

MY BABY'S VILLAGE

PARTNERING FOR CHANGE

A Theory of Change and Evaluation Framework
prepared for My Baby's Village with funding from
Te Whatu Ora – Health Promotion.

September 2023



**O le tele o sulu e maua e
figota, e māmā se avega pe
a ta amo fa’atasi.**

**My strength does not
come from me alone,
but from many.**

Samoan proverb

Executive Summary



We've all heard the saying "it takes a village to raise a child". But what if that village could include a village of systems that all have the same end-goal – safe and thriving Pacific children? My Baby's Village draws on culturally anchored systems and principles of collective impact to effect change for Pacific babies and children in Aotearoa at both a population level and at a family level. Drawn together by a common goal to reduce the rates of Pacific infant deaths, Pacific peoples in various sectors and communities made a commitment to work together as a part of My Baby's Village to coordinate efforts and to achieve collectively what individual sectors, organisations or groups could not achieve alone.

This report outlines how our collective actions will lead to the results we want to see for our children and families and provides a framework for change. The framework will guide us in our planning and in our ongoing evaluation of My Baby's Village. As an emerging but growing network, we have two years of learning and insights since our establishment in 2021. These insights have informed the development of this initial framework and we will continue to build on each element as we evolve and learn more about our partnership and impacts.

Our Theory of Change reflects our high-level approach to working together across systems and with our families. Prevention work is challenging but the impacts generated are long-lasting. We look forward to reflecting the difference we make as one.

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1 Our Theory of Change



My Baby's Village - Partnering for Change

★ Respectful relationships ★ Pacific world views ★ Commitment to Te Tiriti o Waitangi ★ Family/Aiga approaches ★ Holistic care

When we...

1. WORK COLLABORATIVELY ACROSS SECTORS & SYSTEMS

2. ELEVATE PACIFIC CULTURAL CARE

3. MOBILISE PACIFIC COMMUNITY GROUPS

4. COORDINATE PACIFIC INFANT/CHILD SAFETY + CARE COMMUNICATIONS

5. FACILITATE & SUPPORT EFFECTIVE ADVOCACY

Then...

Services and support are increasingly compatible and responsive to the needs of Pacific families with babies/children
Formal Services & Supports

Pacific families are more engaged and participate in, and contribute to, infant/child care knowledge and practices
Knowledge & Behaviour

Pacific families have greater connection to Pacific infant/child cultural knowledge, care and system
Cultural Systems & Identity

Enable and normalize safe environments for Pacific babies, children and their families
Societal Norms & Environmental Standards

Pacific child services, facilitators and workforce have improved access to relevant training and support
Professional Practice

Increased evidence-base for effective, culturally-grounded Pacific infant/child care approaches
Research & Best Practice for Pacific peoples

Improved accountability and effective investment and allocation of resources
Value for Investment

Which means...

PACIFIC FAMILIES

ARE EMPOWERED TO CARE FOR THEIR BABIES & CHILDREN



PACIFIC BABIES & CHILDREN ARE SAFE AND CARED FOR



Figure 1 - My Baby's Village Theory of Change

We believe that through collective, co-ordinated action we can bring about long-lasting positive change for our Pacific babies and families

Grounded in the principles of Collective Impact and the recognition of a need for greater collaboration and coordination across efforts to improve Pacific child and baby wellbeing, My Baby's Village is a growing collective of cross-sectoral organisations, community groups, NGOs, health providers, churches, and community champions working together to bring about positive and long-lasting change for the safety and wellbeing of Pacific infants, children, and their families. Driven by the rates of Pacific infant mortality - primarily Sudden Unexpected Death in Infancy (SUDI) - our collective seeks to refocus our efforts to be more purposeful and to have greater impact.

Our Theory of Change reflects the understanding that when we work across our five key leverage areas, then we will contribute to change in a variety of areas of impact relevant to Pacific child and baby health and wellbeing. This will mean that, in turn, we are creating service environments, communities, and families wherein:

**Pacific families are empowered to care for their babies and children and Pacific babies and children are safe and cared for...
... our ultimate goal and the very heart of our vision.**

We are driven by our values that shape our work

For Pacific peoples, family and community are central and closely tied to a person's sense of identity, health, and wellbeing. As such, to care for the child, we must also care for the mothers, fathers, carers, and families; **family/aiga approaches are the heart of everything**

My Baby's village does. Equally important is the need to consider the varying socioeconomic and cultural influences that impact on the health and wellbeing of Pacific families, and to ensure that they receive **holistic care that both addresses their diverse needs and builds on their strengths.**

My Baby's Village values the **elevation of Pacific world views, Pacific ways of working, and approaches that work for Pacific peoples.** We recognise the traditional and contemporary Pacific knowledge and expertise currently held within our communities and value the role of culture when working in collaboration with our communities. We **believe that building respectful relationships with, mobilising, and working alongside our communities** is fundamental for achieving long-term change. My Baby's village focusses on addressing priorities that have been identified by our families and seeks to invest in community-led solutions. This helps to ensure that the work undertaken by My Baby's Village is relevant, impactful, and supportive of community development whilst also increasing autonomy and self-determination.

As a collective, My Baby's Village is also **committed to upholding Te Tiriti o Waitangi and supporting tāngata Māori.** We recognise ngā iwi o Aotearoa as tāngata whenua and acknowledge the tuākana/tēina relationships between Pacific and Māori peoples. We also acknowledge the many ways in which our communities and families intersect and are woven together, recognising that ensuring tamariki Māori are safe and cared for is a vital part of ensuring Pacific children/babies are safe and cared for.

We acknowledge that My Baby's Village is not a complete solution, but rather one pathway to improving health and wellbeing outcomes for Pacific babies, children, mothers, father, cares, and families.

Our partnership leverages 5 key areas

1. Work collaboratively across sectors and systems	Working together promotes ideas and activates solutions that are more connected and have greater impact, enhancing and amplifying work undertaken by individual agencies, organisations and groups. Collaborative approaches also ensure access to a breadth and depth of knowledge and expertise that can inform activities, allocation of resources and baby/child centred systems.
2. Elevate Pacific cultural care systems	Pacific peoples' cultural knowledge, values and practices are a treasure house of strengths-based wellbeing solutions and affirmative approaches to connecting with carers and families of infants and young children. Elevating Pacific culture care systems creates positive change through both the strengthening of individual and family identity and through the sharing of the practices themselves, which are evidenced to be health-promoting for infants and their families.
3. Mobilise Pacific community groups	Pacific community groups are under-utilised sources of knowledge, leadership, support, and facilitation. By acknowledging and resourcing Pacific community champions and cultural knowledge holders, we can unlock the potential to better connect with Pacific families and to weave together evidence and skills in caring for infants and children as well as fostering confidence and self-reliance amongst our communities.
4. Coordinate Pacific infant/child safety and care learning and communications	Effective learning and communication include reciprocal, two-way approaches that recognise the importance of shared learning, applied through Pacific contexts and languages. Together we will continue to develop, formalise, and promote Pacific infant and child wellbeing learning opportunities and communications including support of clear, consistent and safe messaging.
5. Facilitate and support effective advocacy	Working in partnership with our Pacific communities and families goes hand-in-hand with advocacy. Effecting positive change for families with infants and young children often requires change across policies and systems. We will work to ensure that what we hear from our families and communities is shared with others who have the power to contribute to positive change.

Table 1 - Key Areas of Leverage through My Baby's Village partnership

¹ <https://www.tamarackcommunity.ca/hubfs/Collective%20Impact/Tools/Five%20Conditions%20Tools%20April%202017.pdf>; https://www.fsg.org/wp-content/uploads/2021/08/Guide_to_Evaluating_Collective_Impact_01.pdf; https://www.fsg.org/wp-content/uploads/2021/08/Evaluating_Collective_Impact_Assessing_Progress_2.pdf; https://www.fsg.org/wp-content/uploads/2021/08/Evaluating_Collective_Impact_Sample_Questions_3.pdf

Our key partnership areas seek to achieve the following outcomes:

Pacific families are more engaged and participate in, and contribute to, infant/child care knowledge and practices

– Knowledge & Behaviour

We recognise that Pacific carers and families have existing knowledge and skills in caring for babies and raising children that comes from experience, intergenerational transfer and/or formal learning. Additionally, we acknowledge that many seek contextual information to complement what they know and to keep up with new challenges in infant care and child rearing. By providing engaging and accessible shared learning opportunities across all knowledge systems, we will see greater participation of Pacific carers and families in their own knowledge-seeking and behaviour adaptation.

Pacific families have greater connection to Pacific infant/child care cultural knowledge and systems

– Cultural Systems & Identity

Many traditional infant care practices have proven to be beneficial for babies and carers, and with a resurgence in both narratives about and demands for these practices, more Pacific peoples are reconnecting with cultural techniques and rituals that resonate with their own sense of identity and strength. By increasing support and systems for the availability of traditional and cultural learning and practices, Pacific carers and families have more opportunities to connect with cultural infant care practices and in turn, a greater connection to their Pacific heritage and identity. My Baby's Village recognises there are nine official Pacific languages in Aotearoa. Cultural learning and practices can also provide a source of strength and resilience for Pacific carers and families.

Services and support are increasingly compatible and responsive to the needs of Pacific families with babies/children

– Formal Services and Supports

My Baby's Village partners that provide formal services and supports will have greater exposure to Pacific communities and families that are also connected into the My Baby's Village network and activities. This connection will increase awareness of services and thus utilisation. Furthermore, those involved in caucus or network discussions will be better informed of new and emerging information, evidence and intel across sectors, organisations, and communities relevant to infant/child care and safety which in turn, informs their services and encourages them to be more compatible and responsive to what Pacific carers and families need to care for and protect their babies/children.

Enable and normalise safe environments for Pacific babies, children and their families

– Societal Norms & Environmental Standards

Children and infants deserve the care and protection of everyone in society. Socialising and normalising behaviours and environments that promote the safety and wellbeing of Pacific infants and children relies on the alignment of multiple voices. It is also premised on reciprocal learning, responsive services and effective, culturally anchored communications and advocacy. As societies adapt to new and emerging ways of working and challenges, so too do we in our messages and responses, grounded always in our My Baby's Village values.

Pacific child services, facilitators and workforce have improved access to relevant training and support

– Professional Practice

Streamlining quality improvement, best practice and workforce development for Pacific infant and child safety and care is an important outcome for My Baby's Village, with an emphasis on promoting Pacific frameworks and approaches. Through the work of our collective both the formal and informal workforce will be acknowledged and accredited in ways meaningful to both our workforce and to our families that engage with them.

Improved accountability and effective investment and allocation of resources

– Value for Investment

Identifying what matters to Pacific peoples and what is of value to carers and families of infants and children would be aligned to investment and commissioning processes, prompting well informed decision-making in the allocation of resources. Working together reduces risks of siloed approaches and ineffective spend and directs attention to what matters in order to coordinate and leverage resources towards these areas of greater influence.

Increased evidence-base for effective, culturally-grounded Pacific infant/child care approaches

– Research & Best Practice for Pacific peoples

Working together allows for valuable insights into collaborative ways of working for Pacific peoples that provide exemplars for others, particularly in exploring collaborative, culturally grounded approaches to addressing complex issues for Pacific families and communities. Through ongoing review and evaluation, we will effectively build up an evidence-base for My Baby's Village that will inform not only its improvement processes and future planning, but successful approaches and interventions across a variety of sectors.



“That our community are promoting and talking about My Baby's Village, conversations and questions are being sparked. Which is happening. There is a growing community interest about what is My Baby's Village”

2 Our Background



Why is My Baby's Village needed?

The Pacific population of Aotearoa New Zealand is a young population and is growing fast. One third of the Pacific population in Aotearoa is under the age of 15 (compared to one fifth of the total population). Furthermore, Pacific children account for more than 1 in 7 of our nation's under-15s. Pacific people are set to play an increasingly significant role in New Zealand's future; ensuring their health and wellbeing now will help to ensure that that future is a bright one.

At present, Pacific children experience significantly worse health and wellbeing outcomes than many of their non-Pacific peers. Aotearoa New Zealand has a relatively low overall rate of infant mortality internationally, and yet rates are amongst the highest for Sudden Unexpected Death in Infancy (SUDI) with this being the leading cause of death amongst babies in Aotearoa. While SUDI deaths are high amongst the general population, they are even higher amongst Māori and Pasifika families. Pacific children under the age of four also experience the highest rates of Ambulatory Sensitive Hospitalisations (avoidable hospital admissions) of all ethnicities in New Zealand and Pacific children experience higher rates of acute and chronic respiratory illness, serious skin infections, and infectious diseases, with these problems having persisted without significant improvement for decades. These health and wellbeing issues are exacerbated and compounded by the disproportionate impacts of poverty. 13% of children in Aotearoa live in material hardship (i.e., they do not have access to six out of nine basic items), however, amongst Pacific children this figure soars to 28%. This is echoed by numerous other statistics; for example, 24% of Pacific children live in poverty and 37% of Pacific children live in households that sometimes run out of food. These challenges reflect the difficult economic position in which many Pacific parents, carers and families

find themselves. The adverse impacts of low minimum wage and lack of access to living wage jobs, discriminatory employment practices, and pay disparity all trickle down, impacting the next generation and their ability to live healthily and well.

Issues related to housing also play a significant role. Pacific families face a range of systemic barriers to home ownership, such as poor availability of large, multi-generational homes and lack of access to capital sufficient for mortgage deposits. Such barriers seriously impede efforts to provide safe, stable, healthy home environments for their children and babies. Access to large enough homes is also a significant issue for renters, and overcrowding is a significant mental and physical health issue for many Pacific families. 70% of Pacific peoples also report their homes are sometimes, often, or always colder than they would like, and 46% are damp and/or mouldy, adding to the health and wellbeing challenges faced by Pacific families.



This snapshot highlights the importance of establishing a programme of work focussed on improving the health and wellbeing of Pacific children and babies, in and through supporting the families around them. It also highlights the complex nature of the challenges faced and the importance of a cross-sectoral approach. My Baby's Village draws on the five conditions of collective impact – a common agenda, shared measurement, mutually reinforcing activity, continuous communication, and backbone organisation – to respond to this need, acting as a central coordinating body and rallying a diverse range of organisations, community groups, NGOs, health providers, churches, and community champions to the cause of caring for Pacific children and babies.

My Baby's Village is also needed in order to ensure both that the collective capability, knowledge, and expertise of Pacific communities is being honoured and engaged and that Pacific families and communities are being empowered to set their own destinations and look after each other. Recent years have highlighted just how successfully Pacific communities collaborate, and the efforts made during COVID-19 have drawn attention to what can be achieved when said communities are supported and resourced to meet the needs, they know exist. My Baby's Village recognises this positive potential, intentionally focusing on facilitating collaboration to address the issues that communities and families have identified, and on resourcing community-led solutions in order to facilitate relevant and sustainable action.

“Some time-out activities, specifically aimed at supporting mothers. A mothers time-out session without children. Mothers are the backbone.”

2 Statistics New Zealand (2018). 2018 Census ethnic group summaries: Pacific peoples, not further defined.
 3 <https://www.health.govt.nz/system/files/documents/publications/sudden-unexpected-death-in-infancy-report-may2022.pdf>; https://www.health.govt.nz/system/files/documents/publications/eag-recommendations-sudi-prevention-in-new-zealand-may2022_23sept.pdf
 4 <https://www.nzdoctor.co.nz/sites/default/files/2019-09/Tofa%20Saili-%20A%20review%20of%20evidence%20about%20health%20equity%20for%20Pacific%20Peoples%20in%20New%20Zealand.pdf>
 5 <https://www.msd.govt.nz/documents/about-msd-and-our-work/publications-resources/research/child-poverty-in-nz/2022-child-poverty-report.pdf>
 6 <https://www.childpoverty.org.nz/measures/food>
 7 <https://www.mbie.govt.nz/dmsdocument/18690-minimum-wage-review-2021>; <https://pacificpaygap.hrc.co.nz/>; <https://76v71b.p3cdn1.secureserver.net/wp-content/uploads/2022/10/Pacific-Pay-Gap-Inquiry-Executive-Summary.pdf>
 8 <https://www.stats.govt.nz/news/aotearoas-housing-often-unsuited-to-pacific-families/>; <https://www.stats.govt.nz/infographics/pacific-housing/>; <https://www.mpp.govt.nz/assets/Reports/Pacific-Peoples-Housing-and-Retirement-Report-2022.pdf>
 9 <https://www.stats.govt.nz/news/aotearoas-housing-often-unsuited-to-pacific-families/>
 10 https://www.hud.govt.nz/assets/Uploads/Documents/4208-Fale-mo-Aiga-Placemat-6_0.pdf
 11 <https://www.tamarackcommunity.ca/hubfs/Collective%20Impact/Tools/Five%20Conditions%20Tools%20April%202017.pdf>
 12 <https://www.rnz.co.nz/international/pacific-news/453216/pasifika-church-members-urge-others-to-get-covid-19-vaccine>; <https://www.tewhatoora.govt.nz/our-health-system/data-and-statistics/covid-19-data/covid-19-case-demographics#ethnicity>; <https://www.mpp.govt.nz/emergency-response/covid-19/>; <https://pacifichealthdialog.nz/index.php/phd/article/view/95>

Who is involved in My Baby's Village?

My Baby's Village is a growing collective of organisations, community groups, NGOs, health providers, churches, and community champions. Our partnership approach brings together expertise from across the health, social service, justice, education, and community sectors as well as engaging church leaders, cultural experts, community champions, and others with a passion for creating positive change in the lives of Pacific children and babies.

There are no restrictions to who can participate in the collective as we believe caring for our children is everybody's business. A scoping exercise developed in February 2023 by Moana Connect provides a stocktake of all Pacific and Pacific-serving services and supports across Aotearoa (see Appendix 1).

SECTOR	POLICY & SYSTEMS CHANGE	SERVICE PROVIDERS
<i>Cultural Knowledge Holders and Community Leaders</i>	Ministry for Pacific Peoples, Te Whatu Ora, MSD- strategic policies, systems and investment in Pacific cultural frameworks including language and identity.	Falelalaga – Samoan weaving of baby mats 'Ie Pili – Niue baby blankets 'Ei Katu – Cook Islands cultural head garland Baby Massage – Niue baby massage Masi – Fijian baby tapa Community Groups funded through My Baby's Village Community Fund
<i>Social Services</i>	Ministry of Social Development – strategic policies, systems and investment in social service provision for families and communities.	Pacific providers delivering social services e.g., navigation services, food packs
<i>Justice</i>	NZ Police – strategic policies, systems and investment in protection of families and communities.	Pacific police teams and staff in Auckland
<i>Education</i>	Ministry of Education – strategic policies, systems and investment in the care and development of the child.	Pacific ECE's across Aotearoa
<i>Health</i>	Te Whatu Ora Ministry of Health – strategic policies, systems and investment in the care, health and wellbeing of child and family.	Moana Connect Hapai te Hauora ProCare South Seas Healthcare Le Va Mapu Maia Safekids Power to Protect

Table 2 - List of My Baby's Village partners to date

Our journey so far

Since our inaugural workshop in August 2021, our collective has been focused on establishing our My Baby's Village Caucus, a dedicated group willing to provide in-kind support for setting up the strategic direction of the My Baby's Village programme. Moana Connect offered to provide backbone support for the Caucus and the activities arising from its strategic plan. Within months of our first workshop, our initial partners pooled financial and in-kind resources to deliver on a SUDI prevention campaign that prioritised our Pacific values and

approaches of family, friends and community support for parents of infants and young children. The following year, cultural infant care workshops were developed and began to be delivered and a My Baby's Village Community Fund was established to support community activations that aligned with identified priorities. Our Strategic plan (see Appendix 2) gives effect to our current goals and vision and will be updated with each new phase of our collective.

Scheduling of first Cultural Activations: Infant Massage and le Pili workshops

With funding support from Hapai Te Hauora, new, innovative Pacific approaches were proposed to reach Pacific families. The objective of the funding was to support My Baby's Village to work in partnership with Pacific community champions and groups to facilitate le Pili, Infant Massage, and Fala Pepe workshops and explore how the workshops could help improve and support safe sleep messaging for Pacific mothers, fathers, carers and families.

This funding enabled the delivery of:

- Creation of a Pacific style infant sleep space (weaved in Niue)
- 4x le Pili workshops – these workshops taught participants how to make a Niue quilt and used this process to emphasise the importance of a safe sleep space for baby.
- 4x Infant Massage workshops the workshops taught participants traditional infant massage techniques and used this process to emphasise the importance of touch and understanding their baby.
- 1x Fala Pepe workshop – these workshops taught participants how to make a Samoan fala pepe and used this process to emphasise the importance of a safe sleep space for baby.



May 2022



August 2021

Pacific SUDI Prevention Workshop & Inaugural Gathering

An inaugural gathering of stakeholders interested in working together to reduce the rates of Pacific SUDI took place on 5 August 2021. From here, an My Baby's Village Caucus and My Baby's Village network were established.



August 2022

Manukau Institute of Technology Health Promotion Event

My Baby's Village received an invitation to have a stall at Manukau Institute of Technology. A Niue inspired baby basket and wahakura were on display, helping to prompt discussion and introduce our work around SUDI, maternal and infant wellbeing to students and staff.



October-December 2021

SUDI Campaign

A SUDI campaign aimed at conveying essential messages to parents and their support networks, offering helpful tips for parents was developed.

With the assistance of Bright Sunday, an Instagram and Facebook page was created, with daily tips and videos shared during the 2021 Safe Sleep Week (examples of social media tiles below).

First My Baby's Village Community Event

The first My Baby's Village community event was hosted at the Fale Samoa in Mangere. More than 200 individuals joined us at the Fale and were greeted by community partners, cultural knowledge holders, and NGO's promoting everything related to the health and wellbeing of babies and families.



November 2022 - February 2023



November 2022 - February 2023

My Baby's Village Community Fund

The My Baby's Village Community Fund opened in November 2022, closing in February 2023. The aim of this fund was to support Pacific led initiatives that strengthen the health and wellbeing of Pacific babies, children and families. Communities (e.g., family groups, churches, father's/mama's groups, sports teams, Aoga amata/Akoteu/Akoga Kamata/Aoga), were able to apply for funding up to the value of \$5000. A total of 30 Community groups were successfully funded across Aotearoa New Zealand, delivering care and support to Pacific families with babies/children.

Pacific ECE Conference, Due Drops Centre, Manukau

My Baby's Village had a stall and presented their collective work at the Pacific Early Childhood Education conference in Manukau. The conference also provided an opportunity to engage with providers and ECE centres about My Baby's Village and the development of an evaluation framework to support it.



June 2023

ASB Polyfest Stall

My Baby's Village had a stall at the ASB Polyfest. The stall provided a space for families to relax and for mothers to sit and breastfeed and their baby/child. Staff also used the stall as an opportunity to engage with parents around SUDI and other aspects of health promotion, such as immunisation messaging.



March 2023



June - August 2023

Ongoing Cultural Community Activations and development of My Baby's Village Framework for Partnership and Evaluation

activations are well established and being rolled out across Aotearoa. Consultation with stakeholders have supported work by Moana Connect to develop a 'Framework for Change' and an Evaluation Framework for My Baby's Village, funded by Te Hiringa Hauora - Te Whatu Ora.



March 2023

Pacific Child Wellbeing Conference

My Baby's Village invited their community partners to be part of the inaugural Pacific Child Wellbeing Conference in the exhibition space. During the two days, conference attendees were able to engage with each of the exhibitions and learn about their involvement with My Baby's Village as community leaders and cultural knowledge holders.

Tapuaki Programme Development

Moana Connect are refining the Tapuaki Pacific pregnancy and parenting programme to streamline a culturally anchored, evidence-based pregnancy and infant care programme with Pacific families and communities. Opportunities for train-the-trainer and micro-credentialling will be made available for formal and informal workforce working with Pacific families.



August 2023

Collective Impact – What is it and why have we chosen it?

Collective Impact is an approach to solving complex, large-scale social problems developed by consultation group, FSG. It draws on five key principles – common agenda, shared measurement, mutually reinforcing activities, continuous communication, and backbone support –

to guide and coordinate communities of practice towards achieving a shared vision from themselves and their communities. More detail regarding each of these is provided below.

PRINCIPLE	EXPLANATION
<i>Common Agenda</i>	All participants have a shared vision for change including a common understanding of the problem and joint approach to solving it through agreed upon action.
<i>Shared Measurement</i>	Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
<i>Mutually Reinforcing Activities</i>	Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
<i>Continuous Communication</i>	Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
<i>Backbone Support</i>	Creating and managing collective impact requires a dedicated staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organisations and agencies.

Table 3 - Five principles of Collective Impact developed by FSG

My Baby's Village partners recognise that ensuring the safety, health, and wellbeing of Pacific children and babies is not something that can be achieved alone; as has been highlighted, improvement in this area requires action across a variety of sectors and on the part of numerous parties within these sectors. The challenges faced by Pacific families are complex and require a coordinated, collective approach. We also recognise the collaborative power and potential of Pacific communities. The community-mindedness and relational-orientation that have helped us to overcome so many challenges in the past – including, most recently, COVID-19 – will also help us to overcome this challenge and to create safe, caring environments for generations of Pacific families to come.

Collective Impact provides us with principles and guidance that support us to operationalise this recognition, to convert our awareness of complexity and our appreciation of community into effective action. Moana Connect drew on these principles to establish My Baby's Village, a team of dedicated staff whose role is to provide backbone support, coordinating the policy actors, community organisations NGO's and other identified above to ensure continuous communication between all involved; the undertaking of mutually reinforcing activities; the development and use of shared measurement tools; and ongoing progress towards a well understood and collectively promoted common agenda. Collective Impact, as an approach, outlines how having this backbone support in place helps to nurture trust, address diverse interrelated issues, minimise duplication, and ensure that inspiration, motivation, and progress are maintained over time and across complex programmes of socially oriented work.

As such, Collective Impact shows strong potential to mitigate many of the issues that have impeded progress towards improvement in Pacific child and baby health and wellbeing.

By focusing on what is achieved – impacts – with an open-minded approach towards how these impacts are achieved, Collective Impact supports a move past inputs and outputs and toward a more genuinely outcomes-focused way of working. It also provides the opportunity to draw effectively on the collective and individual strengths present amongst our families and communities; by recognising that achieving positive impact requires many different activities to be carried out – in a coordinated fashion – by many different parties, it creates freedom for all involved to work to their strengths. This aligns with our vision of increasing the confidence of Pacific families and of strengthening the connections between them and the many stakeholders and policy actors seeking to create change with and for them.

“It’s sparking conversations in the community and the interest is building organically and more genuinely”

¹⁵ <https://www.tamarackcommunity.ca/hubfs/Collective%20Impact/Tools/Five%20Conditions%20Tools%20April%202017.pdf>; https://www.fsg.org/wp-content/uploads/2021/08/Guide_to_Evaluating_Collective_Impact_01.pdf; https://www.fsg.org/wp-content/uploads/2021/08/Evaluating_Collective_Impact_Assessing_Progress_2.pdf; https://www.fsg.org/wp-content/uploads/2021/08/Evaluating_Collective_Impact_Sample_Questions_3.pdf

¹⁶ *ibid*

¹⁷ *ibid*

Our Stakeholder Voices

Multiple influences have been woven together in order to develop this Framework for Change. It has been informed by talanoa with community members, stakeholders and cultural facilitators who were either involved directly with the first steps undertaken by My Baby's Village, or who were engaged directly with Pacific families and their children (see Appendix 3). Talanoa involved discussing the vision and key leverage areas targeted by My Baby's Village, as well as exploring the short- and long-term outcomes we hoped to see and what success would look like, both for the organisations involved and for the families and children/babies they were supporting. Those engaged in talanoa were also asked about different activities, communication and advocacy strategies, and approaches to measurement that they thought might support in the achievement of the common agenda. The results of the talanoa have been woven into the fabric of the evaluation framework from the theory of change, through to the desired impacts and indicators of success described in the outcomes, evaluation questions and indicators. These talanoa will also be drawn on in future as further activities are planned and the shared measurement system is further developed.

The Framework for Change also explores efficacy against the five principles outlined in the previous section, as well as integrating the vision, areas of leverage and areas of impact. The integration of these latter three elements represents the weaving in of the original inspiration behind My Baby's Village, of the hopes and aspirations of the partners who supported the programme's first steps, and of our initial learnings over the first two years of operation.



3 Measuring Our Collective Impact



How will we know if My Baby's Village is effectively achieving these objectives?

The overarching Theory of Change in Section 1 outlines the high-level thinking behind My Baby's Village regarding how our collective actions will lead to the desired change. In this section, we further detail the evaluation approach and how we will measure our collective impact as My Baby's Village. Our insights over the first two years of

operation inform our theory of change and logic model. The current version has been developed as a part of the early/developmental evaluation phase. It is therefore a work in progress and will evolve with more time and experience as a collective.

Fa'afaletui Framework:

Fa'afaletui is a framework for Pacific research developed by The Family Centre researchers to explore and better understand Samoan mental health. The concept itself, is described thus by the researchers:

While Fa'afaletui is not an evaluation approach, it is a Pacific framework of drawing on multiple perspectives that we align with.

Fa'afaletui, for Samoans is the critical process of weaving (tui) together all the different levels of knowledge frames from within the 'houses' of collective representation, in order that the Samoan world view is substantially enhanced and added to.¹⁷

There are multiple ways of reflecting progress against indicators, outcomes and goals that will be utilised as time and investment permits. We will prioritise Pacific approaches that enable our values, practices and languages to be elevated in our data/information collection processes. Oral traditions of reciprocal sharing of thoughts, feelings and ideas, in-person and in safe spaces, set the platform for authentic reflection of experiences and impact. We will ensure talanoa remains an option for collecting insights and feedback from families and stakeholders. Additionally, the collection of data and metrics at the programme outputs level through to population level data are also part of the wider sources of information that we will utilise in our evaluation.

This approach is a very apt and aligned way of thinking for the My Baby's Village collective and its partnership model, reflecting the weaving together of different 'houses or stakeholders to address a significant issue and to work towards shared goals.

¹⁸ <http://familycentre.org.nz/wp-content/uploads/2019/04/Ole-Taofua.pdf>
¹⁹ *ibid*

A Collective Impact Evaluation Approach

The overall structure of the framework reflects the guidelines provided by the Collective Impact Forum in their three-part guide to Collective Impact Evaluation . As such, the framework covers three distinct phases: the early years, the middle years, and the final years, in this case over a 10-year horizon (see Figure 2).

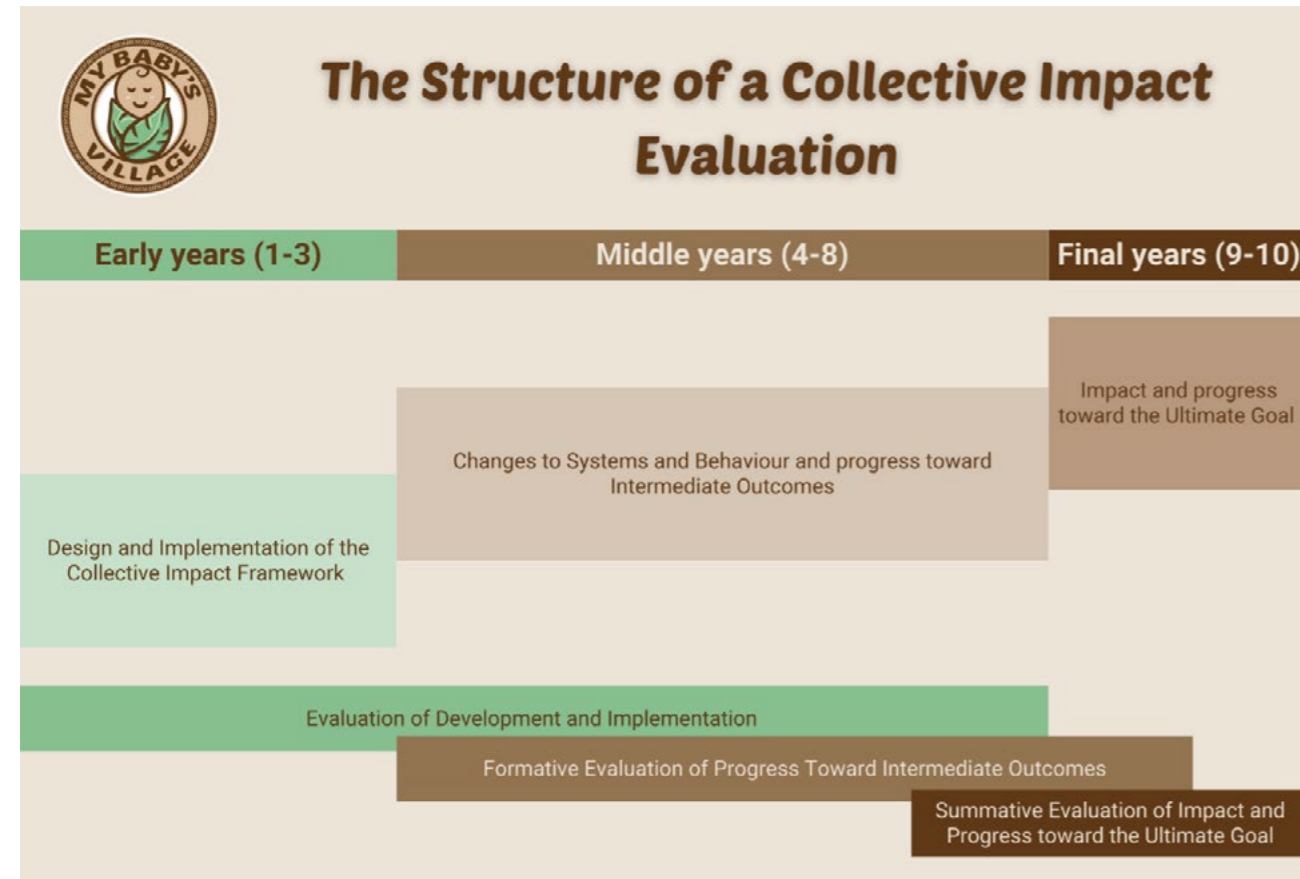


Figure 2 - The Structure of a Collective Impact Evaluation

“A community of care for babies. A village, a feeling of being part of something good. Raising awareness of all things connected to babies”

The Early Years: Developmental Evaluation – “What needs to happen?”

The Early Years section covers the first three years of the My Baby’s Village programme and focusses on the establishment of the infrastructure and understandings necessary to enact the five principles of Collective Impact, exploring how and how effectively backbone support, shared measurement systems and a common agenda have been implemented as well as how well continuous communication and mutually reinforcing activities are being carried out.

The Middle Years: Formative Evaluation – “How well is it working?”

The Middle Years section looks at what has been achieved in terms of changes to systems and to behaviour as the programme of work has progressed. This includes consideration of changes to funding flows and policy, shifts in cultural norms and discourse, the effectiveness of advocacy efforts, and shifts in both professional practice and individual behaviour. As indicated earlier, this

is undertaken alongside ongoing consideration of how effectively the five principles of Collective Impact are being operationalised. At this point progress toward the short-medium term outcomes (“intermediate outcomes” in the language of Collective Impact) outlined in the logic model should also be appraised.

The Final Years: Summative Evaluation – “What difference did it make?”

The Final Years section – covering years nine and ten of My Baby’s village – assumes that all of the above will be considered (though with a summative lens) and adds to this by outlining the ultimate goal of the programme, and the desired impacts, bringing us full circle, back to the Theory of Change. It also includes a series of indicators detailing what we might see if we have made meaningful progress toward/against the desired outcomes and impacts.

My Baby’s Village Evaluation Questions & Indicators

The My Baby’s Village **Outcomes, Evaluation Questions, and Indicators** are presented in three sections. The Key Evaluation Questions provide a line of enquiry to guide the indicators and consideration of progress against the outcomes. The indicators are a sample of what we think can support the response to the questions but are by no means an exhaustive list. We may add to these as we progress or may remove others that may no longer be relevant. We will test the evaluation framework in the coming year with our My Baby’s Village partners. In the meantime, an initial test of

the Early Years framework is provided in Section 4 with our first My Baby’s Village assessment.

Evaluation approaches can struggle to reflect progress in some areas, particularly wellbeing and social connections. As we progress, we will continue to track similar approaches and programmes in other countries, especially those that take into account the realities and experiences of Pacific people.

20 https://www.fsg.org/wp-content/uploads/2021/08/Guide_to_Evaluating_Collective_Impact_01.pdf; https://www.fsg.org/wp-content/uploads/2021/08/Evaluating_Collective_Impact_Assessing_Progress_2.pdf; https://www.fsg.org/wp-content/uploads/2021/08/Evaluating_Collective_Impact_Sample_Questions_3.pdf

“What needs to happen?”

Early Years (1-3): Design and Implementation of the Collective Impact Framework

COMMON AGENDA	
Outcome	All My Baby's Village Partners have a shared vision for improving care and safety for Pacific children and babies, understand the challenges and barriers to achieving this, and are committed to a shared agenda of collaborative action to address these.
KEQs	To what extent do the My Baby's Village partners and other relevant stakeholders have: <ul style="list-style-type: none"> • a shared vision improving care and safety for Pacific children and babies, • a common understanding of the challenges and barriers to achieving this, and • a commitment to a shared agenda of collaborative action to address these? • a good understanding of the My Baby's Village values, in particular, the elements of culture, family, and being Te-Tiriti active partners?
Indicators	<ul style="list-style-type: none"> • The vision reflects input and validation from organisations across the health, social service, education, justice, and community sectors as well as church, family, and other community groups. • Partners and community participants understand and can articulate the vision, the challenges and barriers to achieving it, and the collaborative actions needed. • Partners and community participants show commitment through attendance of planning meetings and events, communication, and investment (as relevant). • Partners and community participants demonstrate My Baby's Village values through their words and actions.
BACKBONE SUPPORT	
Outcome	My Baby's Village has established a strong, diverse Caucus that is actively engaged in collective decision making and is providing backbone infrastructure to lead, support, connect, and guide partners as required.
KEQs	To what extent and in what ways does My Baby's Village: <ul style="list-style-type: none"> • ensure the presence of strong, diverse Caucus; • facilitate collective decision making; and • provide leadership, support, connection, and guidance to partners as required.
Indicators	<ul style="list-style-type: none"> • The Caucus for My Baby's village includes representatives from a range of organisations across the health, social service, education, justice, and community sectors as well as church, family, and other community groups. • My Baby's Village regularly convenes and hosts the Caucus, and has systems/processes in place to facilitate input, scrutiny, and validation from steering group members; • My Baby's village provides leadership and project management support, including monitoring progress toward goals, collecting data for shared measurement, advocating for the common agenda, identifying new partnerships and opportunities, disseminating and celebrating milestones, and connecting partners to discuss opportunities, challenges, gaps, and overlaps as required.

MUTUALLY REINFORCING ACTIVITIES	
Outcome	The partner activities supported by My Baby's Village are coordinated to address different aspects of the common agenda and do so in a way that support and amplifies the impacts of the other activities.
KEQs	To what extent and in what ways are the partner activities supported by My Baby's Village: <ul style="list-style-type: none"> • coordinated to ensure all different aspects of the common agenda are being addressed; and • supporting and amplifying the impacts of the other activities?
Indicators	<ul style="list-style-type: none"> • Partners understand and can articulate their point of difference and what aspects of the common agenda their activities address. • Partners understand and can articulate the roles of other partners and how they contribute to the common agenda. • Partners engage in collaboration, referral, cross-promotion, resource sharing and other complementary activities. • My Baby's Village has systems/processes in place to identify gaps and duplication in terms of addressing the common agenda and to redirect efforts and resources accordingly.
SHARED MEASUREMENT	
Outcome	All My Baby's Village partners are engaged in collecting a consistent, shared data set whose results are collectively and regularly reviewed in order to ensure alignment of activities and progress against the common agenda.
KEQs	To what extent and in what ways are the My Baby's Village partners: <ul style="list-style-type: none"> • contributing to the collection of a consistent, shared data set; • engaging in the regular review of the data; and • using the data to inform activities and improve progress?
Indicators	<ul style="list-style-type: none"> • Partners understand the value of collecting a consistent shared data set and agree to sharing data with and across other partners. • Partners demonstrate this understanding through timely sharing of data with My Baby's Village and active participation in data analysis, interpretation, and review conversations. • Partners can articulate how they have used the data to guide changes to their activities and steps they have taken to improve progress toward the common agenda.
CONTINUOUS COMMUNICATION	
Outcome	All My Baby's Village partners participate in consistent, open communication with each other to build trust, support progress, and provide motivation and encouragement.
KEQs	To what extent and in what ways are the My Baby's Village partners: <ul style="list-style-type: none"> • participating in consistent, open, communication; and • building trust, supporting progress, and providing motivation to each other?
Indicators	<ul style="list-style-type: none"> • Partners attend and participate actively in meetings convened by My Baby's Village. • My Baby's Village has systems/processes in place to support the timely and appropriate flow of information between partners to keep them informed and inspired. • Partners hold meetings with each other, publically discuss and advocate for the common agenda, share praise for each other's work, and seek feedback and advice for one another both with and independently of My baby's Village as backbone support.

“How well is it working?”

Middle years (4-8): Changes to Systems and Behaviour and progress toward Intermediate Outcomes

BEHAVIOUR CHANGE - PROFESSIONAL PRACTICE	
Outcome	My Baby's Village partners - and other organisations across the health, social service, education, justice, and community sectors as well as church, family, and other community groups – are increasingly aware of the issues and taking action relevant to improving the health and wellbeing of Pacific children and babies (directly or through Pacific families).
KEQs	To what extent and in what ways are the My Baby's Village partners and other organisations: <ul style="list-style-type: none"> • demonstrating increased awareness of the issues relevant to Pacific child and baby health and wellbeing; and • undertaking education, delivering services, or updating policies to support action relevant to improving the health and wellbeing of Pacific babies and children?
Indicators	<ul style="list-style-type: none"> • Building relationships with Pacific families is being prioritised by organisations across the health, social service, education, justice, and community sectors. • Policies across the health, social service, education, justice, and community sectors – at both the public and private level - reflect consideration of the needs and strengths of Pacific families. • Professional development activities delivered across the health, social service, education, justice, and community sectors include consideration of the needs and strengths of Pacific families. • More services, supports, and activities targeted towards the health and wellbeing of Pacific families and Pacific children and babies are evident across the health, social service, education, justice, and community sectors.
BEHAVIOUR CHANGE - INDIVIDUAL BEHAVIOUR	
Outcome	Individual system actors, community members, and family members are increasingly aware of and better understand the issues relevant to improving the health and wellbeing of Pacific children and babies, are positive about actions focussed on improving this, and see themselves as a part of the solution.
KEQs	To what extent and in what ways are individual system actors, community members, and family members: <ul style="list-style-type: none"> • demonstrating increased awareness and understanding of the issues relevant to Pacific child and baby health and wellbeing; • expressing increased positivity about and enthusiasm for actions relevant to improving the health and wellbeing of Pacific babies and children; and • positioning themselves as part of the solution to improving Pacific child and baby health and wellbeing?
Indicators	<ul style="list-style-type: none"> • Individual system actors, community members, and family members understand and can articulate issues relevant to Pacific child and baby health and wellbeing. • Individual system actors, community members, and family members report increased support for actions relevant to improving the health and wellbeing of Pacific babies and children. • Individual system actors, community members, and family members express a belief that they have a role to play and can articulate ideas regarding that role/how they might contribute.

SYSTEMS CHANGE - FUNDING FLOWS	
Outcome	The flow of public and private funding toward My Baby's Village, its partners, and other organisations focussed on improving Pacific child and baby health and wellbeing will be being directed in a more aligned and community-led manner.
KEQs	To what extent and in what ways has the flow of public and private funding toward My Baby's Village, it's partners, and other relevant organisations: <ul style="list-style-type: none"> • increased in quantity; • become more aligned with the common agenda promoted by My Baby's Village; and • been directed in collaboration with community-led organisation and the community itself?
Indicators	<ul style="list-style-type: none"> • Overall public and private funding focussed on improving Pacific child and baby health and wellbeing has increased through grants, appropriations, and other means. • Public and private funders are engaging with My Baby's Village and its partners to seek input on funding priorities. • Public and private funders are participating in community events to connect and build relationships with those directly impacted by their funding decisions.
SYSTEMS CHANGE - CULTURAL NORMS	
Outcome	Media messaging and community conversations about Pacific child health and wellbeing reflect an increased awareness and understanding of the issues relevant to improving the health and wellbeing of Pacific children and babies, positivity about actions focussed on improving this, and a commitment to sharing solutions-focussed messaging.
KEQs	To what extent and in what ways do media messaging and community conversations about Pacific child health and wellbeing: <ul style="list-style-type: none"> • reflect an increased awareness and understanding of relevant issues; • positivity about actions focussed on improving Pacific child and baby health and wellbeing; and • and a commitment to sharing solutions-focussed messgaing?
Indicators	<ul style="list-style-type: none"> • Traditional and social media messages reflect a nuanced and non-stigmatising understanding of the complex issues around Pacific child and baby health and wellbeing. • Traditional and social media messages focus on the strengths of Pacific families and communities and express positivity about actions focussed on improving health and wellbeing outcomes for Pacific children and babies. • Traditional and social media are being actively used to share messages that highlight solutions and encourage increased personal and collective responsibility for improving Pacific child and baby health and wellbeing.
SYSTEMS CHANGE - CULTURAL NORMS	
Outcome	Government departments and policy actors across sectors are united in their prioritisation of Pacific child and baby health and wellbeing and of actions to address the factors that drive negative health and wellbeing outcomes for Pacific children and babies (directly or through Pacific families).
KEQs	What progress has been made in uniting government departments and policy actors across sectors in: <ul style="list-style-type: none"> • their prioritisation of Pacific child and baby health and wellbeing; and • their prioritisation of actions to address the factors that drive negative health and wellbeing outcomes for Pacific children and babies?
Indicators	<ul style="list-style-type: none"> • Policies across departments explicitly prioritise the health and wellbeing of Pacific families, and, wherever relevant, of Pacific children and babies specifically. • Government departments and policy actors are engaging with My Baby's Village and its partners to seek input on policy development, strategies, and action plans. • Public and media pressure regarding Pacific child and baby health and wellbeing is increasing. • MPs or other significant policy actors champion Pacific family and pacific child and baby health and wellbeing on as a cause.

“What difference did it make?”

Final years (9-10): Impact and progress toward the Ultimate Goal

<p><i>Ultimate Goal</i></p>	<p>Pacific families are empowered to care for their babies and children; and Pacific children and babies are safe and cared for.</p>
<p><i>Desired Impacts</i></p>	<ul style="list-style-type: none"> • Pacific families will have greater connection to Pacific cultural child and baby care systems • Pacific families will be better engaged and participate in/contribute to Pacific child and baby systems • Pacific families with children and babies will have access to enabling, safe environments • Pacific families with children and babies will be connected to more relevant supports and services • All Pacific child and baby services will have improved access to relevant training • There will be improved accountability and effective investment and allocation of resources • There will be a growing evidence-base for effective, culturally-grounded Pacific infant/child care approaches
<p><i>Indicators of Success</i></p>	<ul style="list-style-type: none"> • SUDI, Child Injury, Respiratory Illness, Skin Infection, Ambulatory Sensitive Hospitalisation, and Infectious disease rates have declined amongst Pacific children and babies. • Rates of overcrowding, damp housing, cold housing, pay inequity, and unemployment have decreased amongst Pacific families. • Home ownership rates, income levels, access to healthcare, and participation in education have increased amongst Pacific families. • The number and range of supports and services focussed on caring for Pacific families with babies and children has increased. • The number and range of studies, reports, and other resources documenting culturally-grounded Pacific infant/child care approaches and highlighting their efficacy will have increased. • Supports and services focussed on caring for Pacific families with babies and children share that they have the skills and knowledge they need to provide effective support. • Pacific families share that they trust the supports and services focussed on improving the wellbeing of them and their children/babies. • Pacific families demonstrate engagement with supports and services focussed on improving the wellbeing of them and their children/babies. • Pacific families actively participate in the data collection and evaluation processes carried out by these supports and services. • Pacific families express a stronger sense of a connection to, appreciation for, and understanding of cultural child and baby care systems, particularly with regards to intergenerational connectedness and language retention. • Pacific children share that they feel safe, happy, healthy and cared for within their families.



Our Programme Logic Model for 2023

Since our establishment in 2021, we have been able to identify in-kind and financial investment into My Baby's Village that reflect partners dedication and scope for involvement. Table 5 demonstrates our current programme logic which reflects what inputs My Baby's Village has access to in 2023. Over time inputs and outputs will change in response to strategic shifts, political climates, and systems priorities and will therefore change the programme logic model accordingly. In the meantime, there are pathways that contribute to our desired outcomes with a focus on family outcomes.



Inputs	Outputs	Short-Medium term Outcomes	Medium-Long Term Outcomes	GOALS
Programme and Operations Staff	Facilitation of Caucus forums, community events and activations, cultural infant care workshops, dissemination of My Baby's Village fund and evaluation of Programme.	Programme planning, delivery, reporting and evaluation systems established, baseline measurement gathered as relevant.	Improved accountability and effective investment and allocation of resources, increased evidence-base for effective, culturally-grounded Pacific infant/child care approaches.	<i>Pacific families are empowered to care for their babies and children;</i>
My Baby's Village Caucus	Governance/leadership, strategic plan and direction, programme, communications & evaluation plans.	Programme leadership and partnership approaches established, common agenda shared among the Collective, mutually reinforcing activities collated into an action plan, increased investments sourced.	Safe environments for Pacific babies, children and their families enabled and normalised.	<i>Pacific babies and children are safe and cared for.</i>
Cultural knowledge holders + Creative resources	Delivery of masi, 'ie pili, fala pepe, and baby massage workshops.	Pacific community knowledge holders and leaders are recognised, supported and empowered to lead; availability of Pacific cultural infant care workshops increased.	Pacific families have greater connection to Pacific infant/child care cultural knowledge and systems.	
My Baby's Village champions/partnering agencies, organisations and groups	My Baby's Village community events, coordination of services and supports.	Increased awareness and/or access of services and supports among Pacific families.	Services and support are increasingly compatible and responsive to the needs of Pacific families with babies/children.	
My Baby's Village Community Fund	30 My Baby's Village community-led activations.	Pacific community leaders and groups are empowered to lead solutions.	Pacific families are more engaged, participate in, and contribute to, infant/child care knowledge and practices.	
Tapuaki Pacific pregnancy and parenting programme	Train-the-trainer workshops, shared learning opportunities.	Shared understanding across the collective of best practice training for Pacific infant/child safety and care.	Pacific child services, facilitators and workforce have improved access to relevant training and support.	

Table 4 - My Baby's Village Logic Model

4 Our Assessment So Far



My Baby's Village Achievements 2021-2023

Applying the 'Early Years' Evaluation Framework outlined in Section 2, the following table describes our progress against the relevant indicators for our first two years of operation. These progress indicators reflect an overarching evaluative focus on "What Needs to Happen?" to ensure we achieve our outcomes and goals. The five key requirements for collective action are having a common agenda, backbone support, mutually reinforcing activities, shared measurement and continuous communication. We note that there have been some challenges with COVID-19 and flood/storm disruptions particularly in the Auckland region

where we began our programme. Nonetheless, momentum has been maintained in progressing My Baby's Village activities and establishing processes and systems where required and feasible. We look forward to building on these and articulating these better in future evaluation reports.

“When community and our elders and weaving teachers are engaged and thriving”

“The care of babies. A focus on all things that matter to caring for our babies – the baby is at the centre of the care”

COMMON AGENDA	
Indicators	<ul style="list-style-type: none"> • The vision reflects input and validation from organisations across the health, social service, education, justice, and community sectors as well as church, family, and other community groups. • Partners and community participants understand and can articulate the vision, the challenges and barriers to achieving it, and the collaborative actions needed. • Partners and community participants show commitment through attendance of planning meetings and events, communication, and investment (as relevant). • Partners and community participants demonstrate My Baby's Village values through their words and actions.
BACKBONE SUPPORT	
Indicators	<ul style="list-style-type: none"> • The Caucus for My Baby's village includes representatives from a range of organisations across the health, social service, education, justice, and community sectors as well as church, family, and other community groups. • My Baby's Village regularly convenes and hosts the Caucus, and has systems/processes in place to facilitate input, scrutiny, and validation from steering group members; • My Baby's village provides leadership and project management support, including monitoring progress toward goals, collecting data for shared measurement, advocating for the common agenda, identifying new partnerships and opportunities, disseminating and celebrating milestones, and connecting partners to discuss opportunities, challenges, gaps, and overlaps as required.
MUTUALLY REINFORCING ACTIVITIES	
Indicators	<ul style="list-style-type: none"> • Partners understand and can articulate their point of difference and what aspects of the common agenda their activities address. • Partners understand and can articulate the roles of other partners and how they contribute to the common agenda. • Partners engage in collaboration, referral, cross-promotion, resource sharing and other complementary activities. • My Baby's Village has systems/processes in place to identify gaps and duplication in terms of addressing the common agenda and to redirect efforts and resources accordingly.
SHARED MEASUREMENT	
Indicators	<ul style="list-style-type: none"> • Partners understand the value of collecting a consistent shared data set and agree to sharing data with and across other partners. • Partners demonstrate this understanding through timely sharing of data with My Baby's Village and active participation in data analysis, interpretation, and review conversations. • Partners can articulate how they have used the data to guide changes to their activities and steps they have taken to improve progress toward the common agenda.
CONTINUOUS COMMUNICATION	
Indicators	<ul style="list-style-type: none"> • Partners attend and participate actively in meetings convened by My Baby's Village. • My Baby's Village has systems/processes in place to support the timely and appropriate flow of information between partners to keep them informed and inspired. • Partners hold meetings with each other, publically discuss and advocate for the common agenda, share praise for each other's work, and seek feedback and advice for one another both with and independently of My baby's Village as backbone support.

COMMON AGENDA PROGRESS TO DATE	
Indicators	<ul style="list-style-type: none"> • The My Baby's Village Caucus developed the Strategic Plan with initial members. As the network grows we aim to engage more in discussions and decision-making in regards to My Baby's Village's strategic direction. • The My Baby's Village Partners contribute to workshops and events when possible including an My Baby's Village event during Safe Sleep Week in December 2022 and a Pacific Child Wellbeing Conference in March 2023. This is a work in progress and as we do more together, we will create better systems for working authentically in partnership. • My Baby's Village values of family, culture and Te Tiriti are upheld through our decision-making processes, criteria, engagement approaches and documentation processes.
BACKBONE SUPPORT PROGRESS TO DATE	
Indicators	<ul style="list-style-type: none"> • Moana Connect have continued to provide administrative and operational support for the My Baby's Village Caucus and network which has helped to maintain momentum on My Baby's Village activities. Directed by the strategic plan, a project plan is updated regularly to ensure timeliness of deliverables. • The My Baby's Village Caucus meets regularly to provide leadership for the programme and to make decisions on how to deliver on objectives and to resource and ensure sustainability of activities.
MUTUALLY REINFORCING ACTIVITIES PROGRESS TO DATE	
Indicators	<ul style="list-style-type: none"> • While some of this discussion has taken place, this is an area of focus we will look to build and expand on. Not all our partners are aware of how their activities contribute to the common agenda, other than that they believe in the end-goal and in the need for partnership. The development of this Framework for Change will help to inform ongoing discussions, planning and response to this collective requirement. • Our shared activities to date have been successful in mobilising partners to participate in tangible common activities such as the My Baby's Village Family Event during Safe Sleep Week and the My Baby's Village Area during the Pacific Child Wellbeing Conference 2023. • The Tapuaki Pacific pregnancy and parenting programme will be finalised for training across formal and informal workforce. We aim to begin training in February 2024.
SHARED MEASUREMENT PROGRESS TO DATE	
Indicators	<ul style="list-style-type: none"> • All partners agree with the need for a framework of change that informs the collection of valuable insights and assessment of progress towards change and our end-goals. • Our next step is to further socialise this framework and to identify how each partner can support the collection of data and information needed to tell us how well we are doing. • We want to ensure that voices across all systems are reflected in shared measurement, especially those of our families who are at the heart of our vision and goals.
CONTINUOUS COMMUNICATION PROGRESS TO DATE	
Indicators	<ul style="list-style-type: none"> • The My Baby's Village team send out relevant communications to Caucus, partners, community groups and families as required. • The My Baby's Village social media accounts on Facebook and Instagram remain active and the website is updated when possible. • My Baby's Village partners contributed to the 'Tamaiti ole Moana 2033' advocacy report and ensure communications across their own networks.

Table 6 - My Baby's Village progress 2021-2023

Our Case Studies

Falala Makapatama

Niuean; workshop participant and workshop support person.



Falala supporting one of our matua to sew an le Pili with a young mother looking on.

Falala grew up in a proud Niuean family and is the daughter of a knowledge holder skilled in sewing the treasured Niuean le Pili quilts. Falala shared that, growing up, her mother sewed le Pili blankets for all their family's milestone events and she herself treasures her own le Pili blanket gifted to her from her mother.

Although Falala grew up understanding the cultural importance of the le Pili, she had never learnt to make one, now that she has her own children and grandchildren, she was seeking an opportunity to learn.

After seeing the My Baby's Village le Pili workshops being advertised she signed up and attended a workshop. As the saying goes "the rest is history". Since the first workshop, Falala has sewed her very first le Pili blanket and has continued to attend all the workshops including other Pacific ethnic specific ones, Cook Island Ei Katu and infant massage. At two recent workshops, Falala felt confident and comfortable to step in and support the community knowledge holders/facilitators and participants due to high attendance numbers.

For Falala, these workshops which elevate Pacific Cultural Care Systems provide a safe and welcoming space where she and others feel at home, feel like they belong, can connect with other women and people, and can connect with culture. Equally important, these workshops provide a space where there can be real, non-judgemental talanoa about issues that are important for the care and wellbeing of babies and their families such as SUDI, Power to Protect, cultural connection and mental wellbeing.



Railala Gade

Fijian; Masi knowledge holder & My Baby's Village Fijian Masi workshop facilitator.



Railala's first Fijian Masi workshop received such an overwhelming response for registrations that another workshop has been planned.

Railala learnt how to make and design Fijian masi (tapa) from the age of 10 years old, being gifted this knowledge from her parents and elders from her village. She was taught what natural resources to use, where to source them and how to prepare them. Railala also noted that it was important that no part of the masi be wasted and explained that even off cuts were used as wicks for homemade lanterns.

Since leaving Fiji and making her home in New Zealand with her husband, children and grandchildren, Railala has continued to make and design Fijian masi here in Aotearoa.

Railala still sources the majority of her resources from Fiji and is one of a few people in Auckland with knowledge of the production of this Fijian cultural treasure.

My Baby's Village was introduced to Railala through another Fijian community connection. Since our first meeting in 2022 we have developed a valued and trusted partnership with Railala. Because of this relationship, Railala has agreed to share her knowledge with our communities through facilitating workshops and being involved in My Baby's Village community events.

For some participants in Railala's workshops, a highlight was learning about how the masi is used to mark important events such as the birth of a child and how wrapping the baby in the masi symbolises being wrapped with love by your family and culture, thereby becoming a family taonga.



“

“This is one of the things I've seen that they are very interested in, especially the young ones. To share the knowledge to our next generation. I don't have only the mums, the older ones, I have young mothers”

“Loved everything, Rai was a wonderful and knowledgeable tutor, and it was very humbling that she shared this precious knowledge with us. Ane and team were wonderful hosts. I feel so honoured and blessed to do this workshop. I am very relaxed with spending a day with like-minded people.”

“Loved the knowledge that was shared. The professionalism, the village like custom around family and hospitality (staff helped with minding children so their mothers could be active within the workshop). The respect for elders and content being shared.”

Appendices

Appendix One: MBV Stakeholder Scoping Exercise

A report prepared for Moana Connect by Annie Tui
Summer Student, POPO Programme



Introduction

My Baby's Village (MBV) is a collective of cross-sector organizations who work collaboratively to deliver a Pacific values-based campaign approach which supports Pacific infants, children, parents, caregivers, and family to prevent sudden unexpected death in infancy (SUDI). The objective of this scoping exercise is to undertake a landscape map of services and providers that offer support to families of children under the age of five years old. This provides an overview of key stakeholders that My Baby's Village can connect with in future. The final output of this report will contribute to the development of partnerships and expansion of the My Baby's Village community.

In 2021 the New Zealand Police approached Moana Connect to assist in supporting and leading a Pacific approach to preventing Sudden Unexpected Death in Infancy (SUDI). Moana Connect has a long history of engaging in Pacific maternal and child health, focusing on early years, and advocating for collective action with a strong belief a child's wellbeing is everybody's business. Discussions concluded a campaign embedded within a holistic framework will act as an effect lever in the response to infant, child, and family wellbeing. With available funding from MSD through Pasifika Proud pathways, a Pacific infant safety campaign- My Baby's Village (MBV) was established. My Baby's Village acknowledges family and community are essential to a Pacific person's identity, health, and wellbeing thus, the need to grow and expand the MBV campaign to cater to New Zealand on a national scale. A landscape map of services and providers which provide services to support families of children under the age of five years old will contribute to the development of potential future partnerships and resources for MBV.



Objectives

The objective of the scoping exercise was to undertake a landscape map of organisations and stakeholders that align with the vision for My Baby's Village. The landscape map will provide an overview of:

- Key services
- Key issue areas
- Key outcomes
- How they relate to MBV
- Other variables



Methods














This Scoping exercise used a qualitative data collection method with a focus group of organizations that align with the vision for MBV. Purposive sampling was used as a method for selecting participants who I felt were convenient to the objective. A method I used was through connections with other summer interns that are with the POPO internship program. I asked the students if the health provider they are completing their internship with provides any services for Pacific infants, children, parents, caregivers, and families. This provided me with six findings. The most successful method I used was the use of social media platforms. I searched through the organization's social media pages and looked through their followers list. I picked different health providers and searched them on google to gain more of an understanding of who the organization is, the services they provide and if their vision aligns with MBV. This method was repeated multiple times and I was able to find many organizations that share the same mission and vision to provide support and services that uplift our Pacifica people's health and wellbeing. I used the google database with a combination of different search terms to help navigate my research. Below is a list of the terms I used.

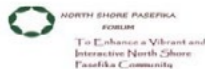
















Search words that I used were:














- Support for families with Infant children NZ
- My baby's village
- Support for children
- Infant support
- Support for families
- Help for Pacific families
- Support for young families New Zealand
- Assistance for new Mum's
- Help available for children
- Help for young families
- Support for children under 5
- Helping children
- Supporting children under 5
- Assistance for caregivers of young children
- Help for children under 5 and their caregivers
- Support for young children and their guardians

Objectives


Many of the stakeholders share the same vision of empowering, educating, and supporting our Pacific newborn, children, parents, caregivers, and families to healthier living through services that are embedded within a holistic framework and Pacific values and culture. The majority of the organizations are open to people from all diverse cultures and backgrounds.

Organisation	Services Provided	Key outcomes
	Social services, Health Provider, Whanau Ora and Mental Services	To develop and provide quality leadership and knowledge that enables high levels of health, social and economic well-being to the expected experience of all Pacific peoples.
	Social Services	Providing free, client focused practical assistance, information and advice during pregnancy and early childhood
	Social, Health and Wellbeing, and mental health services	Empowering Whanau into their future
	Community and Education	Provide Niuean performing arts, cultural and heritage workshops for Niuean Youth and Families
	Medical, dental, social, pharmacy, health promotion, education and Whanau Ora	Providing health services for well, safe, vibrant and informed communities
	Housing Support & Mental health and wellbeing services	Provide quality support that enhances holistic wellness
	Education and Health & Wellbeing	Support and celebrate home birth, and provide birthing women and whanau with information about the home birth option.
	Education	Aims to foster optimal maternal and child health by supporting breastfeeding and the use of human milk for infants.
	Perinatal Mental Health & Education	To eliminate the stigma around perinatal mental health in Aotearoa New Zealand to eliminate the stigma around perinatal mental health in Aotearoa New Zealand by championing awareness and facilitating best practices in perinatal mental health and wellbeing to ensure all families and whanau have equitable access to appropriate information and support.
	Social Services	Empowering children, families, whanau and communities so they can flourish and reach their full potential. Family Works services are provided by 7 Presbyterian support organisations throughout NZ
	Social Services	Provide support and resources to parents and whānau going through the stress and anxiety of a neonatal journey.
	Education	Helping couples create a positive birth experience, no matter how that birth unfolds. support and resources to parents and whānau going through the stress and anxiety of a neonatal journey.
	Health & Wellbeing and education	focused on the necessity to increase health equity of Pacific and underserved communities through education, technology, quality service delivery and ensuring the communities' voices are heard.
	Education	Growing a healthy and thriving Pacific community. keeping families and Pacific communities safe with up-to-date information, advice and important updates on how to reduce the impact of coronavirus.
	Sexual Health & Wellbeing	A safe space for our Pasifika community to discuss sexual health.
	Education	Leading and monitoring transformational change for the hauora health and wellbeing needs of whanau Māori.
	Education	Sharing beneficial content about all things haputanga/pregnancy. In hopes to empower and inform mama's, their whanau, and inspire student midwives; otherwise people who share the same passions.

Organisation	Services Provided	Key outcomes
	Education	To enhance a vibrant and interactive North Shore Pasifika Community
	Health & Wellbeing	Reaching out to our Pacific communities in ways responsive to their needs and comfort, edifying that everyone is recognised and heard
	Education	Aims to provide accurate and unbiased information on contraception options and access to free services for when you need it.
	Media	Aims to deliver key outcomes with Pacific peoples contributing to New Zealand society in a positive way, Pacific peoples achieving their full potential and the preservation of Pacific Island culture and language.
	Social services and Health & Wellbeing	Connecting thriving Pacific people and Navigating the waters together. Deliver a wide range of programmes that make it easy and fun to come together and celebrate our amazing Pasifika culture. Why? Because culture is cure.
	Social services and Health & Wellbeing	Strengthen whānau wellness and quality of living. We are governed by a structure that represents the eight iwi in Taranaki.
	Social & health services	Focus on Family Well-being or Whanau Ora
	Education	specialises in providing premium quality birth pools, all of which are specifically designed for labour and birth
	Education	Provide Free trusted pregnancy information for Mums and Dads
	Education	Work in collaboration with other breastfeeding organisations to protect, support & promote breastfeeding in New Zealand.
	Health, Education and Social Services	works with our communities toward a shared vision of improved health and wellbeing.
	Childcare	To empower children to learn and grow through the provision of quality Early Learning Services
	Childcare	To provide high quality early childhood education and care
	Childcare	A family-friendly home away from home for local children. Offering high quality facilities, and kind and caring teachers, we offer the very best care and education for the early years.
	Childcare	To promote Samoan language and culture so as to nurture positive identity of the children.
	Childcare	providing a collaborative learning environment which models strategies to support children to be confident and thriving.
	Childcare	Offer a high quality, home-based, early childhood education service for you and your tamariki.

Organisation	Services Provided	Key outcomes
	Community Budgeting services	committed to providing FREE and CONFIDENTIAL budgeting advice to our community.
	Community, Social, housing, mental health and health services.	Supporting our Pasifika People in the Bay of Plenty to be visible for the right reasons by helping them to achieve their goals and aspirations.
	Health, Social and Education services	provides support for individuals, families and communities in achieving their health and wellbeing, social and education goals. Tangata Moana Pacific in Otago are connected, resilient and flourishing guided by cultural values.
	Education & social services	Committed to the development of services that will enhance the total well-being of Pacific People
	Community, social & education services	Empower and Create a Resilient and Thriving Pasifika Community in Palmerston North and the Manawatu Region.
	Health and wellbeing, Social, Housing and education	provide the best holistic healthcare services to the communities we serve, particularly to people of Tongan descent.
	Community	provides food parcels to Auckland families in need of food support.
	Community, Education and Social Services	Equipping our Tongan and Pasifika youth and their families with the knowledge, wisdom and courage will enable them to thrive within our communities and to seek their full potential within the world.
	Community, Education and Social Services	A world where all Pasifika peoples thrive, where their mana and identities are respected, protected, nurtured and upheld.
	Health and Education	Igniting the flame within Tongan and Pasifika families in Aotearoa through Faith-based Innovative services.
	Social & Education	promotes the Rights, Safety and Wellbeing of 'Treasured Older Adults', Aiga Carers and Pacific families.
	Health, education, social, and community services	To provide, support and strengthen the Nelson Tasman Pasifika Community to grow, achieve and prosper.
	Education	To work together with people of all backgrounds, beliefs, and walks of life on our shared common ground of teaching skills for safety, respect, confidence, and kindness for everyone, everywhere.

Appendix Two: MBV Strategic Plan

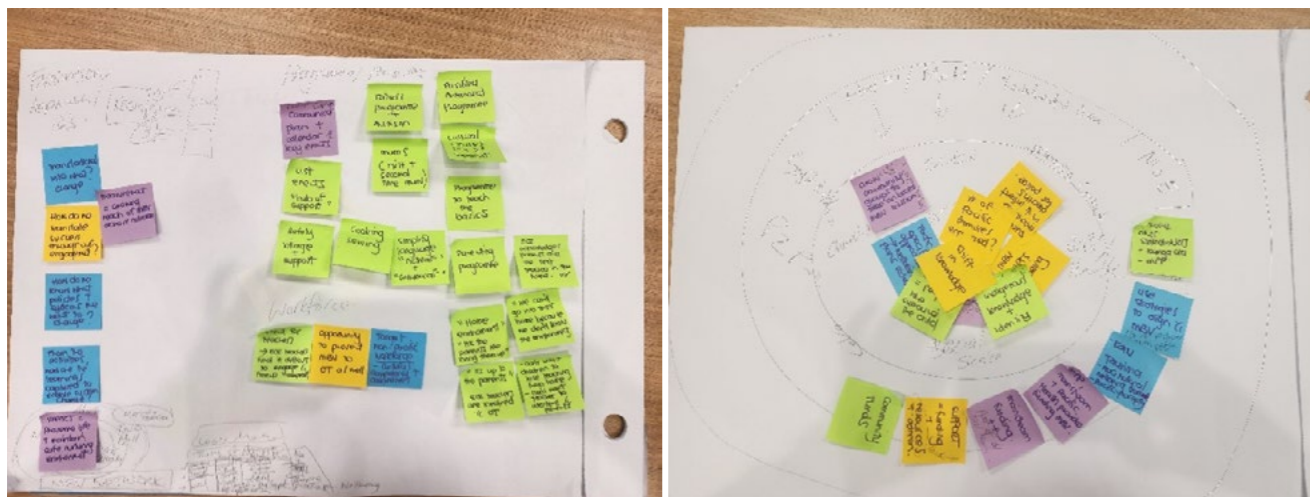
STRATEGIC PLAN 2023 to 2025		My Baby's Village	
OUR VISION That our society will value and care for the health and wellbeing of our Pacific infants, children, mothers, fathers, carers and families.			
OUR PURPOSE To bring about long-lasting positive change for the health and wellbeing of our Pacific children and their families by drawing on the collective strength and expertise of our communities and cross sectoral partnerships.			
OUR OBJECTIVES		OUR OUTCOMES	
1. Elevating Pacific cultural care systems Partner with diverse Pacific community champions / groups across Aotearoa to lead free community workshops related to infant care and family wellbeing e.g. Infant massage, Fijian masi, Falelalaga.		1. That the diverse Pacific cultural care systems which have existed for generations are recognised and funded by mainstream health providers and the health sector as approaches that support and can improve Pacific infant-child-family wellbeing.	
2. Community Activations To mobilise, collaborate and grow our communities to be champions and leaders of Pacific infant-child care, health and wellbeing through MBV learning workshops, fathers groups, micro-credentialing, community fund, MBV events, bi-monthly talanoa's.		2. To increase the number of communities across Aotearoa that advance Pacific infant-child care, health and wellbeing.	
3. Cross sectoral collaboration Establish, grow and maintain successful and strong cross sectoral relationships that support the sharing resources and expertise.		3. That Pacific infant-child care, health and wellbeing becomes everyone's business and organisations /groups across sectors include Pacific infant-child care and wellbeing into their organisational strategies and outcomes.	

4. Caring for the whole family That MBV approaches and ways of working have a child-family centred approach.	4. That ALL solutions and approaches related to Pacific infant-child care, health and wellbeing consider the whole family and wider context of the child.				
5. Communications Maintain an ongoing visibility to promote and advocate MBV work using all the platforms to reach across our communities and sectors.	5. That MBV communications will support with changing attitudes and motivating communities – organisations to take action.				
6. Advocacy To carry out collective advocacy for systems and policy changes that will positively impact the health and wellbeing of our Pacific children and their families.	6. To bring about positive systems and policy changes that positively impact the health and wellbeing of our Pacific children and their families.				
OUR VALUES These values underpin everything you do and the behaviours you expect to see. The way you will act and expect those you work alongside to adhere to - two examples below					
<i>Act with respect, empathy and generosity at all times</i>	<i>Commitment to Māori and Te Tiriti O Waitangi</i>	<i>Respectful Relationships</i>	<i>Family/Aiga/Fanau</i>	<i>Culture</i>	<i>Pacific worldviews</i>

Appendix Three: Our Stakeholder Voices

Staff engaged in discussions with community members, stakeholders and cultural facilitators who were either involved directly with MBV, or who were engaged directly with Pacific families and their children. Talanoa involved discussing MBV strategic goals, activities and areas that could be strengthened when working alongside Pacific families and communities. Table 1 outlines stakeholder type, number of talanoa and insights sought. The voices of carers and families who participate in MBV were collected following workshops and events through talanoa and survey feedback.

Stakeholder Type	Mode	Number	Insight
My Baby's Village Caucus	Face-to-face interviews, Phone call and email	• 3	Seeking views from MBV Caucus members.
Community Cultural Partners	Face-to-face interviews	• 4	Seeking views from Cultural Community partners who deliver MBV workshops with families.
Community Providers	Face-to-face interviews	• 20	Seeking views from Pacific community providers (ECE and NGO's).



What does success look like?

Following a sense-making workshop, a success rubric was drafted to reflect what success looks like for each of the stakeholder groups. These helped to inform the Theory of Change and Evaluation framework.

STAKEHOLDER GROUP	Systems Level Success	Service Level Success	Family Level Success
Cultural Knowledge Holders	Funding Trust	Collaboration	Cultural connectivity & identity Language retention Accessible
ECEs	Funding Quality education Collaborative network	Teacher retention Leadership ERO compliance Professional development Advocacy	Parental involvement Relationship with families Children feel comfortable at centre Trust
Systems & Policies	Connected seamless transition between systems	Child focus Connected services	Family engagement Child focus Cultural connectivity
Service Providers	Funding	Children being sponsored Receiving feedback that support helped families	Family engagement Accessible
Parents	Engagement	Cultural connectivity & identity	Happy, healthy, and safe children Cultural connectivity Support



www.mybabysvillage.co.nz