

2016

*Akaka Hourua*




TE RONGO TOI URU  
ARTS  
COLLECTIVE

EVALUATION

HE TAONGA AWHINA  

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SUICIDE AWARENESS  
POSTER PROJECT



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## Acknowledgement

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

On behalf of the Waka Hourua Māori and Pasifika Suicide Prevention Programme, Te Rau Matatini, I would like to acknowledge Te Rongo Toi Uru Arts Collective umbrella'd under Matahiwi Marae for their commitment to Suicide prevention. The invaluable art resources provide information on raising suicide awareness for whānau, hapū, iwi and communities in the Whanganui area.



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

## Key Message

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*Waka Hourua*

- Utilising art as a vehicle to suicide awareness and prevention
- Making positive contributions to community discourses surrounding suicide
- Development of a resource, using the artwork and a list of local and national suicide support services for distribution to the community
- Providing suicide prevention training to artists to aid the development of the artwork
- Promotion of indigenous art forms to raise awareness of suicide.

## Background

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This project involved a city wide poster art campaign raising awareness of suicide prevention, linking five artist's works, Te Rongo Toi Uru Arts Collective under Matahiwi Marae with suicide prevention resources. The aim was to highlight the issues of suicide in society using artistic imagery to change people's perception about suicide and the stigma surrounding it. The local iwi radio station supported the project where suicide prevention services were invited to share what was available to the public. Crucial to the project was the interaction between the different knowledge systems; grass roots experiences, health, mātauranga Māori (Māori knowledge), history and art with an anticipation that through these interactions more effective discussion could be achieved.

The poster run included the artist design on one side and support networks, help-lines, web addresses and succinct statements, that gave background to the project on the other side of the art piece.

## Desired Outcome of the Waka Hourua Funded Initiative

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- Families, whānau and communities are strongly connected to one another and people actively participate in the wider 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
- Families, whānau and communities have stronger relationships and confidence to be able to talk about their difficulties, and
- People bereaved by suicide receive the support they need within their families and whānau.

Te Kīwai Rangahau, Te Rau Matatini's Research and Evaluation Team was commissioned to provide a review of the Waka Hourua Project: He Taonga Awhina. This review summarises the development of the project, relating to art awareness suicide prevention resource. At this stage, it is difficult to measure impact (how much, how well, and is anybody better off) but that needs to occur to gauge reach of the resources and that appropriate utility is in fact occurring.

This initiative also aligns with Goal 1 of the Waka Hourua Outcome Framework, specifically the pathways and indicators under Secondary Prevention: Targeting at risk individuals:

Pathways/Actions	Indicators
Strengthen community resources including cultural economic and social resources.	Communities have access to cultural online education and suicide prevention resources.

## Deliverables

Key Deliverables	Performance Standards	Status
Community promotion resources, wānanga to develop the resources	All phases of plan scheduled and budgets allocated.	Achieved
Completion of the suicide awareness wānanga	Participants report raised awareness.	Achieved
Resource development	Completion of all design work including proofing of artwork and brochures.	Achieved
Poster distribution	Exhibition held at iwi radio, keynote speakers.	Achieved
Poster distribution	Attendance of whānau, hapū, iwi and community is noted and participant feedback raises awareness and knowledge of suicide prevention. Distribution of posters to youth settings and health centres.	Achieved

Table 1 Project Deliverables

## Participants

There were six artists involved in this project. Two were tāne, and three were wāhine. All of the artists were of Māori descent.

There was approximately 200-250 people that attended the exhibition over a three-week period. The ages ranged from 5 to 70 years old with a mixture of both males and females.

## Programme Development

The artist's obtained information and inspiration through multiple pathways such as research about suicide statistics accessed through the Ministry of Health website and Lifeline pamphlets. Attending an Applied Suicide Intervention Skills Training (ASIST) workshop facilitated by Kiritahi Firman, as well as attending a National Suicide Prevention Conference. Other inspiration was gained through HIP HOP music – Everyday above ground, is a good day, the natural environment, awa (river) and birds, local whakatauki: he muka no te taura whiri a Hinengakau.





**The Sentry**

**Claudine Muru** *Ngāti Kuri / Ngāi te Rangi / Tapuika*

Suicide is one of those subjects that many of us feel uncomfortable discussing, if you are the one who is suicidal, you may be afraid that you might be judged if you open up, or that no one could possibly understand. The bird figure represents the Manu Taupunga or Sentry bird, who reminds us to be on guard and alert for the warning signs and to take them seriously. Sometimes we might be afraid to raise the subject with a friend or family member whom we think may be considering suicide. However, the call of the Manu Taupunga lets us know that talking openly about suicidal thoughts and feelings can save a life.



**He Taonga Awhina Suicide Awareness Project**  
AN EXHIBITION OF LIMITED EDITION PRINTS BY:  
HINEMOA RANGINUI / BILL RANGINUI & JADE ORMSBY / CLAUDINE MURU /  
TEAUTITI GILSENAN - HIKAKA / NGATAI TAEPA @ Gallery on Guyton 2-17 October

*Waka Kōwhiri*  
creative **mz** LIFELINE  
ARTS COLLECTIVE OF NEW ZEALAND THE ARTS COUNCIL OF NEW ZEALAND

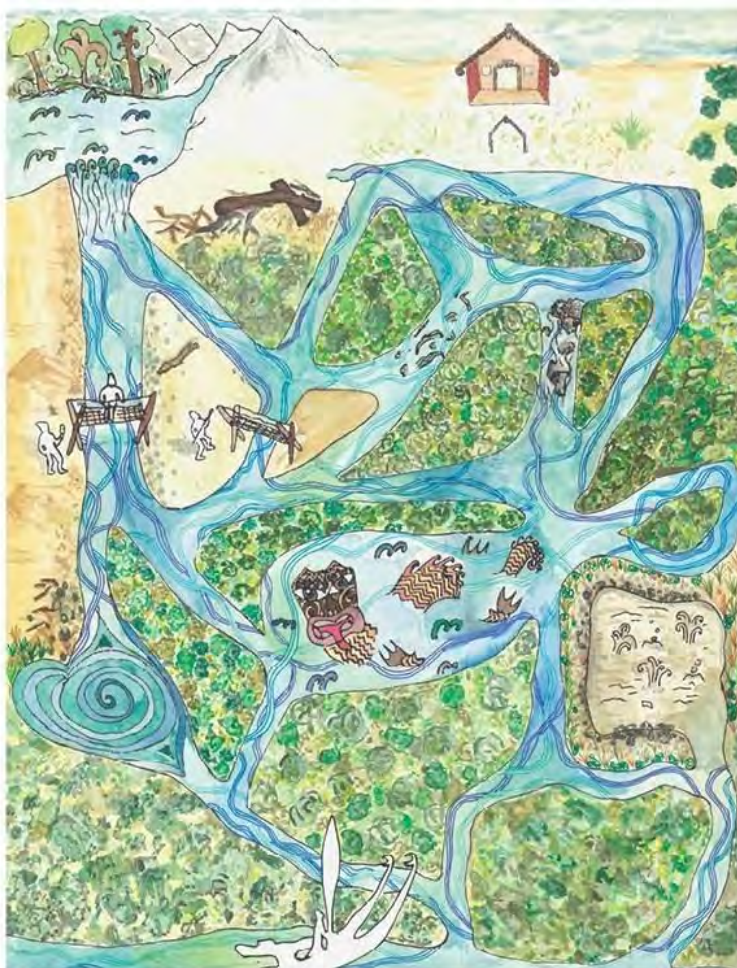
Figure 2 The Sentry by Claudine Muru

**‘E kore e taka te parapara ona tipuna, tukua iho kia a ia’**

**Te Autiti Gilsenan-Hikaka** *Ngā Rauru / Ngāti Mutunga/ Taranaki / Ngāti Apa Ki Te Rā To / Whanganui*

He cannot fail to inherit the talents of our ancestors. They must descend to him. Life is full of obstacles and although it’s hard to persist through the maze, we must survive & thrive because we are worth it.

**He muka no te taura whiri a Hinengakau.** The plaited rope of our tupuna, Hinengakau. It is the plaited threads of Te Taura Whiri o Hinengakau that binds us as whānau from the mountain to the sea. Our whakapapa (genealogy) binds us, the people with our rivers, mountains, lakes, forests and seas.



In particular, we are connected to the ebb and flow of te awa tupua (guardian river). The river is our tribal heartbeat – it is our healer, our highway, our kapata kai (our food cupboard), our playground. We go to the water to be safe, to be protected, to talk to our kaitiaki (guardians), to be strengthened in mind and in spirit. To reflect on a way forward. The image is a metaphor.

Te Autiti, youth artist feels strongly about the wellbeing of rangatahi (youth), saying ‘rangatahi, need to be able to express themselves in the world, so that they can be seen & heard, their needs are met, and they feel supported and understood’.

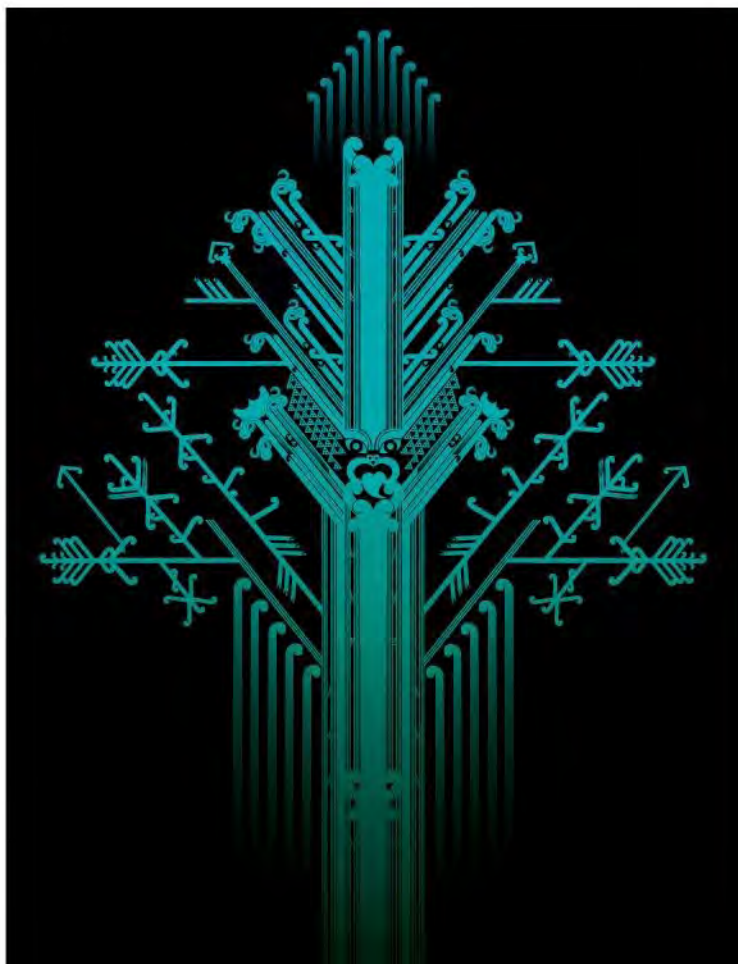
**He Taonga Awhina Suicide Awareness Project**  
 AN EXHIBITION OF LIMITED EDITION PRINTS BY:  
 HIHEMOA RANGINUI / BILL RANGINUI & JADE ORMSBY / CLAUDINE MURU /  
 TEAUTITI GILSENAN - HIKAKA / NGATAI TAEPĀ @ Gallery on Guyton. 2-17 October

*Waka Hourua*  
**creative** *miz* **LIFELINE**  
ARTISTS

Figure 3 ‘E Kore E Taka Te Parapara Ona Tipuna, Tukua Iho Kia a Ia’ by Teautiti Gilsenan

## BILL RANGINUI & JADE ORMSBY

This artwork is a collaboration between Bill Ranginui & Jade Ormsby, wholly inspired by the great Kauri god of the forest Tāne Mahuta.



### He Taonga Awhina Suicide Awareness Project

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HINEMOA RANGINUI / BILL RANGINUI & JADE ORMSBY / CLAUDINE MURU /  
TEAUTITI GILSENAN - HIKAKA / NGATAI TAEPA @ Gallery on Guyton 2-17 October

Waka Kauri

creative.nz  
ARTS COUNCIL OF NEW ZEALAND / TOI AOTEAROA



Figure 4 Tane Mahuta by Bill Ranginui and Jade Ormsby

### Bill Ranginui *Te Atihaunui a Paparangi / Whakatohea*

He asserts 'ancestral carvers each had their individual marks that set aside their carving designs', therefore he is always adding his own signature mark no matter what the art medium he undertakes.

### Jade Ormsby *Ngāti Maniapoto*

It is important to get the message out surrounding this important kaupapa and through art and design, I am privileged to be able to tautoko. I am enamoured by Te Ao Maori and all that it encompasses from design, tikanga, te reo and the quirks that come with those things. My goal in life is to merge Māori and Western design to create something distinctively New Zealand.

### 'Ki te kore ngā putake e makukungia e kore te rakau e tupu'

If the roots of the tree are not watered the tree will never grow. Tane Mahuta grows out of the earth towards the sky. The great god of the forest shelters the creatures within his canopy, and like Tāne Mahuta, we look to the great and enduring structure as an example to shelter and sustain the wellbeing of each other. The need to support the most vulnerable with manaakitanga (care) & kaitiakitanga (guardianship) - protection and care for one another is key to this kaupapa (foundation).

**Mataora**

**Hinemoa Ranginui** *Atihaunui a Paparangi / Whakatohea / Ngāti Mutunga/ Te Āti Awa/ Ngāti Apa Ki Te Rā Tō / Ngāi Tahu/ Te Roroa*

**‘tera te patai taamia ana e i’- the unbearable question (left image)**

**‘haere ai, korero mai’ - let’s go there, let’s talk (right image)**

These images represent Mataora- or the living face of our ancestors, our precious children as the future. Whakapapa (genealogy) is about the continuation of our lines, if that ceases so does whakapapa. Therefore, it is my hope that we protect our children, sons, daughters of all ages and be aware and alert regarding their emotional and mental health.

My work explores the role of Māori portraiture in our homes and meeting houses. Photographs of tīpuna (ancestors) become treasured taonga (gifts) and taonga represents (in the words of Amiria Henare)- ‘the connective tissue between generations’. Let us always be reminded of this connection and do our best to remain connected & supportive to our treasures.



Figure 5 Mataora Artworks by Hinemoa Ranginui



## Visitor Log Feedback

*Maka Hourua*

A visitor log was kept at the exhibition, allowing viewers to comment on the exhibition, providing some insight into the impact the exhibition. Below is a few excerpts from the visitor log. The feedback is really positive and speaks to viewer's awareness of suicide being increased.

*"It never occurred to me how prevalent suicide is... more people die of suicide than those on our roads."*

*"This is an excellent display to raise awareness and educate. Thank you for speaking on behalf of others who are no longer with us, encouraging those who need it to seek help, while also encouraging family and friends to be supportive and proactive."*

*"Inspirational, wonderful"*

*"Amazing mahi (work) and exhibition" "Awesome kaupapa, roll on the dialogue" "This is a great way to open the eyes of all, on this topic, Great work!"*

*"Inspirational from such sadness"*

*"Congratulations on taking this important initiative"*

*"Inspiring and encouraging"*

*"Adds to the ongoing discussion, the important discussion. The ahua of the exhibition is one of calm peacefulness and thoughtfulness"*

*"Besides being impressed by the works and the care with which the exhibition has been curated, I was very touched by your efforts to foreground what is a terrible social phenomenon. I admire your efforts very much to make more people more aware of the scourge of suicide."*

*"Lovely art exhibition. I picked up my son from school lunch break and my husband from work and we spent our lunch time looking around. Great respect to the artists."*

*"Attended this wonderful exhibition opening tonight, thank you all for your talent shared, an important kaupapa, don't miss the opportunity to attend the exhibition hei tautoko."*

*"Yes, it was a very special, soulful opening of the exhibition beautiful songs, waiata (songs), karakia (blessing), korero (talk)..."*

*"Visiting the art exhibition and looking at the work, made me think about how I could visualize suicidal thoughts, it made me think about the pathways out of those thought patterns, and made me think about how I could help someone who was having those thoughts, what would I say? what would I do?"*

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*“The art work brought out ideas, thoughts and questions around this kaupapa. You were able to openly talk about it. The impacts, personal stories etc. it was gentle but powerful. For me I saw whakapapa in all the works and maybe a way forward.”*

*“A valuable resource, and aesthetically pleasing imagery, not just your average mental health brochure, but something to adorned your walls at home with.”*

*“An effective way to broach a sensitive issue with, the art is fantastic, whilst providing a useful resource for our Rangatahi in schools “*

## Kimiora Tikanga Based Suicide Awareness Workshop - For Artists

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The Kimiora tikanga based suicide awareness workshop gave participants an overview of a suicide prevention first aid: identifying signs and signals, confidently raising the issue of suicide, awareness of what to say, how to assess and disable the risk and how to develop a safety plan including briefly touching on help awareness for further support from professionals in the community. The workshop was attended by most of the artists as well as other members involved with the project.

## Evaluation

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There were eight people that attended the workshop. Seven of the eight attendees filled in an evaluation form.

Participants were given three different scenarios, and asked to indicate what their response would have been before doing the workshop and after completing the workshop. The scale used was Strongly Disagree, Disagree, Neutral, Agree and Agree Strongly. In each scenario there was a positive shift which indicates that the participant’s knowledge, capability and confidence towards suicide prevention / awareness increased as a result of the workshop. The results are presented in the Figures below.

Scenario 1: *If a person's words and/or behaviours suggest the possibility of suicide I would ask directly if he/she is thinking about suicide.*

Before the workshop, two attendees said their response would be neutral, one person said they would agree with that response and four people agreed strongly that they would respond that way. Having completed the workshop, the neutral responses shifted, so that everyone either agreed or agreed strongly that they would ask a person directly if they were thinking about suicide. Participant responses are shown in Figure 7.

**If a person's words and/or behaviours suggest the possibility of suicide,  
I would ask directly if he/she is thinking about suicide**

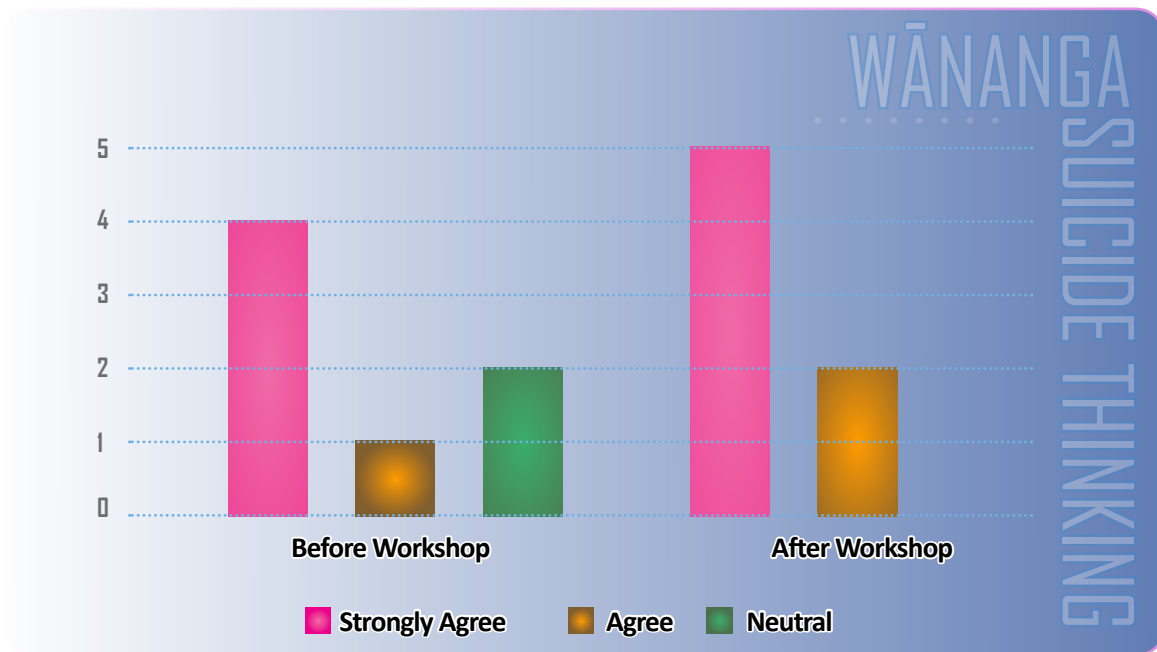


Figure 7 Responses to Workshop Evaluation Scenario 1

Scenario 2: *If someone told me he/she were thinking of suicide I would put a suicide awareness plan in place.*

Participant responses before the workshop were that two felt neutral about putting an awareness plan in place, two agreed that they would, and three strongly agreed that they would. Having completed the workshop, six agreed strongly that they would put a plan in place and one person agreed that they would put a plan in place. Participant responses are summarised in Figure 8.

**If a person's words and/or behaviours suggest the possibility of suicide,  
I would ask directly if he/she is thinking about suicide**

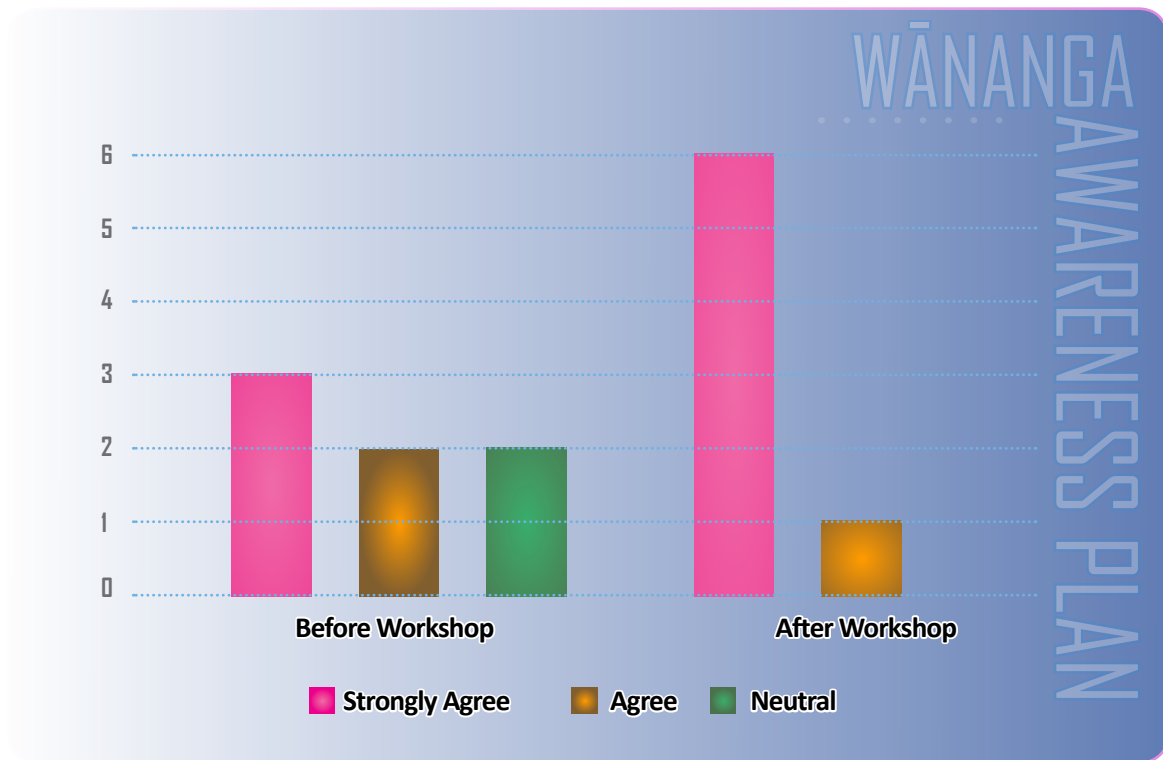


Figure 8 Responses to Workshop Evaluation Scenario 2

Scenario 3: *I feel confident I could help a person at-risk of suicide.*

Participant responses before the workshop were varied. Two participants disagreed that they were confident to help a person at-risk, while the remaining five agreed that they could help a person at-risk. However, after the workshop the responses improved. None of the participants disagreed that they could not help a person at risk. Their responses are summarised in Figure 9 below.

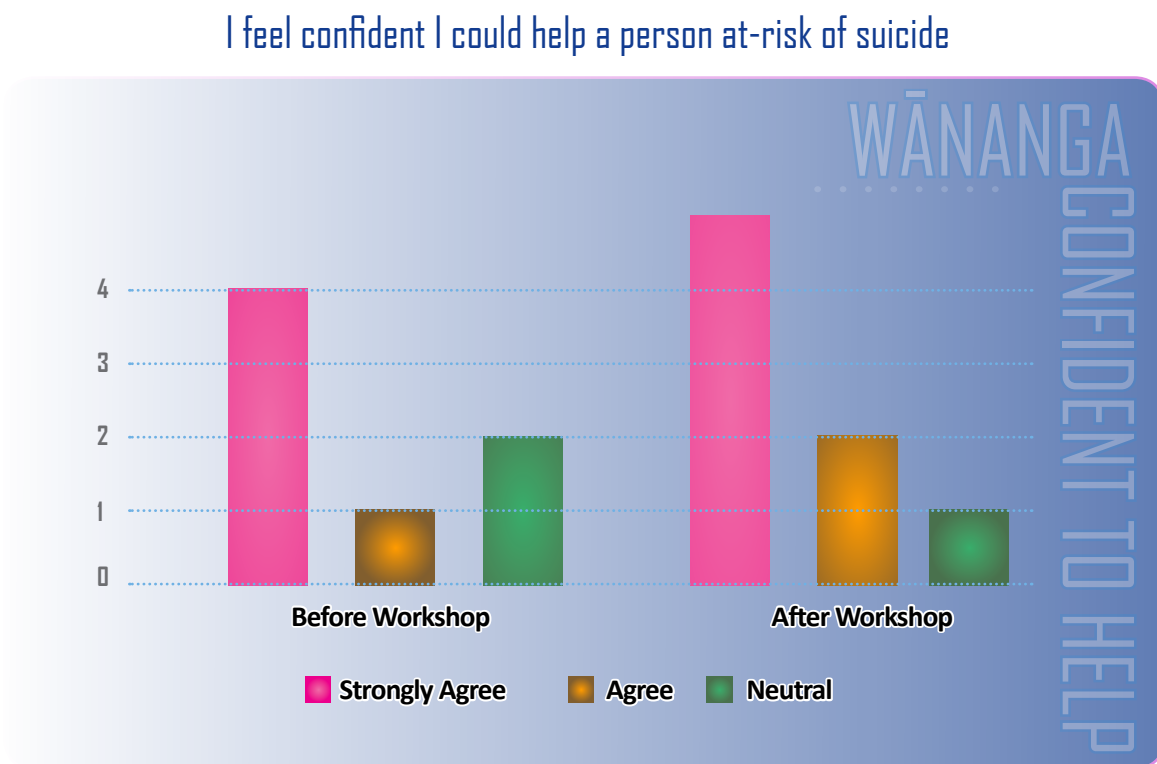


Figure 9 Responses to Workshop Evaluation Scenario 3

Participants were able to comment on the workshop. Below are the responses from each of the attendees.

*“The trainer was prepared and familiar with the material, participation was encouraged and, connection reinforced a Māori whakaaro/perspective.”*

*“Kiritahi delivered her initiative with confidence and I felt engaged. I loved the delivery which had a Māori aesthetic.”*

*“I found it informative, educational and I feel more confident regarding this sensitive subject.”*

*“Having done an ASIST 2-day workshop prior to this wānanga I found that this was refreshing information, particularly how to review suicide risk, and the options to increase the safety of the person”*

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*“As an artist it is good to have an overview of the current suicide trends, statistics etc. as this will aid an artist in engaging the topic creatively and visually etc. The suicide awareness talk gave this, and the facilitator had a very engaging delivery style and presentation with the Māori audience. However there needs to be more social service & mental health contact info included in the networking / whānau support module of this presentation, to keep the community safer and in touch with professionals.”*

*“I believe this program is relevant in all situations, being able to cope and be confident in dealing with a situation like this, then being able to ask for help from there, all in all I think the concept of us taking on the responsibility first as a whānau, then hapū and iwi if we are needing more support”*

*“I would recommend there be more emphasis on professional mental health sectors support groups / details or info in the safety plan of this presentation.”*

*“I am able to recognise signs of suicide risk, and ask directly about thoughts of suicide”*

## Future Focus

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It is the recommendation that systematic ways in which to track the effectiveness of these resources be developed. This information will be useful in several ways: It will allow understanding of who is accessing the resources, gender identity, age group, and how many accessed help as a result of the campaign.

## Conclusion

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*Maka Hourua*

This project led by Te Rongo Toi Uru Arts Collective under Matahiwi Marae commissioned six artists to produce five pieces of artwork to highlight the issues of suicide in society, to try and change people's perception about suicide and the stigma that surrounds it and seek the help they need. The artists completed a Kimiora Tikanga Based Suicide Awareness Workshop and conducted their own research to gain insight and inspiration about suicide and the ideas they would like to portray. The artwork was displayed in an exhibition that was opened to the public, and poster sized versions of the artwork were produced as an educational/promotional resource for schools and the wider community. These have been distributed.



*Maka Kōwhiri*



**Te Rau Matatini**