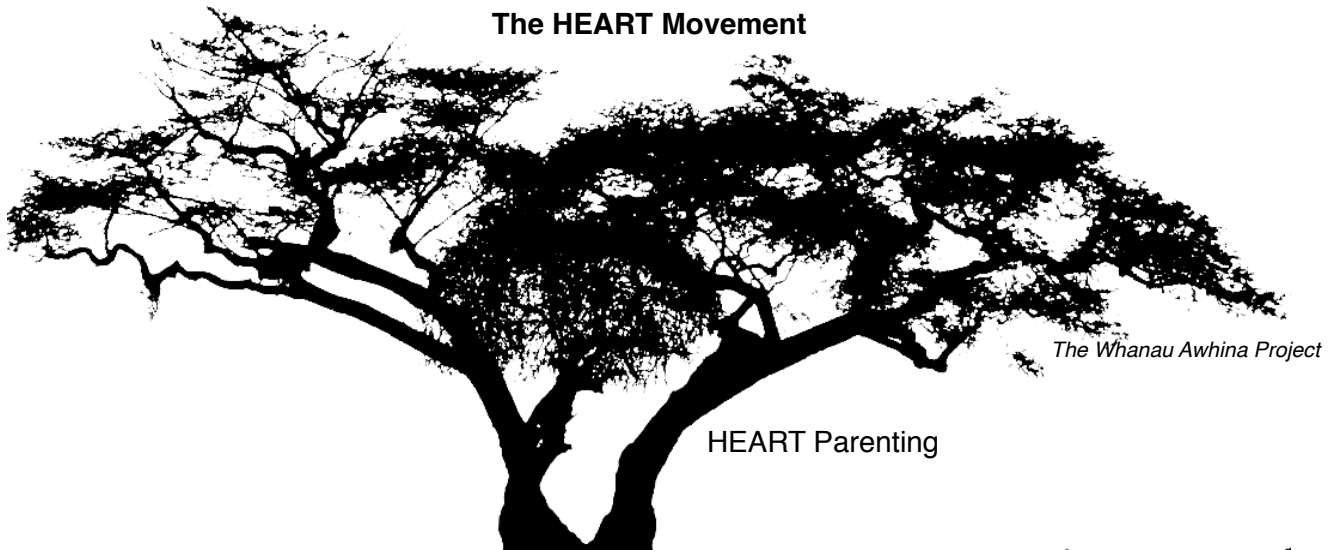




The Whānau Awhina Project

The HEART Movement



The Whānau Awhina Project

HEART Parenting

What is The HEART Movement and HEART Parenting?

The HEART Movement works to promote healthy relationships and prevent family violence. Our 20 year goal is Glen Innes and Point England homes actively grow loving, safe and supportive relationships. We build our activities on what we learn with this community. HEART Parenting is a strategy to prevent child abuse and neglect - we support the development of new skills (like positive parenting) within whānau to help transform relationships and the way our children are being raised.

Nov '14 - May '15

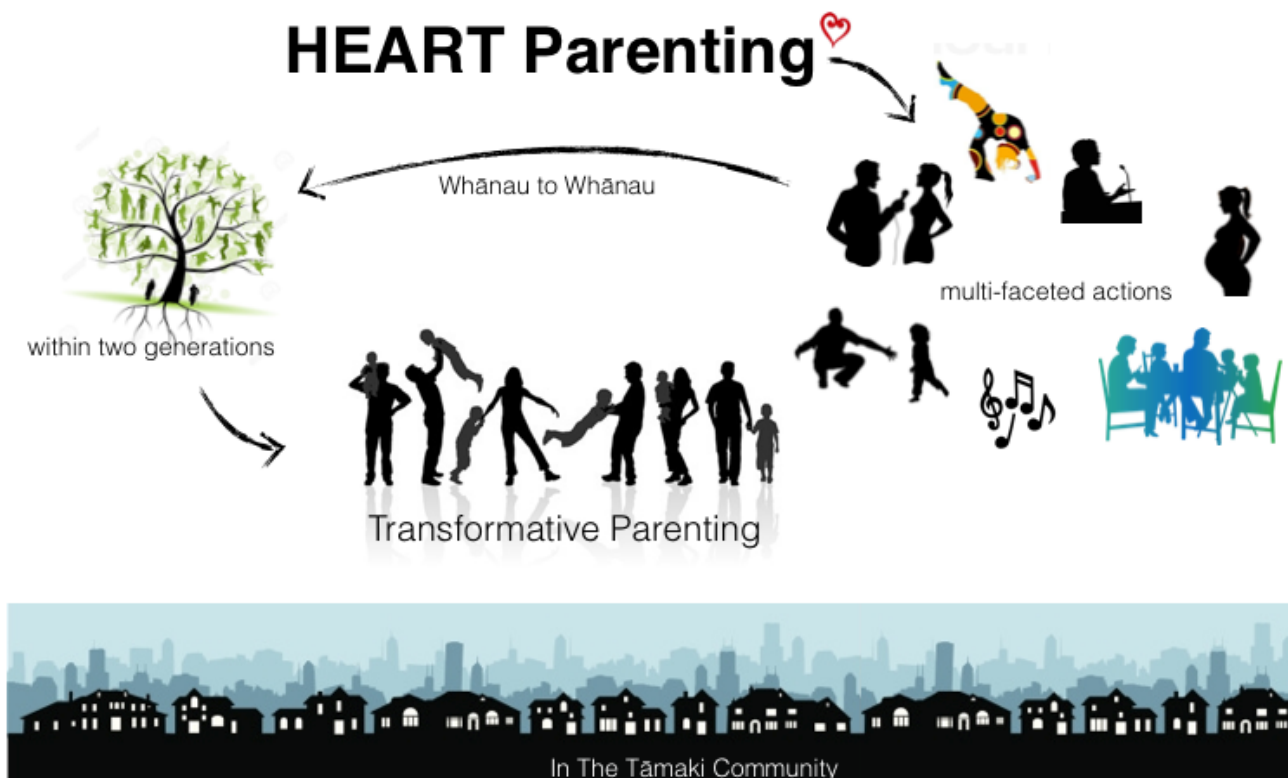
HEART Parenting asked Tāmaki parents how they found parenting in their own community - what did they like and what would they like to change. We gathered this information through sitting down with them over a special dinner, having one-on-one in-depth interviews and talking with local community parent champions. We learnt a lot, and all of that information can be read in the "HEART Parenting Findings Document".

From that information, we created the “The HEART Parenting Tikanga” - which is our way of working and how Tāmaki Parents have told us that they would like to see things set up and run for them.

We have identified one really important message from our parents:

We want to learn from other parents and we engage with whānau to whānau interaction the most.

HEART Parenting is currently based at The Glen Innes Family Centre, 122 Elstree Ave, Glen Innes. This will be one of our main bases for The Whānau Awhina Project, but it definitely won't be the only one in the community. Anne Purcell is The HEART Parenting Co-ordinator and is based at The Glen Innes Family Centre. Tara Moala is a SKIP Auckland Champion that is working to support The Whānau Awhina Project and is available twice a week on Tuesdays and Thursdays.



HEART Parenting

Tikanga

This document shares the way of working that we would like to uphold in all HEART Parenting actions. It will be a rolling document - change and grow, as HEART Parenting changes and grows.

Community Mobilisation

Community mobilisation for HEART Parenting is about engaging with community members to create change within two generations through multi-faceted actions focused on transformative* parenting.

Our Guiding Principles

Our actions will always:

- ♥ 🌙 Develop inspirational hope for the Tāmaki community.
- ♥ 🌿 Focus on Parent-led and empowered actions based in Tāmaki by encouraging co-participation and co-creation of HEART Parenting actions.
- ♥ 🌿 Walk alongside our Tāmaki Community, nurturing their parenting journey to support our Tāmaki children.
- ♥ ☀️ Support Tāmaki parents to journey into conscious parenting with clear parenting messages that relate to their own experiences.
- ♥ 🗨️ Maintain strong natural connections and trusting relationships with each other.
- ♥ ✨ Recognising the resilience of Tāmaki whānau in the face of high levels of social stress and its' impact on parenting.
- ♥ ☀️ Build capacity of local parents - whānau, friends, neighbours and the community that are connected to Tāmaki children.

**Transformative Parenting: Tāmaki Parents have spoken clearly about wanting their children to have a different kind of experience of being parented than they had growing up. The term transformative parenting includes a journey of self realisation for parents and how they can develop themselves - for the sake of their children.*

Community Mobilisation

***“A unique, long-term approach which involves a complex and strategic intertwining of (activities) ...to enable community members as leaders in changing entrenched social norms”
(Michau, 2012)***

Key Principles

- Social Change ☀️
- Whole of Community ✨
- Collaboration 🗨️
- Community-Led 🌿
- Vision of a Better World 🌙

Enablers

- Evidence informed planning
- Multifaceted
- Relationships
- Innovation
- Principles of behaviour change

What is The Whānau Awhina Project?

Mission: To inspire and motivate local Tāmaki Parents of 0-5 yr olds to become a part of The HEART Parenting journey and join us in creating **parent-led initiatives** throughout Tāmaki.

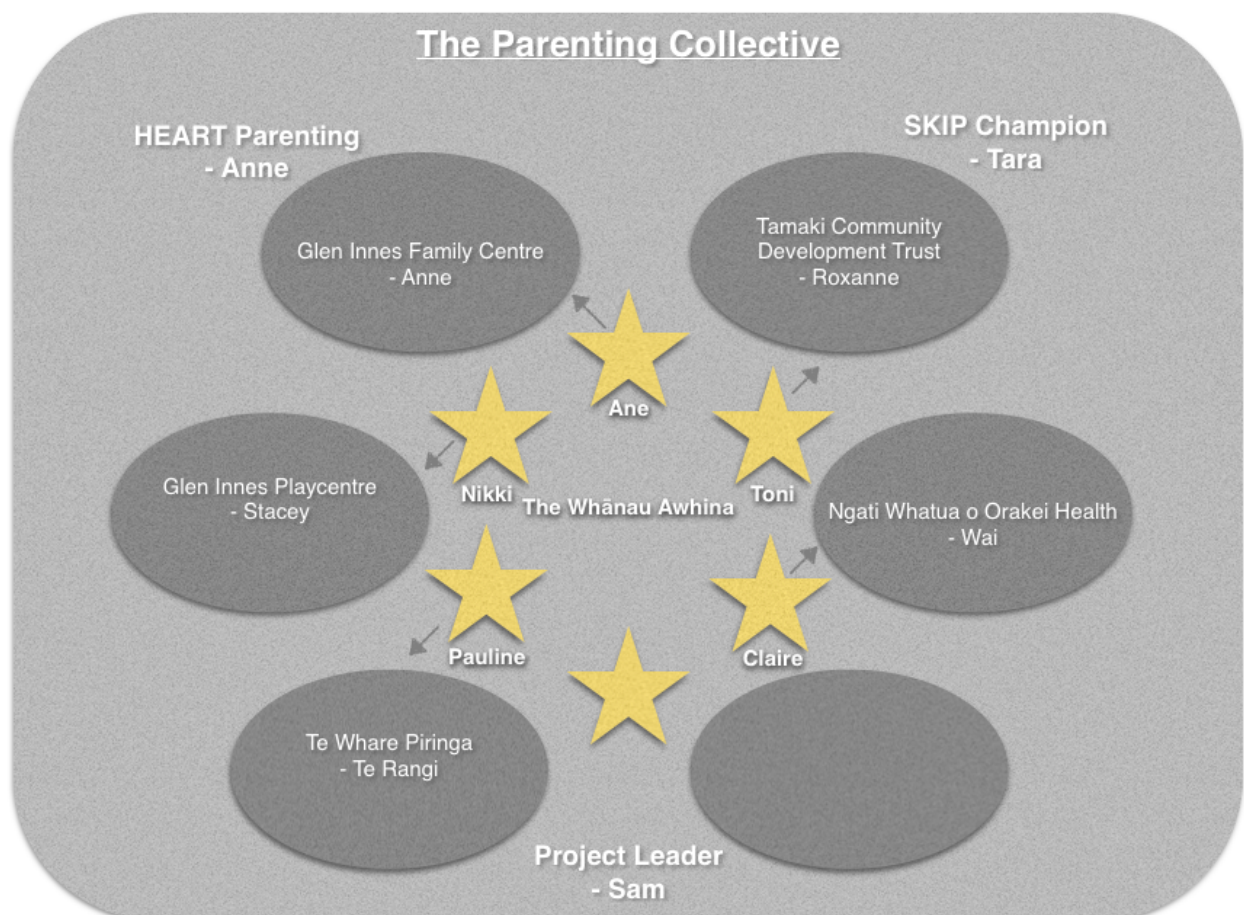
Aim: For The Whānau Awhina Project to work alongside organisations and parents to create parent-led initiatives throughout Tāmaki, supported by HEART Parenting.

Objectives:

- Support and develop strong natural networks of parents through out Tāmaki.
- Motivate local parents to lead whānau activities in Tāmaki for other local parents.
- Create a Parenting Collective made up of engaged parents, local organisations and community development practitioners.
- Educate identified parent champions (The Whānau Awhina) in co-design with parents, SKIP Principles and Community Mobilisation through scholarships including placements with local organisations
- Document and track the progress of parent-led activities through out The Whānau Awhina year.
- Create sustainable whānau to whānau connections through out organisation and network practices.

The People:

The Whānau Awhina Project will be made up of a collective of people that have a vested interest in the development of parenting in Tāmaki.



- **Whanau Awhina** - 6 x local parents are completing a scholarship each over 1 year. The year includes:
 - ~ Support, training and development opportunities through our Parenting Collective monthly meetings
 - ~ Learning about Community Development, Mobilisation and Co-Design
 - ~ Setting up and running parent centred co-design activities
 - ~ Working within a local organisation at a placement
 - ~ Collaboration with local organisations and groups
- **Organisation Connection** - 6 x local organisations are developing their practice as practitioners within Tāmaki. This includes:
 - ~ A Whanau Awhina placement working alongside the organisation
 - ~ Training and development opportunities through our Parenting Collective monthly meetings
 - ~ Involvement in the development of different parent-led activities in Tāmaki
 - ~ Stronger relationships with other parenting organisations
 - ~ Opportunity to be reflective on their practice as an organisation and their work with local parents

Support Team:

The Support Team manages the administration, meetings, events, training, hui and wananga over the year long project. They are also there to support the Whānau Awhina in any steps to develop their actions.

- **Sam - Project Leader**
 - ~ Management of all administration for the project
 - ~ Organise training, meetings and other events for The Parenting Collective
 - ~ Be an 'on the ground' resource for Whānau Awhina to support them in activities in the community.
- **Anne - HEART Parenting Co-ordinator**
 - ~ Supporting The Parenting Collective to apply place based evidence to any activities
 - ~ Leading the training for Community Mobilisation and Organisational Capacity Building - including The HEART Movement 'Theory of Change'
 - ~ Supporting the development of individual learning plans for each Whānau Awhina.
- **Tara - SKIP Champion**
 - ~ Supporting The Parenting Collective to learn and apply co-design with parents for any activities.
 - ~ Leading the training for SKIP (Strategies with Kids, Information for Parents) Principles and its application.
 - ~ Supporting the development of the organisations involved in their roles with local Tāmaki parents.

Placements

Whānau Awhina Scholarships

We know it is really important to invest in our local parents education and development to lead change in a way that is really practical. The Whānau Awhina Project will be offering 6 scholarships to local parents in Tāmaki to help boost their capacity and support them in their learning about leading parent-led activities and whānau to whānau practice.

A part of these scholarships is a placement within a local organisation over the duration of their scholarship. This will create a base for each Whānau Awhina to initiate parent-led actions in the community. The organisations will be spread out geographically in Tāmaki.

Criteria for Whanau Awhina:

- ▶ Must be connected to the Tāmaki Community in some way
- ▶ Have children in the pre-school years or experience with children 0 to 5 yrs
- ▶ Can role model positive parenting and share with others their own journey
- ▶ Is willing to learn about different ways of parenting and how to empower parents
- ▶ Is a great communicator and enjoys being a part of a team
- ▶ Experience in working in a team and can share lessons learnt
- ▶ Have skills in emailing, texting, phone use and social media (e.g. Facebook).
- ▶ Be able to use a tablet well including the general use of Apps

Scholarship Package for each Whanau Awhina:

Each Whānau Awhina Scholarship Recipient will receive:

- ▶ Access to training workshops with other Whānau Awhina and local organisations around positive parenting, community mobilisation, co-design with parents and TIES learning.
- ▶ The use of a tablet over the year to help with learning, communication, promotion and recording whilst on placement.
- ▶ 40 weeks of paid hours, roughly split to 10 hours per week within term times, to support the Whanau Awhina to dedicate time to learning and developing parent-led initiatives.
- ▶ Access to an innovative fund through The Parenting Collective for the development of any parent-led actions.

Criteria for organisations to host a placement:

- ▶ To have a **key contact** person within the organisation that will be attending and actively participating in The Whānau Awhina Project - in particular The Parenting Collective
- ▶ Have a base within the Tāmaki Community (Glen Innes, Panmure, Point England)
- ▶ Have connection with parents of children that are 0-5 yrs of age
- ▶ Be willing and eager to have a Whānau Awhina placed in the organisation for 1 year, working with parents that may or may not be connected to the organisation
- ▶ For the Whānau Awhina to have Wifi Connection access
- ▶ For a space to be available to base themselves within the organisation premises

Organisation Package:

Each Organisation will receive:

- ▶ Access to training workshops through The Parenting Collective around positive parenting, community mobilisation, co-design with parents and TIES learning.
- ▶ Opportunity to develop close working relationships with the other organisations involved and The Whānau Awhina.
- ▶ Access for parents that are associated to their organisation to engage and develop under The Whānau Awhina Project.