Murupara Maaori Women's Welfare League, Murupara Educare Early Childhood Centre, Te Ika Whenua Hauora and the Murupara Youth Leadership Projects Team. Together they organised submissions, put the word out on local radio, started a petition and ran a community hui to rally key stakeholders and residents.



Yvonne Rurehe, a parent, volunteered to organise a march - *"We don't need another liquor store - we need a safe community, and this is why I volunteered to help out"* she says. CAYAD organised volunteer marshals Zane and Kata Roa, and Tetahi Akuhata. The march was guided by a chant that would invoke unity, and agreement by all that there was no need for another liquor outlet in Murupara.

Jessica Carpenter walked with her newborn and pulled her children out of school so they could stand as a whānau. *"I'm marching to keep our kids and youth safe as much as we can. It means that I will be happy knowing my children are in a safe environment."*

A successful social media campaign reached over 2,000 friends and whānau locally, nationally and internationally to gather momentum to "CHOP the Liquor Shop in Murupara." The petition against the liquor shop was signed by over 400 people in two days.

Even when faced with such overwhelming community opposition, the licensing process remained deaf to the community's concerns. What the people of the town wanted is not one of the criteria for objecting to a license. The passionate, caring and engaged people of Murupara were angered, disheartened, and confused by a system that does not take real community issues to heart - let alone to ear.

Fortunately, concerns raised about another outlet owned by the applicants ultimately led them to withdraw their application. Carolyn Meihana was one of the many who expressed relief: *"I was relieved it never made it. My concern was serving to under-agers. Also, it wouldn't be managed properly with an experienced skilled bar manager. It would bring more crime, and they would be drinking by our work."*

Small towns face the same plight as sectors of communities in cities that are disadvantaged by inequity, poor housing, low incomes and poor health, whose residents are at the mercy of government agencies and the complexity of the licensing system.

CAYAD and others in the town are working to even the playing field. Together with the Murupara Youth Council and local marae committees, they are asking the Whakatāne District Council to introduce a limit of just one off-licence per town of 5000 residents. Some landlords have also come on board by prohibiting alcohol sales in their lease agreements.

Says April O'Brien, a parent who volunteered in the campaign and strongly supports community action: *"I have been a longtime supporter of CAYAD mahi in Murupara. I am wanting a better Murupara for our Tamariki... Being involved with community action is an essential part of broader efforts to tackle alcohol-related harm. It also has the potential to contribute to wider positive health outcomes, through increasing social capital and the capacity within the community to tackle further health concerns. It was an honour to be part of the team."*

Hope Navigators

The Pride Project Pilot Programme

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Issue: The Pride Project in Clendon needed a sustainable way to address drivers of substance use, and to help people who did not know about or were hesitant to visit local services.

Outcomes: A community-based, peer-support pilot was developed which provides professionally trained volunteer ‘Hope Navigators’. They walk alongside people and build the understanding and trust they need to engage successfully with local services. It has grown to six Navigators helping over 80 whānau and has attracted new funding.

“Prior to coming on board with us she was with a few other organisations that really let her down. First and foremost, I had to secure her trust in me ... she had been brushed off by so many people that she has turned to alcohol and drugs to make herself feel better.” – Valentine (Hope Navigator).

“They’ve really opened a lot of doors for us. I couldn’t really do it without them because I would’ve just lost my way again. I just needed that support. And I found it here.”
– Leslie (Client).

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CAYAD Tāmaki Makaurau has worked closely with The Pride Project in south Auckland to establish a community-based, peer-support programme to provide encouragement and hope to those in their community dealing with substance abuse and to assist them in navigating support services.

The Pride Project is an NGO formed in the south Auckland suburb of Clendon to combat anti-social activity in the area. It works with people who have fallen through the cracks, have complex needs, and have often lost everything, including their sense of hope.

The Pride Project first connected with CAYAD after experiencing a number of local issues with substance use, including increasing instances of people going to the Clendon Pride Project Community House under the influence of alcohol and other drugs. Community members were also asking for help with their substance use, including what treatment services were available and how to access them, but there were reports of a general sense of mistrust in local social service providers.

CAYAD kaimahi Jordyn Johnston spent time building relationships with staff, listening to their concerns and understanding the peer-support that The Pride Project volunteers were already providing to their community. During one visit, The Pride Project team leader Melissa Atama shared her vision to streamline this volunteer mahi into a more formalised programme where volunteers could be paid and trained to support others in the community. This aligned with CAYAD’s capacity building approach, and with CAYAD’s support the idea was able to be piloted as the ‘Hope Navigators’ programme.



Hope Navigators are community-based, peer-support workers who walk alongside those needing support, giving help that is consistent, unwavering and non-judgemental. All the Hope Navigators have previously engaged with The Pride Project and have lived experience of accessing social services. They have gone through the hard journey of finding hope and confidence themselves, and now have a passion to support their community.

CAYAD assisted The Pride Project to connect with training providers and funded supervision for the hope Navigators through well-known counsellor, Peter Thorburn from Meth Education and Solution Services. Training covered Family Violence, Child Protection, Mental Health First Aid, Financial Mentoring, Alcohol and Other Drug Support, Motivational Interviewing, Suicide Prevention and Intervention, and Peer Support. One Hope Navigator says, "...it's amazing to fill our ketes with so much knowledge as education is key".

Over the 12-week pilot, 46 individuals received intensive and on-going support from four Hope Navigators, with a total of 93 family members supported. Of those the Hope Navigators worked with, 82% were Māori; 60% were female; and 54% were children and young people. In total, the Hope Navigators referred individuals to 37 organisations. The most common referrals were made around mental health (16%); housing (15%); parenting (13%); employment (12%); and alcohol and other drugs (9%).

The Hope Navigators provided holistic and long-term support for whānau and went above and beyond to build relationships, sticking with people for as long as they needed. As one client says, *"We had help with the anti-P ministry, the parenting course we did was awesome, constant help with our battle with CYFS. And it wasn't just that you came in once and you see somebody here and you leave. It was a full-on wrap-around service sort of thing."* Says another client, *"The Pride [Project] has great people and great attitude and heart towards us. It's hard to find such caring people who do not judge you and are willing to give their love to me and my family."*

CAYAD is continuing to partner with The Pride Project, providing funding for a short documentary around the project (now available on their Facebook page) which is being used to help them successfully build the case for further funding. The Hope Navigators are now working with local schools and the programme has received a Ministry of Social Development contract. CAYAD is also supporting their capacity around alcohol and other drug issues, working with rangatahi, evaluation, and is assisting them to apply for funding for a rangatahi employment programme through MBIE.

Says the Pride Project Team Leader, Melissa Atama: *"The support of funding for our Hope Navigators pilot was the catalyst for an amazing kaupapa that has grown to six Navigators helping over 80 whānau intensively, with new whānau engaging all the time. Thanks CAYAD for believing in us."*

Hokianga says no to new bottle store

Hauora Hokianga

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Issue: A new bottle store was proposed for an unsuitable site in Omapere, but no one in the community had mentioned it.

Outcomes: CAYAD's Facebook post reached 6000 people, and local champions started a petition. After 306 objections were lodged - one of the largest number the Council had ever received - the application was withdrawn. The community has become more active in other local kaupapa.

“I am certain that the result will help reduce social harm.” Mereana Watene (resident)

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On the edge of the Hokianga harbour, Opononi-Omapere has a population of around 800 people. Nearby sit Opononi Area School, Omapere Play Centre and three Marae – Pakanae, Waiwhatawhata and Waimamaku. Next to the Omapere wharf there is a petrol station, takeaway shop, laundromat and a new seafood and butcher shop called Hoki Smoki instead of a new bottle store.

An application for a new bottle store in Omapere was notified in June 2019. The District Health Board's public health unit contacted Hauora Hokianga CAYAD kaimahi Tina Quitta and Hayley Paul, who immediately posted the news to their Hauora Hokianga facebook page. Until that post, which reached 6000 people, no one had mentioned the small public notice about the application.

The community was adamant there were enough alcohol outlets already in the Ōmāpere-Opononi vicinity and this was not a suitable spot for another one. People often loitered and drank as there were picnic tables and a 24 hour public toilet close by. With a gas station next door, it also could have encouraged drink driving; Tina's cousin joked *“you can go there, do your washing, have a feed, put the kids in the park, pick up a box, then fill up the car and drive home”*. It is also close to a school and to a social support centre for whānau in need.



Ōpononi resident Medina Davis provided objection forms for objectors to complete at the local community market. Local resident Mereana Watene started a petition against the application, but under the law, signatures could not be counted by the Licensing Committee unless people showed they had a



From left: Tina Quitta, Mereana Watene, Hayley Paul

right to object (a 'greater interest' than the general public). It is not simple to get it right; Tina said *"the omission of vital information on the FNDC's (Far North District Council) notice of objection lead to 229 objections not establishing status."*

To overcome these problems, Tina and Hayley got advice from others in CAYAD and Tai Tokerau Community Law. They met with Mereana and ensured the petition collected the necessary information. They mapped out a 1km area around the outlet and went door knocking to provide simple templates and a pre-filled form, and contacted key local organisations about the application.

The Play Centre, Hauora Hokianga Midwives and staff all objected, as did the marae as a collective – Pakanae, Waiwhatawhata and Waimamaku with support from kaumātua and CAYAD kaimahi Hone Taimona. Tania Pene also put together a strong objection on behalf of Te Rūnanga Ā Iwi O Ngā Puhi.

Ultimately 306 objections were lodged, one of the largest number the Far North District Council had ever received. Some 77 objectors achieved status and 17 wanted to be heard. Mereana said *"It's about caring about our people, our haukainga and their wellbeing, I am certain that the result will help reduce social harm. If it wasn't for CAYAD's genuine care and support the petition wouldn't have gone ahead. FNDC need to address the wording of the form to make it less of a barrier to people."*

Acknowledging the community's opposition, the applicant decided to withdraw. Tina and Hayley said the community celebrated the "awesome" result, and gained confidence to get more involved in local issues, including defeating a proposal to create a jetski lane at a popular swimming spot.

Tina emphasised that "whanaungatanga is very important" to these outcomes. Relationships in the alcohol licensing inspectorate and public health unit help her and Hayley keep track of new applications, objections coming in and whether they are valid; other CAYAD advisors and community law helped explain licensing law. Significantly, the team's strong connection to whānau, hapū and iwi helped them engage local marae and key stakeholders ensuring they were represented in the process.

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