

Waka Ama Evaluation

5 April 08

Process Evaluation

Beautiful weather and calm skies meant the day was well attended.

Eru Thompson, Kaumatua, blessed the event and promoted male input into screening.

Media

1. TV One Te Karere, two reporters thanks to CMDHB, Manurewa Marae, BSA mobile opening. He was also notified months ago via CMSport.
2. Maori TV
3. Western Leader
4. Central Leader
5. Eastern Courier

Waka

280 plus on the water.

Well run and really appreciated by community and Onehunga Business Group.

OSH

A two year old was stopped by event security at the gates. Half an hour before parents claimed child. Parents were in Waka and siblings minding the two year old.

Health promotion

In the morning large numbers of Pacific entertainment groups, needed more Pacific health promoters.

Two stage appearances by health promotion staff.

Giveaways

Tee-shirts as prizes would not be missed. Key staff including Waka staff need tees.

Children did not need bags – children's bags and giveaways.

Sausage sizzle from outside of Auckland area, Auckland City Council not impressed.

Impact Evaluation

- 280 plus on the water
- 135 evaluations.

- 42 out of date for CX smears,
- > 45 years 33,16 out of date for mammograms, Referrals Mammography
- WONS central: 3 Pula? Cauc 1, Tongan 1, Maori 1
- <45 years: 33 Maori 14, Pacific 11, Europe 7, Other 1.
- >45 years Maori 37, Pacific 34, Europe 17, other 17, other 13
- Total Maori: 51 Pacific: 45 Europe: 24 Other: 14

Cervical screening stats:

95 who agreed to let us check the register 53 were out of date (56%)
 23 had never had a smear (24%)
 30 over 3 years (32%)

Of the 53 overdue or nil known:

9 European
 21 Maori
 7 Other
 16 Pacific

BSA stats:

Recommendations

- Security: use event security
- Childcare: Make a fenced area for children < 5 years old beside registration tent.

Media

- Key core committee required.
- Key statistics sheet prepared for media e.g. Maori, Pacific coverage rates for Cervical/ Breast Screening, rates of Cervical and Breast cancer.

Giveaways

- Tee shirts for organisers only.
- Bags for adults, giveaway packs for children 200/ 100 ratio?

Fundraising

- ? Do again? health stalls only
- Healthy kai difficult to manage.(we were able to manage this with waka ama participants though not event as a whole)

Health Promotion

- Increase Pacific health promoters (4-5).
- Roster to work in crowd, registration stall.
- Kuia very effective.

Partnerships

- Approach Sweet Louise for sponsorship.
- Smoke free excellent, no one at the event seen smoking.

OSH

- Keep children's balls away from water - report back to Onehunga Business.
- Children - young <5years safety area.

Project Management:

Appoint:

- 1 key person re council management.
- 1 health promoter co-ordinator.
- 1 registration co-ordinator.
- 1 Waka co-ordinator.

Prizes

- Only prizes for CSR, BSA Evaluation.

Evaluation

- Evaluation forms? Random evaluations required for event.