PHARMAC'S PACIFIC RESPONSIVENESS STRATEGY

2017-2026

KIA ORANA
FAKAALOFA LAHI ATU
TALOFA NI
KAM NA MAURI
MALO E LELEI
HALO OLAKETA
TALOFA
NI SA BULA VINAKA
MALO LAVA LE SOIFUA

PHARMAC

Now Zooland Covernment



STRATEGY FOREWORD



STEFFAN CRAUSAZ - CHIEF EXECUTIVE

Talofa, Kia orana, Ni sa bula vinaka, Mālō e lelei, Fakaalofa lahi atu, Talofa Ni, Malo lava le soifua, and warm Pacific greetings.

I am pleased to present our Pacific Responsiveness Strategy; an important milestone for PHARMAC and a statement of our commitment to improving the health of Pacific peoples in New Zealand.

Because we know that Pacific people don't always get the medicine they need, experience more illness, and die sooner than other New Zealanders. We want to change that picture, and we are grateful for people's ideas about how we can make positive change.

The development of the Strategy has involved considerable input from the community in a series of consultation fono. This was a challenging and humbling experience for PHARMAC, and we are grateful for the time people took to come and share their ideas and experiences, many of them very personal, about their interactions with the health system. We've thought a lot about the things we were told, and the end result is this Strategy.

The relationships we now have will be vital to the success of this Strategy. We know that we're just one part of the health system, and that to be really effective we'll need to work closely with lots of organisations and people, including other Government agencies, DHBs, Pacific health providers, pharmacists and GPs, and with community organisations. We want to continue to build on our relationships as this work expands.

The Strategy has a 10-year timeframe. Our aim is that, over this time, PHARMAC will help promote change that can make a positive difference to the health of Pacific people in New Zealand.

Soifua



DAVID LUI - CHAIR, PHARMAC CONSUMER ADVISORY COMMITTEE

I am very pleased to have been involved in the development of this Pacific Responsiveness Strategy. I believe it sets goals and tasks that will make a long-term difference to the way Pacific people use medicines, and perhaps to other parts of the health system.

Importantly, the way that PHARMAC has gone about developing the Strategy has buy-in from the pacific community that will underpin its long-term success. This began with the consultation fonos, where PHARMAC's leadership team fronted up and showed they were taking this work seriously.

I was very pleased with the approach taken by PHARMAC, because it wasn't just about consultation. They truly engaged and listened to understand – and that can be seen in this final Strategy document which reflects much of what the community told PHARMAC.

This is being seen as a blueprint on how to work with Pacific people, because PHARMAC took time to go out and really listen to people's views first and incorporated it into the Strategy.

The challenge now is to keep the community informed as the work rolls out, to continue to build integrity and true partnership. The community will be watching, and we are all looking forward to the positive change that will come out of this Strategy.

PHARMAC'S PACIFIC RESPONSIVENESS STRATEGY 2017-2026 PROVIDES STRATEGIC DIRECTION AND A FRAMEWORK FOR PHARMAC TO IMPROVE PACIFIC PEOPLES' HEALTH.

On the whole, Pacific people living in New Zealand are less healthy than other population groups. As part of the health system PHARMAC has a role to play to improve this situation - by providing access to new medicines and medical devices, and also ensuring medicines and medical devices are being used effectively.

The purpose and mission of this Strategy is to make change happen to improve the health of Pacific peoples.

In engaging with Pacific communities, we heard of the challenges and barriers that Pacific peoples are facing, such as navigating their way through a complex health system but also the opportunities and successes we can learn from and build on. We think that PHARMAC can help support Pacific peoples to live healthier lives, both through our own work, and by influencing other agencies and organisations working in health.

STRATEGY PURPOSE: SUPPORT PACIFIC PEOPLE IN NEW ZEALAND TO LIVE HEALTHY LIVES THROUGH IMPROVED AND TIMELY ACCESS TO, AND USE OF, MEDICINES AND MEDICAL DEVICES.

MISSION STATEMENT: EVERY PACIFIC PERSON IN NEW ZEALAND HAS ACCESS TO. AND UNDERSTANDS THE USE OF, THE PHARMAC-FUNDED MEDICINES OR MEDICAL DEVICES THEY NEED.

WHY WE HAVE A PACIFIC RESPONSIVENESS STRATEGY

PHARMAC is part of the broader health system and, as such, we must both align with and complement other frameworks and strategies that already exist. Reflecting the New Zealand Health Strategy, PHARMAC's Pacific Responsiveness Strategy particularly is consistent with the theme of 'one team' (kotahi te tīma) as we realise improving the health of Pacific communities requires a cross system approach that puts community at the centre. This strategy also aligns with the Ministry of Health's 'Ala Mo'ui: Pathways to Pacific Health and Wellbeing 2014-2018 as well as the Medicines Strategy.

PHARMAC's Pacific Responsiveness Strategy aligns with our future direction and builds on the success of PHARMAC's Māori Responsiveness Strategy, Te Whaioranga. We recognise that while the health of Māori and Pacific peoples isn't as good as other New Zealanders, the challenges and the underlying causes may be different. Therefore it is important to acknowledge that effective solutions may be different and we must have the ability to respond accordingly. We recognise that Māori and Pacific peoples have millennia of kinship connections through tuakanateina (older sibling-younger sibling) relationships, that are acknowledged and both respected in Aotearoa and throughout Te-Moana-nui-ō-Kiva (Cook Islands Māori for Te-Moana-nui-ā-Kiwa).

OUR JOURNEY

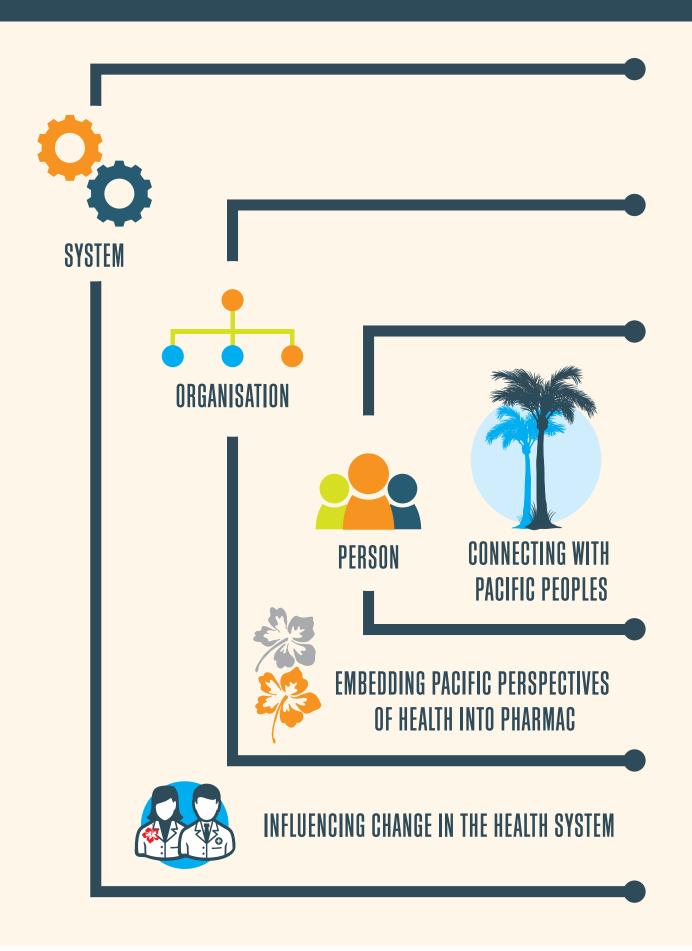
We have worked with Pacific stakeholders and held fonos within Pacific communities in New Zealand during 2015 and 2016. We travelled from Whangarei to Dunedin to hear about the opportunities, challenges and barriers Pacific communities face in relation to medicines and medical devices.

From these conversations, we believe PHARMAC can influence health outcomes of Pacific peoples on three levels:

- 1. through connecting with Pacific communities directly
- 2. by embedding Pacific perspectives into PHARMAC as an organisation, and
- 3. by influencing change elsewhere in the health system.

These three levels of influence form the basis for PHARMAC's Pacific Responsiveness Strategy 2017-2026 and are depicted on the following page.

THREE LEVELS OF INFLUENCE FOR PHARMAC'S PACIFIC RESPONSIVENESS STRATEGY 2017-2026



THREE LEVELS OF INFLUENCE

CONNECTING WITH PACIFIC PEOPLES WITHIN THEIR COMMUNITIES

To date, PHARMAC has had very few links with Pacific communities. The first stage of this Strategy is to develop and build trusting relationships with people in Pacific communities. Initial connections have been made through our community engagement but PHARMAC needs to build, nurture and extend these relationships.

There are many providers and organisations already doing great work in Pacific communities, and we recognise the most effective way for us to connect with communities will be through these groups. Through developing these connections, PHARMAC will be in a better position to empower aiga, magafaoa, famili (families) to better understand medicines and ultimately improve access to and use of medicines and medical devices.

EMBEDDING PACIFIC PERSPECTIVES OF HEALTH INTO PHARMAC

To understand the needs of Pacific peoples PHARMAC must deepen its understanding of Pacific culture, and ensure all relevant impacts and implications for Pacific people are factored into our work. We know that Pacific communities are diverse and complex, and a long-term commitment to learning and improving our responsiveness is required.

We will look to the success that Te Whaioranga has had in building expertise and capability in te ao Maori within the organisation, to help guide a similar enhancement of understanding and appreciation of Pacific perspectives.

INFLUENCING CHANGE IN THE HEALTH SYSTEM

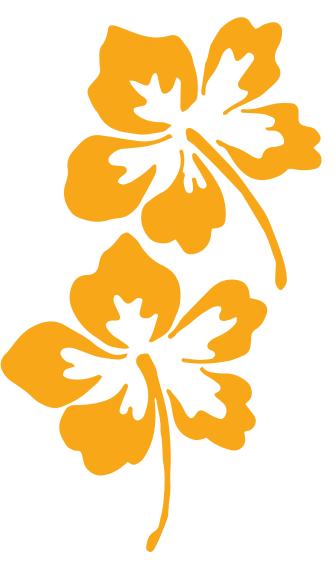
The health system is complex and Pacific communities have told us that this complexity can be difficult to navigate and cause barriers to access. While many of the barriers Pacific peoples face are not within the direct control of PHARMAC, we do have an important influencing role in the health system and can help to work with other organisations to make the system more accessible to all Pacific peoples.

STAGES OF GROWTH FOR PHARMAC'S PACIFIC RESPONSIVENESS STRATEGY

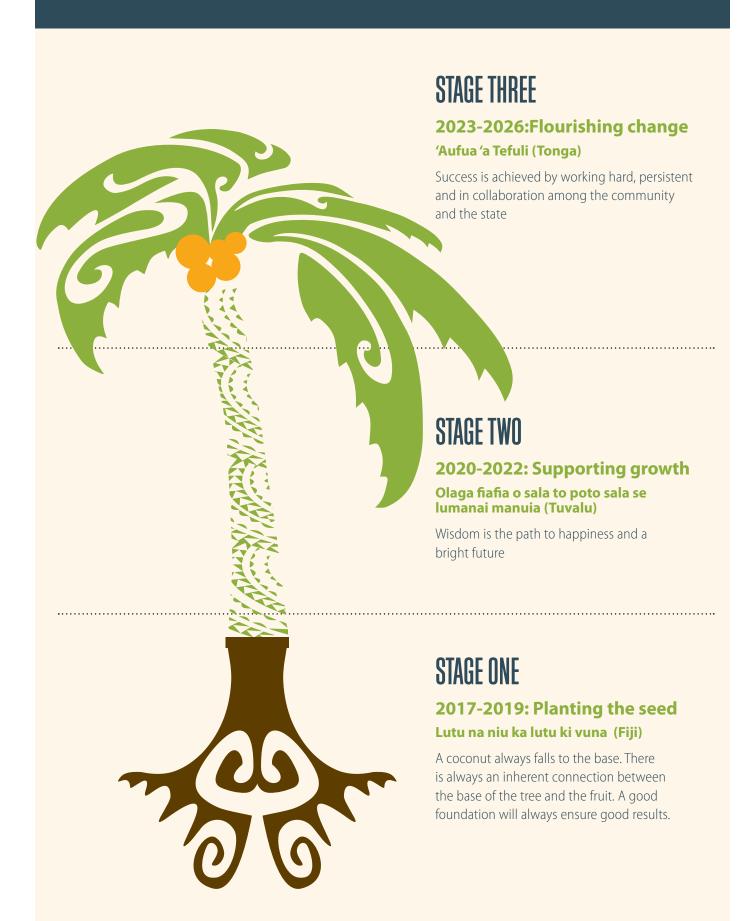
Over the period 2017-2026, PHARMAC will commit to having a renewed action plan every three years to ensure an enduring and lasting commitment to improving the health of Pacific peoples.

We have used the growth of the coconut tree, as a symbol that resonates with Pacific communities, to represent PHARMAC's journey over the next ten years. The coconut tree is enduring and provides shelter and nutrients. It is an iconic symbol for all the Pacific and indicates that our Strategy is for all Pacific peoples.

The growth of the coconut tree on the following page illustrates the three stages PHARMAC will go through as the Strategy evolves over the next 10 years. The first action plan covers the first stage. This is the stage where our focus will be on planting the seed and making the soil fertile to enable our strategy to grow. In this critical stage we must ensure that PHARMAC is focusing on core activity that we must get right early on and then continue to build on in the future.



SUPPORTING PACIFIC PEOPLES IN NEW ZEALAND TO LIVE HEALTHY LIVES



STAGE ONE: Planting the seed (2017-2019)

Influence	Priorities Actions			What does success look
- minuence		Achieved by year-end		like in 2019
COMMUNITY	Building relationships to develop trust and to demonstrate an ongoing commitment to Pacific communities	Engage with Pacific peoples and the health workforce to identify the areas of health need that are most important across Pacific communities	2017	PHARMAC better understands the health priorities for Pacific peoples and is tailoring activity to improve outcomes in these areas
		Ensure an appropriate level of resourcing to implement the strategy	2017	
		Seek out opportunities to partner with Pacific health providers where PHARMAC activity may particularly impact on specific Pacific population groups	2019	PHARMAC has meaningful and ongoing relationships with Pacific communities (through organisations/ providers) focused on improving Pacific peoples access and use of medicines Pacific peoples are receiving the right information to improve their understanding and use of funded medicines and medical devices
	Developing effective communication channels to improve Pacific peoples' access to information about medicines and their use	Extend analysis of data to strengthen the evidence base for PHARMAC's Pacific-responsiveness work, including (but not limited to) the areas of health need as identified by Pacific communities	2018	
		Deliver culturally appropriate information to improve understanding of medicines/ treatments in the most important areas of health need	2019	
		Build a communication strategy in consultation/collaboration with appropriate Pacific expertise to begin developing a range of tools and resources to target communications to Pacific audiences	2019	
ORGANISATION	Increasing our awareness, capability and knowledge of Pacific peoples to strengthen PHARMAC's Pacific responsiveness work	Incorporate the development of cultural awareness/ competence (including of Pacific) into staff career advancement templates and professional development resources	2017	PHARMAC staff can embed a Pacific perspective into their work through their increased awareness, understanding and knowledge The impact of PHARMAC's funding decisions on Pacific communities are being considered accurately and appropriately
		Develop a Pacific Champions group who will champion the Strategy within PHARMAC to ensure a cross-organisation response	2017	
		Provide opportunities for staff to improve their cultural awareness and awareness of health disparities; such as: A series of Pacific cultural training opportunities External speakers Recognising Pacific cultural days Attendance at conferences related to Pacific health	2018	
	Introducing a Pacific focus to the way we work at PHARMAC	Enhance PHARMAC's induction of new staff to include an overview of the Pacific Responsiveness Strategy and medicines access for Pacific people	2017	PHARMAC's policies and processes ensure that all relevant information for Pacific peoples' is taken into account PHARMAC's external committees can demonstrate a Pacific perspective is being accounted for in the advice given to PHARMAC
		Further develop skills and knowledge within PHARMAC to ensure an understanding of Pacific culture, perspectives and health data is accurately taken into account under the Factors for Consideration 'population groups experiencing health disparities' for all funding decisions	2017	
		Embed the need to consider Pacific populations (and other population groups with health disparities) into responsible use of pharmaceuticals activities as appropriate	2019	
		Develop research tools to improve staff access to relevant Pacific research (and to other population groups experiencing health disparities)	2018	
		Change internal processes where required to ensure Pacific health considerations and perspectives are factored into PHARMAC's work	2019	
		Ensure PHARMAC's external advisory groups take into account, and provide high-quality advice on, considerations important to the health of Pacific people (and other population groups experiencing health disparities)	2019	

SYSTEM	Aligning our tools and resources to provide better information to the wider health system about the health needs of Pacific peoples	Run dedicated seminars for health professionals to improve knowledge of health disparities in New Zealand, including the health of Pacific peoples	2018	Barriers being faced by Pacific peoples in the health system, in relation to access and use of medicines, are being addressed by PHARMAC in collaboration with others in the health system More data and information is available and being used by others in the health system to address medicine access and use by Pacific populations
		Explore summer studentship opportunities (or short-term opportunities as appropriate) for a Pacific student studying for a health-related qualification	2019	
		Facilitate or undertake research relating to access, or use of medicines by Pacific people	2019	
		Develop a tool-kit to make data, resources and information on medicine use by Pacific people more accessible to Pacific communities and the wider health system	2019	
	Actively working with others to reduce cultural, system and language barriers to medicines use and access	Support the formation of a Pacific pharmacist group to further enhance the role of Pacific leadership in the pharmacy sector	2017	
		Share the Pacific Responsiveness Strategy with other government agencies and relevant health sector organisations, to share learnings/findings from the community fono	2017	
		Develop relationships with Pacific advisors in DHBs	2017	
		Engage with Ministry of Health on how we can address barriers to accessing medicines, including user charges for Pacific peoples and other population groups experiencing health disparities	2019	
		Work with the MoH, DHBs, the primary care sector and Pacific community health groups to consider how the system could collectively work together to improve the cultural, system and language barriers being faced by some Pacific populations (and other population groups with health disparities) to improve access and use of medicines	2019	

ACKNOWLEDGEMENTS

PHARMAC has had the strong support and advice of PHARMAC's Consumer Advisory Committee (CAC) throughout the process to date, and particularly our three Pacific members; Chair, David Lui, Tuiloma Lina Samu and Key Frost.

A special acknowledgement to Anne Fitisemanu, who championed and initiated the very first PHARMAC Pacific Responsiveness Strategy in 2010.

We would also like to acknowledge the extensive contribution of Chief Executive, Steffan Crausaz, Judith Urlich, PHARMAC staff, Te Roopu Awhina Māori, our kaumatua Bill Kaua, Māori and Pacific Manager, Ātene Andrews for their blessing and support; plus members of the PHARMAC Pacific Responsiveness Strategy Working Group.

Many thanks to Rachel Melrose, Hayden Holmes, Hew Norris, Duncan Chadwick and especially to Rebecca Elliott and Peter Alsop for their policy process, insights and thought leadership; Jennifer Geard and Stephen Boxall for the amazing design and graphics produced for the website and printed materials. A special thanks also to Agnes Tokuma.

Malo le tapua'i! Malo le 'au malolosi! Noho ora mai i te mauri ora!

On behalf of PHARMAC we wish to acknowledge the contributions of and thank those who provided advice to the re-developed PHARMAC Pacific Responsiveness Strategy 2017 – 2026. Malo lava le paia ma le mamalu o le Atunu'u! Malo lava le agalelei! Mihi nui rawa atu ki te whaiao ki te Ao Marama e!

External Focus Group 1, 16 December 2015

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Dr. Norman Valele, St John of God Waipuna, Christchurch

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Whangarei Pacific Community Fono (x2)

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