

Community Actions Overview September 2017

Small-scale pilot projects are running in three communities with family organisations and services to find out what works to promote talk and interaction for families in specific contexts.

Akaaka Kōrero

Nine organisations in the Māngere-Ōtāhuhu area are using Quality Improvement methodology to test ideas that promote talking more and talking differently in families. They include three Beststart Educare centres, Anglican Trust for



Women and Children (ATWC), HIPPY, Good Seed Trust, Fountain of Knowledge Trust and four libraries.

Each organisation identifies key areas for change in their own context and uses Plan, Do, Study, Act (PDSA) learning cycles to try out ideas and record the effect of them. All groups are having monthly coaching on the methodology and language strategies from Ko Awatea, the Centre for Health Innovation at Counties Manukau District Health Board, and our Community Action Manager, Emma Quigan. Everyone meets every three months to share successful change ideas. By the end of 2017, we will have

data on a cluster of ideas that families find effective. We will also have insights into how quality improvement supports family-facing organisations to increase their focus on early language.

LENA - Language environment analysis

This is one of the Māngere-Ōtāhuhu pilot projects. Four mothers spent six months exploring how they could encourage rich talk with their babies and young children. Each week one of their children wore a special vest, that holds a LENA



recorder, like a pedometer for oral expression. The recorder gives the parents data on how many words their child has heard and how many conversational 'turns' or oral

responses they took part in. The mums got data from at least four recordings. Emma provided personal and group coaching. This is the first time the LENA recorders have been used in Aotearoa New Zealand and we are excited about the results. This group of parents has helped us explore which messages about responsive conversations with tamariki are likely to hit the mark with families, and they have also prototyped resources. We are now getting more LENA recorders out into other organisations to trial their use on a bigger scale. Emma and some of the Mums will be presenting at the Summit. Check out this video to learn more <https://vimeo.com/227499180>

Tāmaki

The first time we took Talking Matters out was to the Tāmaki Toddlers Day Out in December 2016. We launched the community action phase with a powhiri at Ruapotaka Marae. We are collaborating with a range of organisations in Glen Innes, Pt England and Panmure on a whole-of-life approach to promoting wellness, including equipping tamariki and



their whānau with rich oral language. A key part of working in Tāmaki is to connect with parenting, including fathers, and whole of whānau initiatives. Partners include Glen Innes Family Centre, Heart Parenting, Weaving Wairua, Glen Innes Library and Panmure, Flipping East, ADHB and Manaiaakalani Schools.

Several of these organisations are presenting some of their work at the Summit's action stations. Insight Tāmaki, a local social enterprise, will be talking about their empathy interviews with 15 local parents to understand what it takes to nurture the communication abilities of the tamariki in Tāmaki. Matt Rua from COMET Auckland will be looking at how talking about sport can start conversations about values in whānau.

Puketāpapa

We are just getting started in our third community of Puketāpapa (Mt Roskill and surrounds), one of the most diverse communities in the country. We have two small-scale projects:



A cluster of organisations who already collaborate (Wesley Primary, Wesley Kindergarten, HIPPY, a local public health nurse and ATWC) is being supported to strengthen their focus on oral language. Dr Jannie van Hees is leading this work.

We are also working alongside the Ako Hiko cluster of seven local schools to use Early Reading Together in the community. Early Reading Together is a set of short workshops that help parents and whānau of young children to support their children's language and literacy development through shared reading. This will give us insights into how Early Reading Together might act as a starting point for community action on talk and reading around the country.

Supporting and Sharing

Talking Matters Network - We run quarterly half-day meetings to encourage a wide range of community organisations and services to focus on early language. More than 250 people are on our mailing list from 80 organisations and about 50 people regularly attend. Meetings include keynote speakers, testing out ideas and resources and cross-sector conversations on hot topics.

We are supporting the Whanganui Learning Centre to design and seek funding for a multi-year work programme on education and the community.

Talking Matters has worked with the Wright Family Foundation on selection and messages for 24 short clips for the Love Grows Brains television campaign, which launched on 15th of August.

**KEEP AN
EYE OUT!**

The Talking Matters Summit is our first major event to share what we are doing and learning. Next year we'll hold a practitioner hui.