



Naming the Health Equity campaign

Bill Takerei

Chair, Health Equity Leadership Board
Chair Otara Network Action Committee

Strategic Aim

Healthy Services

Healthy People, Whaanau & Families

“The Health Equity Campaign is our challenge to do more. Join us”.

Healthy Communities



What's in a good name – Equity campaign

- **Comprehensibility**
- **Common Language**
- **Brevity – abbreviations and by-lines**
- **Appropriateness**
- **Easy spelling and pronunciation**
- **Likeability**
- **Logo-friendliness**
- **Simple and relevant**
- **Maaori – with possible English conversion**
- **Strengths based**
- **Capture values and essence of what we are trying to do**
- **Needs to work at different group levels (e.g. staff, community, culture).**

Look and feel

- Real, relatable and authentic look
- Positive (strengths based)
- Located in South Auckland
- Relevant to diverse population of South Auckland – particularly Maaori and Pacific population
- Imagery may build off the Campaign name

* need to work in with our CMH Healthy Together brand guidelines.

Te Whakatauaki (Traditional Maori Proverb)

**Tuturu whakamaua kia tina!
Haramai te toki!,
haumie, hui e, taiki e!**

- Call for unity (Teamwork)
- Commitment to complete and do the job properly (Quality)
- Focus on achieving results (Outcomes)
- Foster creativity (Innovation)
- Use of the right tools for the right job (Resources)

Proposed Campaign Names

Hui e Taiki e:
Just health for all

Hui e Taiki e:
Doing fairness better together

Process

- Seeking feedback from project teams
 - Flipchart at back of room for feedback
- Purposeful seeking of Feedback from identified groups
- Approval by Leadership Board.