

Pacific SIDS Programme : What worked?

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Background

- **In 1995, SIDS was identified as an increasing problem amongst Pacific migrants in NZ**
- **This stimulated a response**
- **This presentation is about the Auckland response.**

Pacificans of Aotearoa

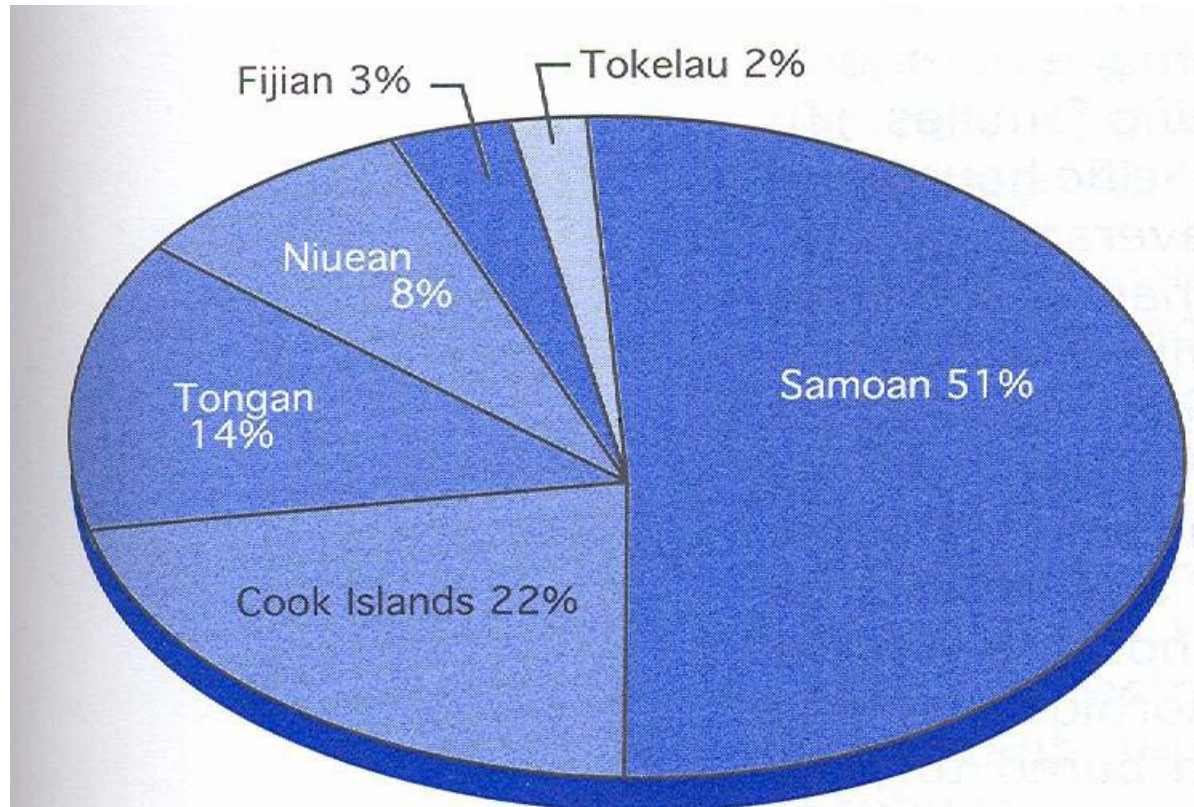
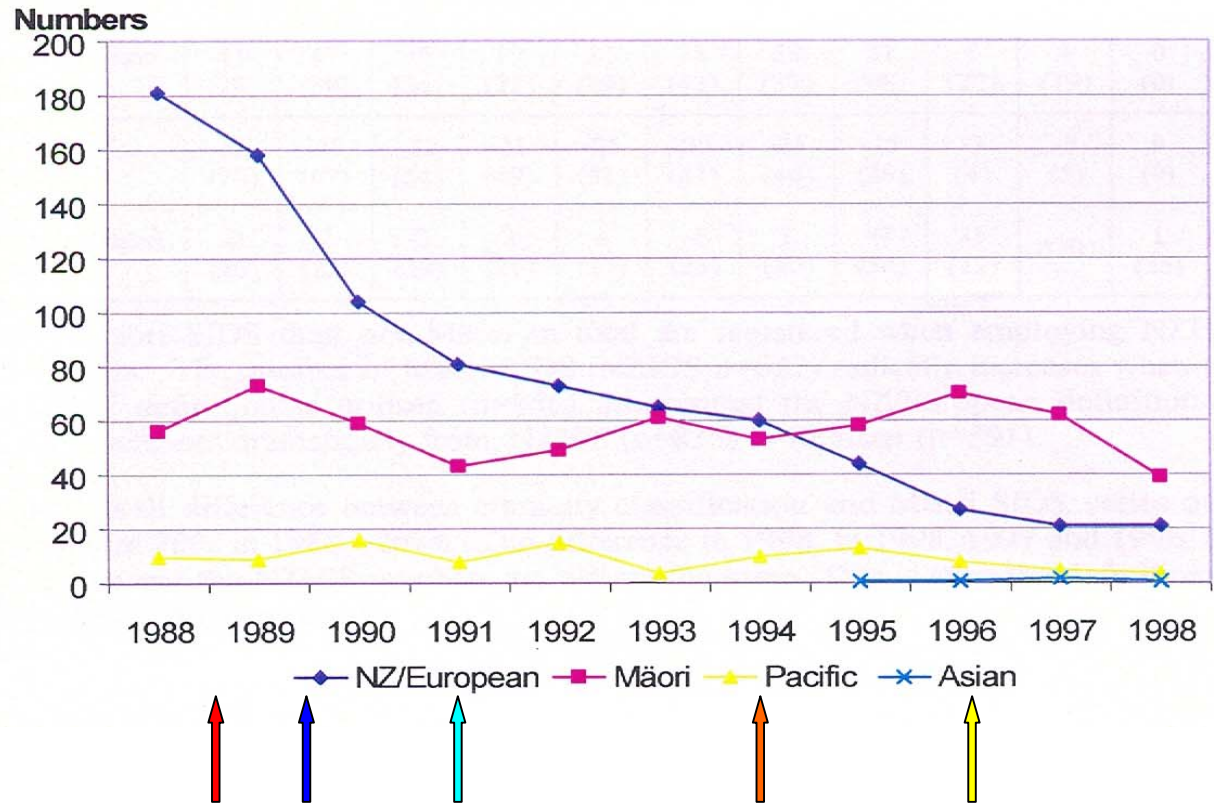


Figure 4: **Pacificans by Ethnic Groups - 1991 Census**

The Pacificans' SIDS Problem

Figure 2 Ethnic differences in SIDS 1988-1998



Confirming the Problem

- **A research project confirmed the increased SIDS numbers:**
(Fuamatu et al: NZ Med J 2000:113)
- **Consultation with Pacific child health workers to assess knowledge of SIDS**
(Cowan, et al: 1996)
- **Formulate a work plan**
- **Acquisition of resources to solve the problem**

The Solutions

- **Train Community SIDS Educators (CSE)**
- **To ensure culturally appropriate strategies**
- **To develop community ownership of the problem**
- **Enable the Pacificans to empower themselves to deal with the problem**
- **To enhance cultural safety of the health workers and the Pacificans, respectively**

Why the Community SIDS Educators (CSE)?

- **They live with and know the community**
- **Respected and established in the community**
- **Understands and speaks the language**
- **A community leader**

The Training Strategy

- **Phase 1 – Primary Objective- SIDS knowledge**
- **Expected outcome - Plan and conduct community educations SIDS session**
- **Phase 2 - Focused on training techniques, planning of session and use of teaching aids**
- **Phase 3 – Focused on the CSE, reversing their trainee role to that of trainer**
- **Phase 4 – Remedial, continuing education, update and catch up**
- **Practical Sessions**

CSE in Action!

- **Organize SIDS awareness and education sessions**
- **Teach SIDS prevention and healthy lifestyle**
- **Conduct radio SIDS interviews of experts in the vernacular**
- **Collect SIDS information e.g. census & evaluation**
- **Refer to appropriate services**

Competencies

- **Understands the culture**
- **Able to do presentation**
- **Ability to write report**
- **Fluent in English and a Pacific language**
- **Preferably computer literate**
- **Willing to work after hours for nominal fee**

Basis for Pacific SIDS Prevention

- **Pacific culture informs us that:**
- **Family is the basis for changes among Pacificans**
- **There is a need for ethnic specific approaches to services for Pacificans**
- **Promote behavioral changes which are socially acceptable**

Pacific and Western Core Values

Pacifics:

- **Cooperation**
- **Consensus**
- **Respect**
- **Generosity**
- **Loyalty**
- **Sharing**
- **Humility**
- **Reconciliation**
- **Fulfillment of mutual obligations**
- **Reciprocity= Relationships**

Western:

- **Individual rights and freedom**
- **Independence**
- **Justice= equality and access**
- **Privacy**
- **Competition**
- **Consumerism**
- **Scientific-rational = Individual well being**

Creating a culture of prevention

- **Addressing the needs of the community not just one aspect of it, such as AIDS, alcoholism, unemployment, etc.**
- **Identifying what communities value and build on those**
- **Encourage communities to tell their own stories and take charge of them.**

Addressing the root causes

- **SIDS is but a symptoms of things going wrong in our communities**
- **There is no better way of destroying a community than by undermining its values and beliefs systems**
- **To effectively address SIDS in Pacific societies, we must mend the broken socio-cultural ills in our communities.**
- **We can do this by strengthening their values and building strong relationships.**

Lessons ... Learned

- **Motivated and respectable ethnic specific CSE**
- **Inadequate ethnic specific information for SIDS prevention**
- **Decrease in SIDS incidence among Pacificans**
- **The use of CSE enhanced community participation**
- **High attrition of the CSE – mechanism developed to address this**

Lessons ... Learned

- **Pacific SIDS Prevention by Pacificans for Pacificans**
- **Collaboration with Maori SIDS Team and other Pacific agencies**
- **The importance of insider Pacific staff – enhanced the program and construct ethnic specific service provision**
- **Cultural safety and support**
- **Development of a Pacific Model**

Future : Develop Pacificans First Projects

- **To create a culture of safety at home**
- **To provide prevention at setting where people live, play and die**
- **To improve access to service and entitlements**
- **To Grow our own:**
 - **Ethnic specific services**
 - **Pacificans for Pacificans first**

Future Directions

- **Reduce Pacific SIDS- A national Pacific Child Health Programme needed**
- **Build on our achievements to date**
- **CSEs' have made a difference, we need more resources**
- **Take a leadership role -undertake our own research**
- **Review research,evidence and messages to ensure appropriate for Pacificans e.g bed sharing**
- **Address socio-economic determinants of health for Pacificans**

Malo'Aupito!

*Look forward to ethnic specific
solutions that builds Pacificans*