

PASIFIKA YOUTH EMPOWERMENT PROGRAMME YEP





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YEP RESEARCH TEAM & SEED-BY-SEED



STUDY OBJECTIVES

- **Framework:** Social Change Model of Leadership
- **Overall goal:** Develop a pool of young Pasifika health leaders, in the community, to influence the mind-set and behaviours of their community to lead healthier lives
- **Objectives:**
 1. Build their knowledge and understanding of the key issues of health and obesity
 2. Develop their skills and capacity to transform important and relevant issues into actionable knowledge

EMPOWERMENT OBJECTIVES

- **Activating communities into healthier lives and action**
- **Advance awareness and public health knowledge**
- **Enhance self-esteem & confident young health advocates**
- **Build and implement action-plans: prevention and intervention projects**

YEP PROGRAMME: SWEET 16 MODULES

Building knowledge and skills

- Safe Space
- Challenge Zone
- Leadership Wheel
- Root Cause
- Navigating the Supermarket
- Community Cooking

Knowledge transfer

- Gift + Issue = Change
- S.M.A.R.T Goals
- Action Plans

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YEP MODULE: LEADERSHIP WHEEL

Based on Baum and associates - **Social Change Model**

Questionnaire based activity to determine key **strengths and weaknesses**

Premise: Leadership is a process and changes according to contexts

- Explores the qualities of leadership
- Based on collaborative scenarios

Four types :

- **Warrior**
- **Nurturer**
- **Visionary**
- **Critical Thinker**

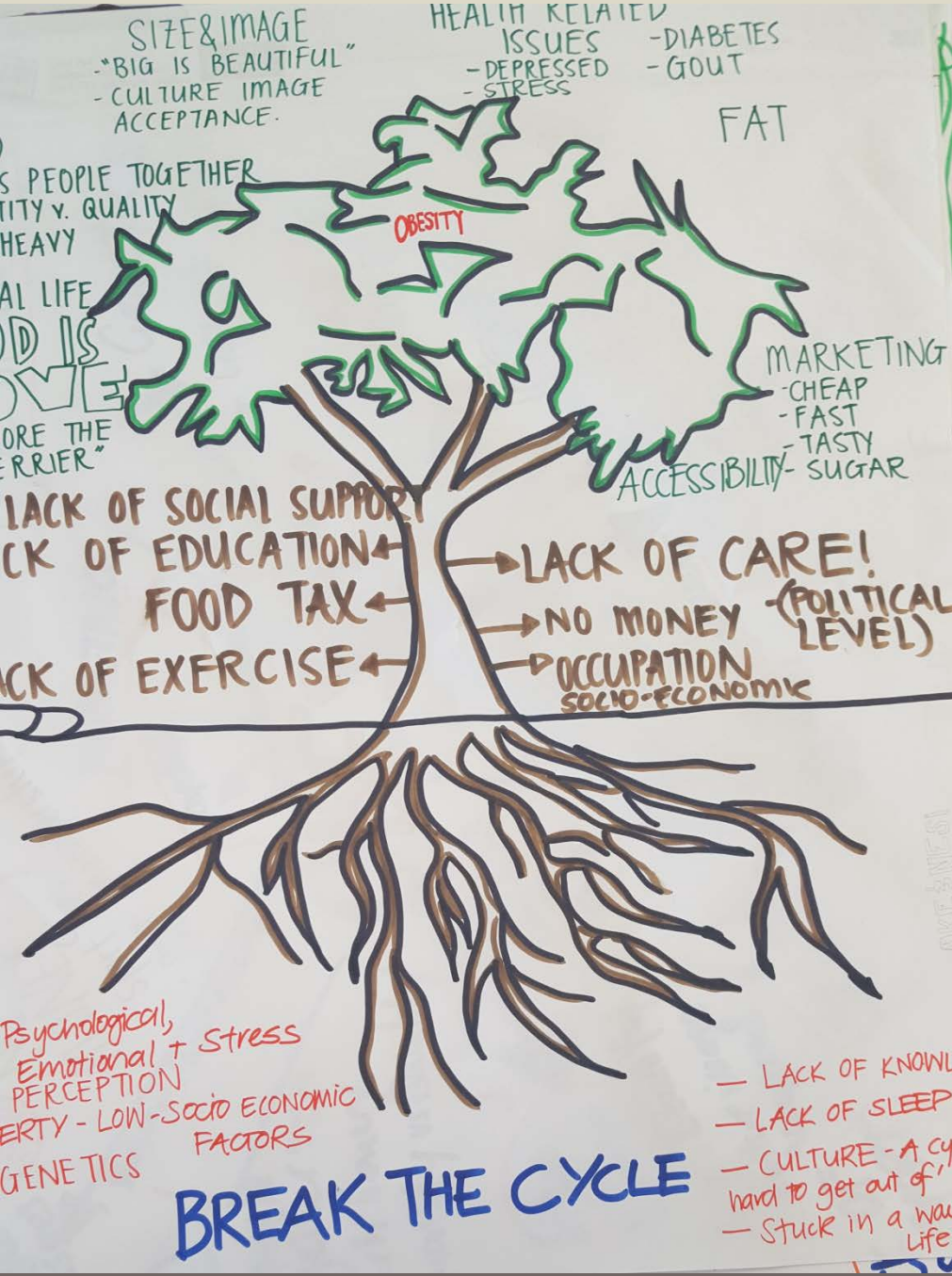
YEP MODULES: LEADERSHIP WHEEL

Type	Strengths	Weaknesses
Warrior	Risk taker. Action orientated. Enjoys new ideas and challenges.	Difficulty delegating. Impatient and headstrong.
Nurturer	Collaborator and team player. Supportive, loyal, friendly and trusting.	Overly concerned about others thoughts. Can be a pushover.
Visionary	Creative, innovative and intuitive. Big picture thinker. Optimistic.	Not good with detail or follow through. Can be impractical.
Critical Thinker	Analytical, careful and methodical. Solid not easily ruffled.	Can be too critical of others. Stubborn. Can fall into 'Analysis paralysis'.

YEP MODULES: ROOT CAUSE ANALYSES

- **Purpose** : to understand the obesity issue from a Pasifika perspective.
- Break down Pasifika health issues into the more **obvious and visible** problems and the **deeper root** causes of the issues
- Uses the **analogy of a tree** to analyse the issue. The **tree comprises of three parts**

ROOT CAUSE ANALYSES



Tree part	Description
Leaves/Branches	Visible problems and consequences
Trunk	Supporting problems
Roots	Deepest unseen causes

ROOT CAUSE ANALYSES

Tree part	Examples
Leaves/Branches. (Visible issues)	Obesity (Child and Adult) Diabetes, Gout, Renal failure and heart disease. Stress.
Trunk. (Supporting problems)	T.V Advertising. Fast food close to low socio-economic areas. Lack of education. Laziness. Denial. Lack of exercise.
Root causes. (Deepest unseen causes)	Low income. Cheap, high energy, low nutrient food. Depression. Cultural issues “Big is beautiful”. Time poor. High prices for nutritious food.

YEP MODULE: NAVIGATING A GROCERY STORE

Scenario	Description
The Power Couple	\$200 for the work week. 2 People. Lunch is paid for by work
The Family of Five	\$150 for the work week. Mum. Dad. Three teenage boys with ravenous appetites. Packed lunches.
On big happy family	\$250 for the work week. 1 Grandparent, 3 kids, 1 baby, Cousins on ad-hoc basis.



YEP MODULES : COMMUNITY COOKING 101



YEP MODULE: GIFT + ISSUE = CHANGE

- Participants identify and utilize their skills or **gifts**
- Participants find an **issue** they are passionate about (based on the Root Cause Analyses module)
- The participants then form action plans to make a positive **change** in their communities

YEP MODULES : GIFT + ISSUE = CHANGE

Roles	Who will do what?
Responsibilities	What needs to be done and managed?
Allies	Who can help us?
Resources	What resources do we have? (e.g. time or money)
Challenges	What possible pitfalls or challenges are there?
Possible Solutions	Is there more than one solution?
Timeline	When will things be done by?

YEP OUTCOMES: PILLARS OF SOCIAL CHANGE

- Awareness
- Behavioural Change
- Fundraising
- Political Change

ENGAGED HIGH LEVEL DISCUSSION WITH SAMOAN AMBASSADOR



YEP MODULES : ACTION PLANNING

The group initially chose three issues they were passionate about and wanted to explore

- **Lack of education**
- **Lack of exercise**
- **Poor diet**

YEP MODULES : ACTION PLANNING

- The group initially chose three issues they were passionate about and wanted to explore
 - **Lack of education**
 - **Lack of exercise**
 - **Poor diet**
- combined these two issues**

2 Action Plans

ACTION PLAN #1: CHURCH-BASED YEP

Why? Lack of education identified as a 'root cause' of obesity

How? Youth consulted with their church elders about YEP

They created 2 new educational modules to add to the YEP:

- Physical activity module
- Heart health

Where? Leveraging of existing church youth group sessions
Propose a 10 week programme

ACTION PLAN #2: AI IA E OLA - EAT TO LIVE

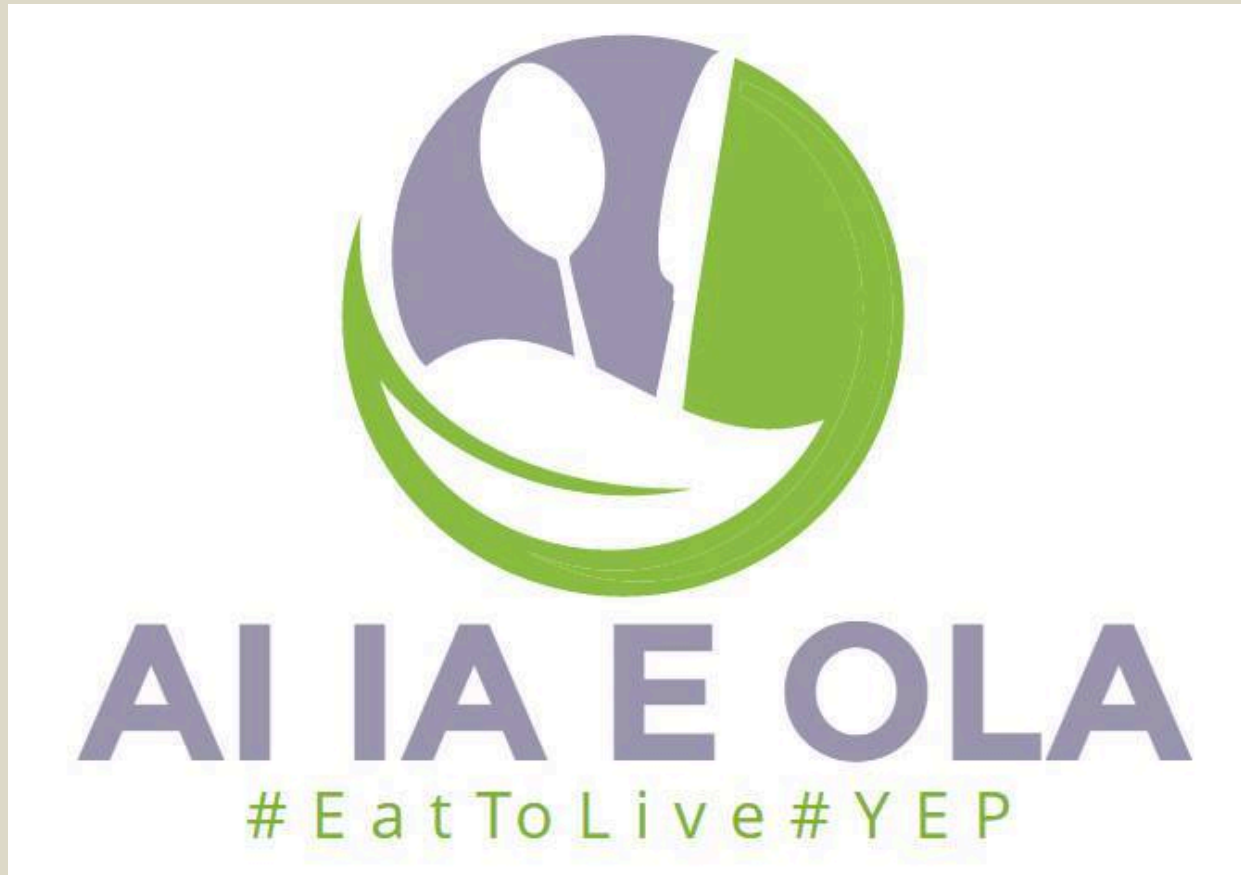


Mission Statement

“We are a group of young Pasifika people who are wanting to make a positive change in our community AI IA E OLA stems from the Pasifika YEP run by Massey University. We aim to raise awareness on nutrition amongst our Pacific Community and for people to start thinking about the effects of poor diet. As Pasifika people we recognise that there are many different ways we prepare and consume our foods and that we have different understandings and face a wide range of challenges in maintaining and sustaining our health. We acknowledge that health is an integral part of our lives and that we must eat to live not live to eat. We are part of the social media community where we want to create a safe space to support each other on our journey to improve our health. We are eating ourselves to death and we challenge you to be an agent of change to be the change you want to see.

AI IA E OLA - Eat to live.”

AI IA E OLA : LOGO



Circle represents a new cycle we are trying to create within our community

Colours **Green** = life
Silver = hope

Spoon & knife = tools we use to eat

Life = new life and nurturing lifestyle

SOCIAL CHANGE PILLAR: BEHAVIOURAL CHANGE

Raise awareness campaign:

- social media - Facebook
- T-Shirts

Facebook account AI IA E OLA

-Eat To Live #YEP (launched in June)



- The social media campaign started with 'Jumpstart June' & featured daily diet tips on Facebook
- Professor Cliona Ni Mhurchu (University of Auckland) advises on nutrition and the daily diet tips



ACKNOWLEDGEMENTS

- YEP Participants
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- The NZ Health Research Council – Fellowship Grant
- The MURF Grant – Mobile-mentaries work with **Dr Max**

WELCOME TO THE
PASIFIKA YOUTH
EMPOWERMENT
PROGRAMME!!

