

## **MAORI PROVIDERS HUI – 25<sup>th</sup> November 2008**

### HSC Presentation

Hannah provided an update on the Kiwi Lives Stage II Campaign:

- Stage I aimed to get NZ'ers to think about problem gambling. Stage II builds on this to provide information about the specific harms and increase awareness about what they can do.
- Three TV commercials (30 second and 15 second version for each) have been developed and will go to air November. They are testimonial-based ads based on an individual, family and community.
- New resources will be distributed to providers – they will include postcards, magnetic memo pads, pens, bags + hats for providers/volunteers.
- Website [www.ourproblem.org.nz](http://www.ourproblem.org.nz) has been re-developed to re-launch as part of the Campaign.
- HSC would like to start process for developing resources that are appropriate for Maori communities. Discussion ensued.

### Action Points

- Question raised about having Maori subtitles on ads. Hannah will look at this and feed back to group.
- Agreed that a small group would be involved in the development of Maori resources. A number of people put their names forward who Hannah would be in contact with.

### Update

- The group met early in 2009 to discuss Maori resource development. After this initial meeting, it was agreed that Hannah will circulate a draft plan to this group for taking this work forward. It was also agreed HSC could use the Maori resource development workshop (at the Forum) to discuss current practice and share ideas. Hannah will keep everyone up to date with this project as it progresses.