



Western Bay of Plenty  
Primary Health Organisation

TŌNGIA TE URURUA KIA TUPU  
WHAKARITORITO TE TUPU  
O TE HARAKEKE



Ngā Mataapuna Oranga  
Mauri Ora, Mauri Tau - Whānau Prosperity & Wellbeing



Eastern Bay  
Primary Health Alliance  
*Healthy Whānau, Healthy Lives*

# Te Manawa Taki

## System Level Measure

1 October 2024 - 30 June 2025



# Te Manawa Taki

The name of our region, Te Manawa Taki, means the heartbeat and represents our position as the heart of Aotearoa New Zealand. Stretching coast to coast and covering from Coromandel in the north to Turangi in the south Te Manawa Taki covers 56,728 km area.

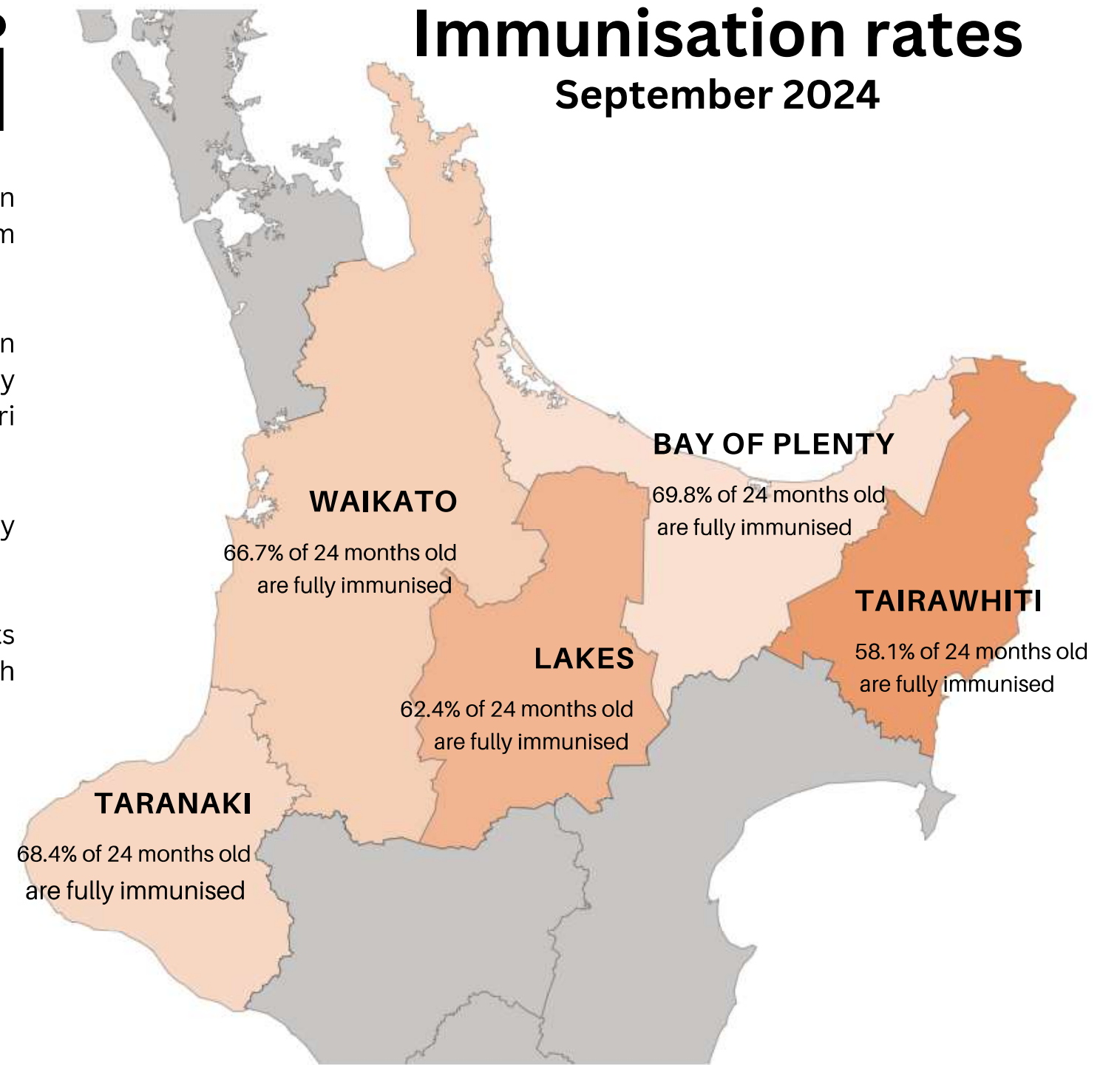
There are around 61,870 under 4-year-olds in Te Manawa Taki with 37% Māori, 14% Asian and 3% Pacific. Overall, Te Manawa Taki has the largest Māori population compared to any other region in Aotearoa at 28%, this region is also expected to have the largest Māori population growth forecast.

Te Manawa Taki's unique geography and population requires an approach that is regionally supported and locally driven.

This plan draws on the findings from the Re-Imaging Immunisation Report and represents the richness of our provider network including general practice, National Public Health Service and Hauora Māori Providers.

Included in the plan are:

- 1) Alignment to the Te Manawa Taki Regional Immunisation Plan
- 2) System Level Measure Improvement Activities and contributory measures
- 3) PHO baseline and milestone



# Alignment to Regional Immunisation Plan

The Regional Immunisation Plan is led by the National Public Health Service and focuses on ensuring that immunisation services are more efficient, equitable, and tailored to the local population's needs. The key initiatives in the wider plan include:



# Improvement Plan

This SLM Improvement Plan focuses on the significant contribution of Primary Health Organisations and General Practice in providing childhood immunisations. This plan feeds into the wider Regional Immunisation Plan and focuses on six improvement areas. PHOs will take a localised approach to implementing the improvement activities as they respond to local need.

## LOCAL COLLABORATIVES



NPHS lead local efforts to boost immunisation rates through local collaboratives. PHOs will actively engage in local collaborative efforts to lift immunisation uptake within priority populations.

## CULTURALLY SAFE ENVIRONMENT



PHOs will work towards creating culturally safe and encouraging environments for immunisations, including robust anti-racism frameworks and cultural safety training.

## HESITANCY AND MISINFORMATION



PHOs will explore and implement approaches to understanding and addressing vaccine hesitancy and misinformation impacting immunisation rates.

## STRENGTHEN DATA INTEGRITY



PHOs participate in national AIR reconciliation work programme with AIR team to support reconciliation of AIR and PMS data.

## ENHANCE PRECALL/RECALL



PHOs will support General Practices in reviewing and optimising their precall/recall processes. This includes providing training to address perceived barriers to accessing immunisations (e.g. non-enrolment with a practice, outstanding debt not being a barrier).

## PRO-EQUITY ENROLMENT



PHOs will collaborate to implement place-based, pro-equity enrolment services that align with Outreach Immunisation Services (OIS), prioritising Māori, Pacific, hapū māmā, and their pēpē.

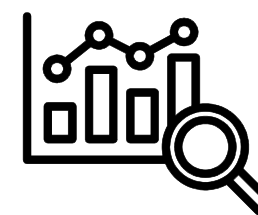


## LOCAL COLLABORATIVES

NPHS lead local efforts to boost immunisation rates through local collaboratives. PHOs will actively engage in local collaborative efforts to lift immunisation uptake within priority populations. Examples of activities include:

- Providing data and insights to support planned outreach events
- Participation in events organised through local collaboratives
- Continue to build close relationships with Hauora Māori and Pacific Partners
- Develop processes for issues raised at local collaboratives to be escalated to leadership

## Contributing measure



Immunisation rates by milestone age (6, 8, 12, 18 and 24 months)

Immunisation rates by ethnicity (Māori, Pacific, Asian, and other)

Immunisation rates by deprivation quintile (1-5 and unknown)

End of year goal: Milestone 1 target reached

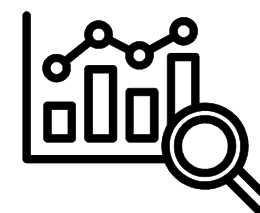


## CULTURALLY SAFE ENVIRONMENT

PHOs will work towards creating culturally safe and encouraging environments for immunisations, including robust anti-racism frameworks and cultural safety training. Examples of activities include:

- Education to frontline staff on pro-equity responsive engagement
- Taking services to whanau using community nurses and community workers
- Provision of Te Reo and Te Tiriti o Waitangi education to network staff
- Ensure easy to read, bilingual information on immunisations is readily available to practices

## Contributing measure



PHO Relative Rates Immunisation of fully immunised 24-month-olds between non-Māori and Māori.

End of year goal: Milestone 2 target reached



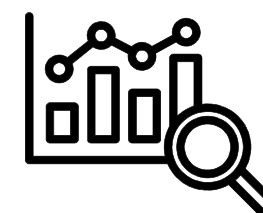
## STRENGTHEN DATA INTEGRITY

PHOs participate in national AIR reconciliation work programme with AIR team to support reconciliation of AIR and PMS data.

Examples of activities include:

- Engage in AIR and PMS data matching project including identifying facility ID issues, health worker identifier issues and privately funded immunisations
- Work with practices to ensure accuracy of immunisation data entry

## Contributing measure



Proportion of practices that have addressed resolvable data reconciliation issues

End of year goal: 85% of all practices have been engaged in data reconciliation issues



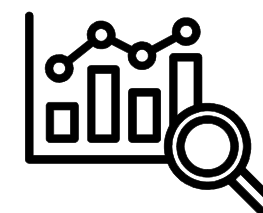
## ENHANCE PRECALL/RECALL

PHOs will support General Practices in reviewing and optimising their precall/recall processes. This includes providing training to address perceived barriers to accessing immunisations (e.g. non-enrolment with a practice, outstanding debt not being a barrier).

Examples of activities include:

- Establish practice champions to support immunisation efforts
- Clinical leadership groups to ensure best practice precall/recall methods are understood
- Quality improvement programmes aimed at lifting childhood immunisations are in place with practices
- Provide Practice level dashboards linked to prioritised target lists

## Contributing measure



Proportion of practice that have reviewed precall/recall processes

End of year goal: 100% of practices have reviewed precall/recall processes.

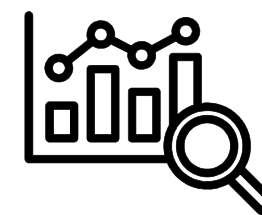


## HESITANCY AND MISINFORMATION

PHOs will implement approaches to understanding and addressing vaccine hesitancy and misinformation impacting immunisation rates. Examples of activities include:

- Training and mentoring for frontline staff on having difficult conversations (e.g Healthy Conversations Training, motivation training)
- Upskilling internal staff on understanding the drivers of vaccine hesitancy and misinformation
- Learning from frontline staff on the barriers they encounter when discussing immunisations

## Contributing measure



Percentage of eligible children or parents who have declined immunisation at any milestone

End of year goal: Reduction in percentages of declines.

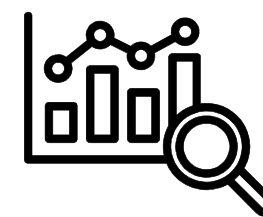


## PRO-EQUITY ENROLMENT

PHOs will collaborate to implement place-based, pro-equity enrolment services that align with Outreach Immunisation Services (OIS), prioritising Māori, Pacific, hapū māmā, and their pēpē. Example of activities include:

- Work directly with maternity services to streamline newborn enrolment
- Kaiawhina support for pro-equity enrolment
- Outreach support for whānau to complete enrolment forms

## Contributing measure



Number of individuals enrolled through place-based pro-equity enrolment services

End of year goal: Pro-equity enrolment services available in all local areas