


2016



Akaka Kōhina


INNOV8

EVALUATION



ISBN: 978-1-98-850119-2 (Electronic)
ISBN: 978-1-98-850120-8 (Print)

McClintock, R. & McClintock, K. (2016). Waka Hourua Community Initiative:
Innov8 Group Limited. Wellington, New Zealand: Te Kīwai Rangahau,
Te Rau Matatini.



Contents

Maka Hourua

Acknowledgement	1
key messages	2
Background	2
Objectives	3
Programme	3
Participants	3
Community Forums	4
Development of Resources	7
Suicide Campaign Implementation	12
Review of Campaign	15
Future Focus	17
Conclusion	18

Table of Figures

Figure 1. Focus Groups: Suicide Awareness and Personal Impact	6
Figure 2. Age of Survey Participants	7
Figure 3. Ethnicity of Survey Participants	8
Figure 4. Survey Participants' Awareness and Use of Flaxmere Support Services	8
Figure 5. Survey Participants' Experience Ratings of Support Services	9
Figure 6. Issues Facing Flaxmere Youth	9

Table of Tables

Table 1. Community Focus Groups	6
Table 2. Focus Group Discussion Points	10
Table 3. Final FlaxAID Categories and Support People	11
Table 4. FlaxAID Promotional Events	14

Acknowledgement

He hōnore
He korōria
He maungārongo ki te whenua
He whakaaro pai ki ngā tāngata katoa

On behalf of the Waka Hourua Māori and Pasifika Suicide Prevention Programme, Te Rau Matatini would like to acknowledge Innov8 Group Limited for their commitment to the wellbeing of the community in Flaxmere and to increasing the awareness and prevention of suicide. This evaluation report is an adaption of the full report submitted by Innov8.

Nā māua noa,
Nā



Rachel McClintock

&

Dr Kahu McClintock

Te Kīwai Rangahau (Research and Evaluation Team)
Te Rau Matatini

Key Messages

- Community services collaborating to better support rangatahi (youth) and the wider community.
- Suicide prevention related resources developed through community consultation.
- Increasing community awareness of local support services for rangatahi and pathways to accessing them.
- Using new and cost-effective technology to better engage rangatahi and the wider community.
- Including suicide awareness and prevention with a wider campaign seeking to address the major issues facing rangatahi.

Background

Innov8 Group Limited (Innov8) currently provides counselling, education sessions, and first response services for high needs or high risk Māori and Pasifika living in Flaxmere, Hawkes Bay. Innov8 operate a hub style structure that enlists the skills and expertise of independent consultants who meet requirements of specific projects or contracts.

Despite the many services and programmes that have been implemented in Flaxmere, the rate of suicide and self-harm continues to increase. In the year prior to Innov8’s Waka Hourua initiative alone, there were 12 suicides in Hawkes Bay, seven of which were people aged 15 to 24 years, including four Māori from Flaxmere. Innov8 believes the causal factors were complex and varied, and every suicide requires careful analysis and research to gain more understanding.



Innov8’s Waka Hourua initiative, which ran from October 2014 to May 2015, involved improving access to and response by support services within Flaxmere. Through the creation and promotion of a mobile application, Innov8 sought to increase community members’ awareness of services and how they could be accessed.

Innov8’s project aligns with the following objectives of the Waka Hourua programme:

- Families, whānau and communities are strongly connected to one another and people actively participate in the community
- Families, whānau and communities have their own approaches and plans in place and are actively building resilience and reducing risks of suicide
- People are informed about and assisted to access the services available to them
- Community leaders empower people, foster resilience and bring people and resources together

This initiative also aligns with Goal 3 of the Waka Hourua Outcome Framework: Safe, confident, and engaged rangatahi and indicators under Secondary Prevention: Targeting at-risk individuals.

Pathways	Indicators
<ul style="list-style-type: none"> • Support positive initiatives for rangatahi (culture, sport, learning, music) 	<ul style="list-style-type: none"> • Communities and health services enter into a partnership to foster positive engagement for rangatahi with learning • Rangatahi suicide prevention appropriate on-line resources have been developed

Objectives

Project Goal

To reduce the number of attempted and completed suicides in Flaxmere by improving access to and response by support services within the community.

Project Objectives

1. To improve community awareness of support services within Flaxmere.
2. To encourage Flaxmere support services to work more collaboratively to respond effectively and appropriately to a community need.
3. To increase the target group’s access to pathways of support within Flaxmere.

Programmes

Innov8 Group Limited Programme Deliverables

Key Deliverables	Performance Standards	Status
1. Establish 4 community forums 2x Rangatahi 1x Pasifika 1x General Public	<ul style="list-style-type: none"> Promote programme within the area to identify participants in forums. Coordinate 4 forums with each identified community group. Forums established 	Fully Achieved
2. Development of community resources to raise awareness	<ul style="list-style-type: none"> Community forums test and provide feedback on resources developed. Resources produced are factually accurate and clinically safe to be used within the community. Referral pathways are identified where required 	Fully Achieved
3. Suicide campaign implemented	<ul style="list-style-type: none"> 90% of target group received suicide awareness resources and have increased awareness and knowledge of suicide prevention, intervention and postvention 	Fully Achieved
4. Review campaign	<ul style="list-style-type: none"> 90% of target group have increased awareness and knowledge of suicide prevention, intervention and postvention 	Fully Achieved

Participants

Innov8’s Waka Hourua initiative was targeted primarily at rangatahi (youth) aged 12 – 20 years living in Flaxmere but it was also inclusive of the whānau, peers, and associates of rangatahi.

During the development and implementation of Innov8’s project, they collaborated with seven local support services, who each had representation on this project’s stakeholder group (see page 4).

Innov8 also drew on eight community forums, composed of over 600 people in total. A survey was carried out with 50 of the focus group participants, 42% Māori, 49% Pacific. By the end of Innov8’s Waka Hourua initiative, the mobile application (app) that was developed (FlaxAID app) had been downloaded over 500 times.

Identify And Enlist

Prior to the establishment of community forums (also known as focus groups), Innov8 identified local suicide response and prevention support services within or associated with Flaxmere; as well as national support services that Flaxmere community members could access. Using the keywords suicide response and prevention, Innov8 identified three local services and several national services actively working in the area.

The three pre-existing local services working in suicide response and prevention in Flaxmere were:

- **The Crisis Assessment Team** (CAT) with the Hawkes Bay District Health Board (HBDHB), which offers responses to phone calls during normal business hours.
- **The NZ Police**, who offer intervention to identified suicide attempts.
- **Te Taitimu Trust** (also a Waka Hourua recipient), who offer community wānanga and holiday camps to build self-esteem within tamariki (children) and rangatahi (youth) as a means of suicide prevention;

Regional and National Services

Beyond Flaxmere, Innov8 identified another Waka Hourua recipient in their region; Te Kupenga Hauora based in Napier. They also found several national phone services working in the suicide prevention.

Innov8 did not consider any of the local, regional or national services they found to be offering a 24-hour suicide response to Flaxmere community members.

Collaborating Providers

Innov8 went on to identify other Flaxmere providers who were already working with the target population of this Waka Hourua initiative and/or were willing to expand their response to suicide within their organisations.

Development Of A Collaborative Model

Stakeholder Group

A stakeholder group was created to support and guide this project. The group was composed of nominated representatives from each of the support services who agreed to collaborate.

The organisations that joined Innov8's project were:

1. Te Rangihaeata Oranga Trust (Hawke's Bay Gambling Services)
2. Dove Hawke's Bay (Counselling and Support Services)
3. Youth Directions (Youth Support Services)
4. Flaxmere Community Health (Public Health Services)
5. Flaxmere Community Centre (Youth Social Workers)
6. Purena Koa Rehua (The Way Church Youth Services)
7. Wairua Tangata (Innov8 Group Counselling Service)

This group were challenged to achieve the following:

- To give feedback on the project progress, focus group feedback and development of the FlaxAID resources.
- To develop and scrutinise key messages, advice, support and pathways to accessing that support, for the FlaxAID resource.
- To represent their respective organisations and be the face for specific categories within the FlaxAID resource.
- To upskill themselves to improve their individual and organisational response to suicide, suicide related issues and general community needs.
- To participate in the community awareness and education campaign.
- To participate in a phone service attached to the FlaxAID resource.



This photo shows the stakeholder group at a hui at the Flaxmere Community Centre:

Front row from left – Donny Riki (psychotherapist, Wairua Tangata), Johanna Theleme (social worker, Flaxmere Community Centre), Adrian Pritchard (social worker, Flaxmere community Centre), Charmaine Tuhaka (Youth Worker, Youth Directions), Lois Dawson-Mikaere, public health nurse), Michelle Iosefo (youth worker, Directions), Claudia Beacham (youth worker, Directions), Renee (centre manager, Flaxmere Community Centre).

Back row from left – Geoff Nauer (counsellor, Gambling HB), Alister Mains (counsellor, Gambling HB), Hillary Hakiwai (social support, Innov8 Group), Tania Luscombe (project manager Innov8 Group), Traci Tuimaseve (app developer Innov8 Group).

Resource Support And Training

Focus Groups

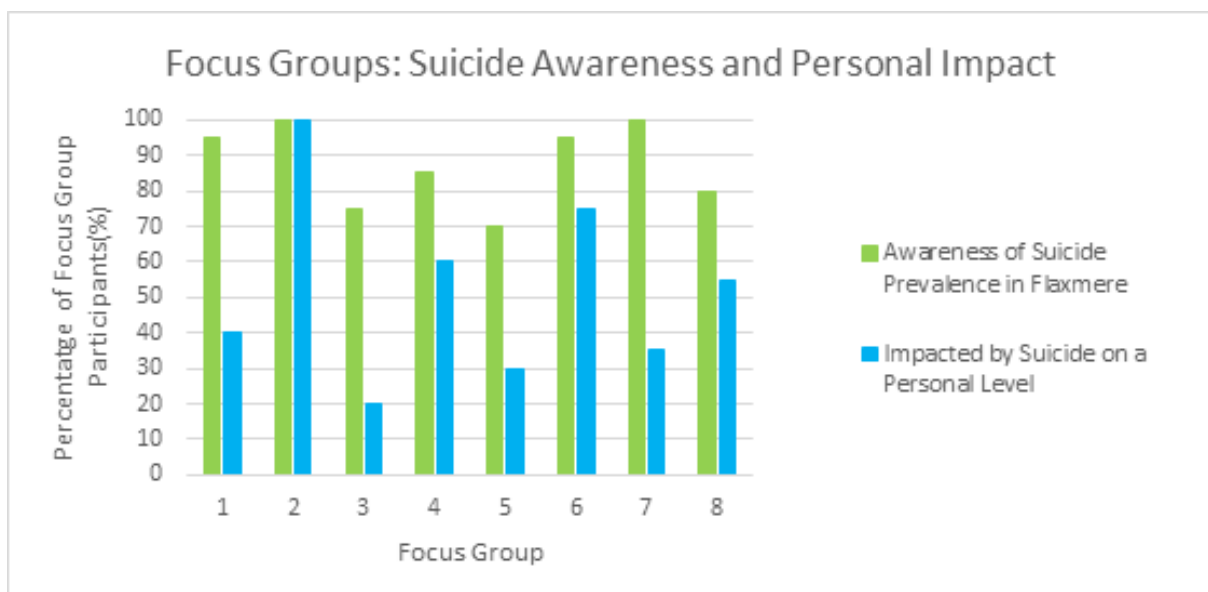
Innov8 consulted eight focus groups during their initiative. These focus groups, detailed in table 1 below, informed the development of Innov8's suicide prevention resource (the FlaxAID mobile application) and participated in the associated awareness campaign. The community groups who participated in the focus groups were considered by Innov8 to be representative of a cross-section of their project's target audience. Some of these groups were already engaging with Innov8's suicide response programmes prior to the FlaxAID Waka Hourua project, while others were approached during the project, through community networks.

Table 1. Community Focus Groups

No.	Group Name	Description of Group
1	Purena Koa Rehua	Religious/community youth group, 12-50yrs
2	Flaxmere College students 1	Student and whānau group identified by Flaxmere College as high risk, impacted by recent student related suicides, 12-17yrs
3	Flaxmere College students 2	Participated in FlaxAID awareness roll out, 12-17yrs, 600 students
4	BaySefika Pacific youth	Adhoc pacific/community youth group, 16- 22yrs
5	Akina student group	Student/mentoring youth group, 12-16yrs
6	LDS Youth Group	Religious/community youth group, 12-20yrs
7	Online Youth Survey Group	Facebook recruited survey group, 15-19yrs
8	Te Whare Youth Group	Pre-project community youth group, 15-19yrs

As shown in figure 1, across all of the focus groups, 70% and above were identified as having awareness of suicide prevalence in Flaxmere. When it came to identifying what percentage had been impacted by suicide on a personal level, there was far more variation between the groups; ranging from 20% of Focus Group 3 through to 100% of Group 2. On average 52% of people across all the focus groups had been personally impacted by suicide.

Figure 1. Focus Groups: Suicide Awareness and Personal Impact



Development Of Resources

Scope Of Developing An Appropriate Resource

In order to understand what the most appropriate resource to develop for the target audience would be and encourage the use of support services, Innov8 surveyed the focus groups who had been recruited into the project. The survey questions that were asked were based on attempting to find out the following key information from the survey participants:

- Their current knowledge and use of Flaxmere support services.
- Their rating of their experience with the community services they had used.
- Rating issues identified in association with recent Flaxmere suicides.
- Identifying and prioritising the issues that face youth in Flaxmere today.
- What type of resource(s) could help reduce the prevalence of these issues amongst the target audience?

Innov8 received 50 responses from the 8 focus groups canvassed, of which approximately 80 people were invited to participate. The following feedback was collected:

Figure 2. Age of Survey Participants

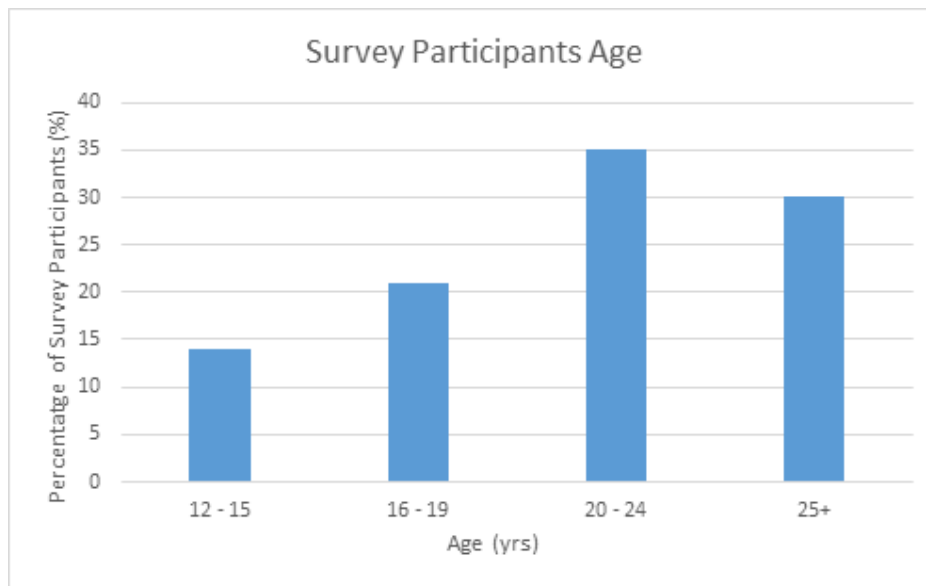
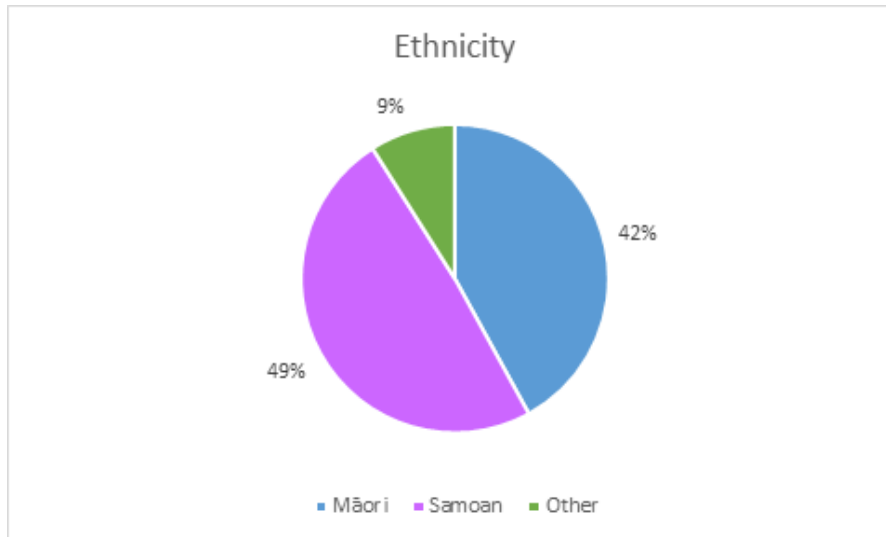


Figure 2 displays the age distribution of the survey participants; 14% were 12 – 15 years, 21% were 16 -19 years, 35% were 20 – 24 years, 30% were 25 years +. So 70% of the survey respondents were 24 years and younger.

Figure 3. Ethnicity of Survey Participants



As figure 3 Shows, the majority of the survey participants were Māori and Samoan; 42% were Māori, 49% were Samoan, and the remaining 8% were categorised as other.

Figure 4. Survey Participants' Awareness and Use of Flaxmere Support Services

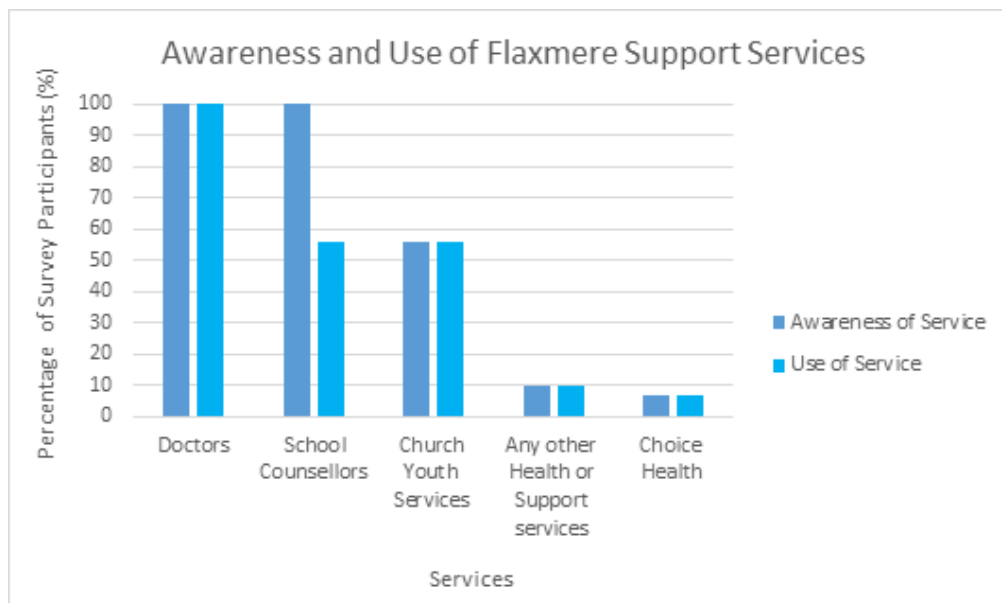


Figure 4 shows the percentage of survey participants who were aware of the listed health and support services in Flaxmere. From highest to lowest, 100% of the respondents were aware of the Doctors and school counsellors, followed by 56% being aware of the Church Youth Services, 10% for any other health and support services and 7% aware of Choice Health. In terms of use of services, the percentage of use was the same as awareness of a service for all the services except the school counselling services, where only 56% of the respondents who said they were aware of the service had ever used it.

Figure 5. Survey Participants’ Experience Ratings of Support Services

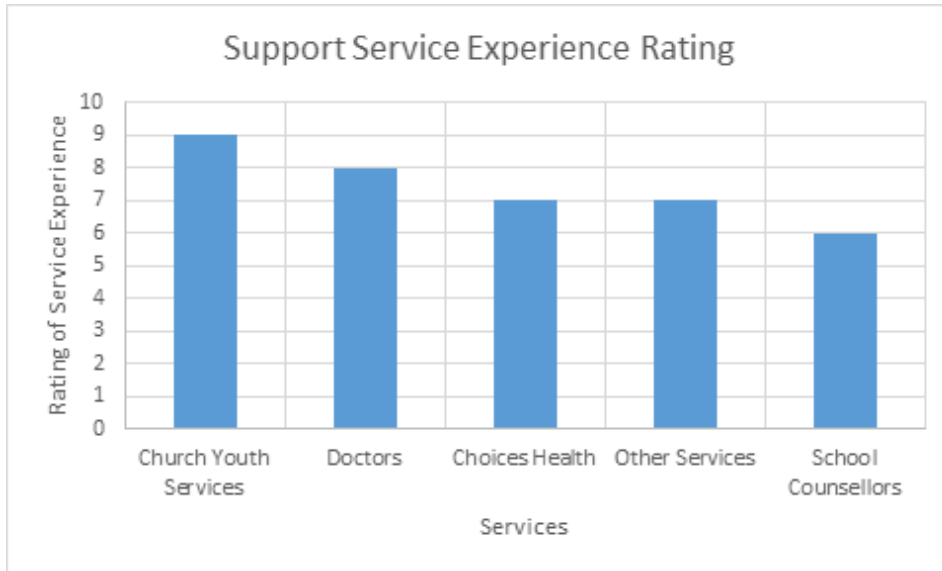
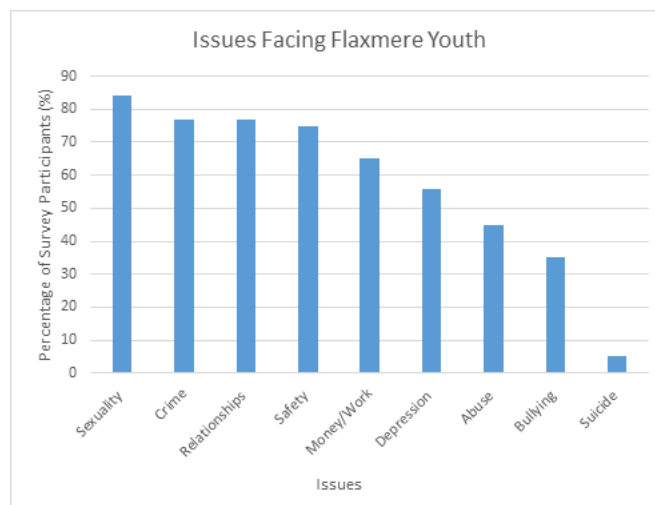


Figure 5 shows the average survey participant’s ratings of their experience with local services from 1-10 (e.g. 1 = poor, 10 = excellent). All of the services got ratings over 5. From highest to lowest, the Church Youth Services received a 9 rating, the Doctors received an 8, Choices Health received a 7, and the School Counsellors received a 6. Note: only services that survey respondents had used were rated.

Figure 6 shows the issues that survey participants identified as facing Flaxmere youth today. From largest to smallest percentage of participants who chose the topic; 84% chose sexuality, 77% chose crime and relationships, 75% chose safety, 65% chose money/work, 56% chose depression, 45% chose abuse, 35% chose bullying, 5% chose suicide.

Figure 6. Issues Facing Flaxmere Youth



When survey participants were asked what would be the best type of resource to develop for suicide prevention and other issues effecting Flaxmere youth, responses were in favour of resources that were online or a mobile application (app), accessible 24/7, easy to understand and free.

Resource Development

After considering the feedback from the focus groups and the stakeholder group, the project team settled on the development of a mobile app as the best option to address the target audience of their initiative. The focus groups were asked in a series of workshops, hui and online surveys, to identify and discuss the most relevant issues facing young people in Flaxmere. The topics discussed are detailed in table 2 below.

Group	Discussion Points
Purena Koa Rehua	<ul style="list-style-type: none"> • Prioritising youth issues • Faith in context of building resilience • What support is available within the church
Flaxmere College students 1	<ul style="list-style-type: none"> • Youth Suicides related to Flaxmere College • Develop coping and resilience skills • Identifying pathways to support • Prioritising youth issues
Flaxmere College students 2	<ul style="list-style-type: none"> • Prioritising youth issues • What support is available, Multimedia and support • Barriers to accessing support
BaySefika Pacific youth	<ul style="list-style-type: none"> • Prioritising youth issues • Cultural identity in relation to youth issues
Akina student group	<ul style="list-style-type: none"> • Prioritising youth issues • What support is available
The Church of Jesus Christ of Latter-Day Saints	<ul style="list-style-type: none"> • Prioritising youth issues • What support is available • Importance of Faith in resilience
Online youth survey group	<ul style="list-style-type: none"> • Prioritising youth issues • Knowledge of support services • Access to services
Te Whare Youth	<ul style="list-style-type: none"> • Prioritising youth issues • What support do they need

The highest priorities or groupings of issues were selected and matched with the speciality areas of members of the stakeholder group.

The final categories and support people were:

Table 3. Final FlaxAID Categories and Support People

Categories	Support
Addictions	Alister Mains, Te Rangihaeata Oranga Trust, counsellor
Crime	Adrian Pritchard, Flaxmere Community Centre, youth worker
Bullying	Rose Tuhiwai, Dove HB, youth support worker
Depression	Upoko Gill, Purena Koa Rehua, youth worker
Finances	Geoff Nauer, Te Rangihaeata Oranga Trust, counsellor and Johanna Theleme, Flaxmere Community Centre, youth worker
Family	Dianne Puru-Katipa, Wairua Tangata, counsellor
Sexuality	Claudia Beacham, Youth Directions, youth worker
Pregnancy	Charmaine Tuhaka, Youth Directions, youth worker
Relationships	Dianne Puru-Katipa, Wairua Tangata, counsellor
Abuse	Lois Dawson-Mikaere, HBDHB Flaxmere Health, nurse
Suicide	Donny Riki, Innov8 Group, psychotherapist
Not Sure	Ring the free phone to talk to someone

Some of the support people were later replaced when they left their respective organisations.

The FlaxAID app was developed to include issues identified through consultation. It was created along the lines of the New Zealand St Johns First Aid mobile app, where users arrive at a home screen with all the different categories listed as buttons. Users then use buttons to access sub-menus; which show a support person profile and photo, advice for the user, advice for parents, advice for peers, local support contacts and regional/national support contacts. Potentially high-risk categories include an additional emergency message to hang up and dial 111 should the situation be urgent.

The support line was a free 24-hour manned phone number which was open for the duration of this Waka Hourua initiative. It was collectively manned by members of the stakeholder group, who took rostered shifts answering the phone line through a single smartphone. In preparation for the potential increase in services being accessed through the FlaxAID application, members of the stakeholder group were provided with suicide awareness, education and phone response training. Three training sessions were offered to assist individuals and their organisations to respond appropriately to calls made to the FlaxAID support phone. All phone calls were logged with basic details and discussed with the stakeholder group.

The app was tested with a focus group to work out any practical and technical issues. It was then submitted to the Google Play store and the Apple App store two weeks before the launch date to ensure that it would be available when the campaign went live. Innov8 found the Google process straight forward and connected smoothly. Unfortunately, the process of uploading the FlaxAID app to the Apple App store was expensive and cumbersome, so much so that the app was not loaded to the App store.

Suicide Campaign Implementation

Maka Houurua

Launch And Implementation Flaxaid

FLAXAID
Youth / Family Advice & Support
Phone App Launch
January 16th 2015 // 2-4pm
App Powered by:
innov8 GROUP LIMITED
Flaxmere Community Centre
FREE Activities / Displays / Music / Food

FLAXAID
Addictions
Crime
Bullying
Depressed
Finances
Family
Sexuality (LGBTQ)
Pregnancy
Relationships
Abuse (Physical)
Suicide
Not Sure HELP!
In Emergency Dial 111

Proudly Supported by:

- WairuaTangata
- HASTINGS HEART OF HAWKE'S BAY Flaxmere Community Centre Youth Workers
- Purena Koa Rehua Youth Services
- SOVIC Hawke's Bay
- directions YOUTH HEALTH CENTRE
- HAWKE'S BAY District Health Board Flaxmere Community Health
- Te Rangihaeata Oranga Trust
- FLAXROCK Flaxmere community centre

The FlaxAID App was launched at the Flaxmere Community Centre on Friday the 16th of January 2015, as part of a day event for whānau affected by suicide. The event was centred on encouraging whānau to participate in the event and to download the FlaxAID app. There were a variety of activities for people to participate in; such as rock climbing, basketball, entertainment and a free sausage sizzle. Stakeholder group members also ran expo displays for each of their respective services and interacted with the nearly 200 people who attended.



The two main themes of this day were improving awareness of support services within the community and utilising the app to access pathways to support. Across from whānau, the day was also attended by Hastings District Councillors, local agencies, churches, schools, the stakeholder group and the Innov8 youth focus groups.

A Hawke’s Bay Today newspaper article discussed suicide and the launch of the app.
http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=11387959



The FlaxAID app went live on the Google Play store and was promoted on the Innov8 website, the Hastings District Council Flaxmere website, Facebook and via a community email blast. At the end of January, a video of the app launch was uploaded on YouTube and Facebook.

Google Play Store <https://play.google.com/store/apps/details?id=com.appbuilder.u1058064p1425892>

Innov8

<http://www.innov8grouppltd.com/>

YouTube

<https://www.youtube.com/watch?v=SKmRxum6wRQ>

Facebook

https://www.facebook.com/flaxaid/?hc_ref=SEARCH&fref=nf

Hastings District Council

<http://www.hastingsdc.govt.nz/>

Management of the Helpline

The free phone stayed with Donny Riki (Psychotherapist, Wairua Tangata- Innov8) until all of the stakeholder group had completed training. The roster for the phone was reviewed at the beginning of May 2015 and the rotation with other members of the stakeholder began mid-May 2015. The project team continued to meet monthly to monitor the number of app downloads, launches, calls made to the free phone line, and other feedback concerning the FlaxAID app. The stakeholder group were kept informed of the progress of the app through monthly email and met to carry out a post project review.

Participation in Local Events

The FlaxAID app was promoted in Flaxmere at a variety of local events held in 2015.

Table 4. FlaxAID Promotional Events

Event	Promotion of FlaxAID
Hastings District Council Community Service Project	The FlaxAID project team participated in a Hastings District Council community service project, as part of a promotional push for the project and the app. This project was part of a larger cleaning Up Flaxmere project which included churches and other community organisations.
Flaxmere Community Forum	The FlaxAID app was featured at the first Flaxmere Community Forum. This was attended by local government agencies, the district councillors, businesses, community groups and the community. The reception to the app and the kaupapa was very positive with many present downloading the app for themselves.
Community Youth Forum	A community youth forum was held at the Flaxmere Community Centre. Centre youth workers facilitated discussions with student leaders from all Flaxmere schools. One of the points discussed was the prevalence of suicide in Flaxmere. Many of the students were already aware of the FlaxAID app as a support resource, it's purpose and features.
Pacific Youth Conference Workshop	The FlaxAID app was included in a Pacific Youth Conference workshop held at the Cook Island Community Hall in Flaxmere in January 2015. The conference focused on the building prevalence of suicide amongst Pacific youth and what the community could do to respond better. Over 150 youth leaders and parents attended the workshop which was well received. All attendees had been personally impacted by recent suicides in Flaxmere.

The FlaxAID app continues to be promoted online via YouTube, Facebook and the Innov8 website. Posters, flyers and newsletter adverts were also distributed throughout the Flaxmere community.

Flaxmere College

The project team met with the Principal of Flaxmere College, Louise Anaru, in February 2015 to discuss a FlaxAID awareness campaign with the students. Louise agreed to the project team working with the school’s social support team to develop and implement voluntary student lunchtime sessions. These sessions would align with a monthly theme based on an app category.



By the time the programme was rolled out in May 2015, the sessions had evolved into a 10-15minute segment that was inserted into the curriculum of the mentoring classes across the whole school. This meant that all of the 600 students at Flaxmere College participated in the weekly sessions with FlaxAID, over a six-week period.

The sessions feature a short video presentation and a short discussion with the students regarding one of the categories listed in the FlaxAID App (<https://www.youtube.com/watch?v=0sLVpHiFuRk>).

The facilitators also supported the students to download and launch the app for themselves.

Included in Innov8’s review of the outcomes of their Waka Hourua project, they discussed three areas; collaboration, resource development, and community awareness. Innov8 identified highlights and issues for collaboration and development, and the highlights of community awareness.

Review Campaign

Innov8 identified a variety of positive outcomes that arose from the collaboration that took place in this project. Innov8 found that the services who became part of the stakeholder group were fully committed to the project; That these services contributed greatly to the information included in the FlaxAID app and support pathways.

Collaboration Highlights

Innov8 found that this project’s collaborative model allowed stakeholders to contribute to a community project without compromising their own organisational kaupapa, service delivery or quality of practice. The stakeholders who participated in the project completed response training and attended project meetings.

Innov8 also found that the project was successful in engaging with a large cross-section of the projects target audience throughout the whole project.

Issues

Unfortunately, not all services who were invited to be part of the project wanted to participate or offer their services as pathways for the project's target audience. Innov8 found that there were providers who were not willing to engage in this kaupapa without specific funding or because it sat outside their funding criteria.

Resource Development

Highlights

In terms of resource development, Innov8 found that the development of the FlaxAID app helped them to reach their project's target audience in a way that they had not been accessed before. The stakeholder group worked well together to develop the resource content and pathways to support services. The fact that the app offers Flaxmere community members pathways and access to support available in their very own community was seen as a significant benefit.

From Innov8's perspective, creating a mobile app, as opposed to something that was paper based, had the benefit of making updating easy and fast. The app could be updated instantly rather than Innov8 having to wait for a reprint or release of new information. The app also has the potential of being available to users 24hrs per day and seven days a week.

Snapshot of the distribution of FlaxAID app

- 423 downloads and 536 launches of the app.
- 25 contacts made through the on-call phone:
 - 17 people asked questions about the app.
 - 7 asked specific questions about a specific category of the app.
 - 1 person asked questions regarding signs and symptoms of suicide behaviour.
- Six referrals were made to providers through the app resource.
- Two video clips were developed for the launch and discussion for the app.
- 50 copies of the app poster were distributed around the Flaxmere community.

Issues

As mentioned earlier Innov8 experienced compliance issues between their app developer software/tools and Apple App store. As a result, the app did not get registered fully with Apple App store and cannot currently be downloaded by iPhone users. Another issue identified by Innov8 is that the app requires reliable Wi-Fi data access and there are currently no public Wi-Fi access points within Flaxmere.

Community Awareness

Highlights

Innov8 were able to promote the FlaxAID app at many community events and forums over the project period. By gaining support from the Flaxmere College for the project, Innov8 was able to promote the app and its' content to the students at Flaxmere College, who make up the bulk of the project's target audience. Innov8 are also pleased with the wider participation of the Flaxmere community in their initiative, including the focus groups. Who were key in the development of the project.

Through their promotions, Innov8 has found that the Flaxmere community has been generally excited about the resource and has applauded the innovative nature of the project. The app has allowed widespread discussion of the issues that are facing the projects target audience in a way that does not emphasize suicide as an inevitable result. Rather the app has promoted more discussion between those who have been affected by recent suicide incidents in Flaxmere. Which is important very important to Innov8, who see every suicide that happens within Flaxmere as having a significant impact on the community as a whole.

Future Focus

Sustainability

In Innov8's review of the outcomes of their Waka Hourua initiative, they were optimistic about the future of the FlaxAID app. The following are the highlights identified by Innov8 with regard to the FlaxAID app's sustainability and recommendations for the future of this project.

Highlights

- Low operational cost compared to printed or other forms of media used to increase awareness and promotion of programmes.
- Low cost to run the app and the free phone service is affordable.
- The willingness of the stakeholder group to participate in manning the free phone service attached to the FlaxAID app.
- With some targeted training, the free phone roster could be extended to include other members of the general community.
- The opportunity to integrate this type of resource within an organisation can be achieved within current budgets and funding parameters, as long as the other components are also included.
- This model can easily be transferred into any community based service delivery organisation.

Recommendations

- Develop a community based suicide action plan.
- Encourage more suicide collaboration and education across service providers regardless of organisational kaupapa, funding or resourcing.
- Pursuing funding from the Hastings District Council to fund the app for another 12 months and implement public access wifi at the Flaxmere Community Centre.
- Explore the more expensive option of developing an app that does not require constant wifi to work.

From their experience with this project, Innov8 consider funding a similarly successful community based project that is sustainable would be dependent on the inclusion of the following components:

- the establishment of a collaborative group
- the development of a community based app
- ongoing resource costs
- education and support

Conclusion

This Innov8 project, funded by the Waka Hourua Māori and Pasifika Suicide Prevention programme, demonstrates the development of a suicide awareness and prevention resource through community service collaboration and community consultation. Through this initiative, Innov8 were able to develop the FlaxAID mobile application which provides information about a variety of issues affecting Flaxmere rangatahi and pathways to local support. Innov8 promoted the FlaxAID app at a variety of community events and were successful at integrating it into the local secondary school's curriculum. Innov8 provide an example of using community engagement and innovative technology to better support communities in suicide prevention.

Infographic



A community based initiative which increased social service collaboration and developed a suicide prevention resource to increase access to and response by community support services, as a means of suicide prevention.

Through consultation with rangatahi (youth) focus groups and community support services, FlaxAid, a mobile application was developed. The application covered issues identified as important to rangatahi; the name and profiles of support people were provided, as well as key messages, advice, and pathways to accessing local, regional, and national support.



8 collaborating support services and 8 rangatahi focused focus groups, of which approx:
 40% Māori
 70% under 25 years
 536 application downloads

The rangatahi issues covered in the application included suicide, addictions, crime, bullying, depression, finances, family, sexuality, pregnancy, relationships, and abuse. A manned free phone number was attached to the application for users to speak to someone 24 hours a day if needed.



Prepared by:
 Te Kīwai Rangahau Research and Evaluation Team

For more information about this initiative please contact:



Te Rau Matatini

Tania Luscombe
 021 625261
 tania.luscombe@yahoo.com

Maka Kōwhiri



Te Rau Matatini