

Strategic & Tactical Response Methodology

Let's think Strategically – What is our intention? Does the opportunity to communicate align with our values and the kaupapa, and best serve our whānau?

What is the GOAL – what do we want to achieve? Action, understanding, awareness, credibility?
What are our SMART objectives – how will the goals be achieved that are Specific, Measurable, Agreed, Realistic, and Timely?
Does the opportunity to communicate align with our key messages? That is, we serve Māori nurses and Māori nursing taurira; We advocate for substantially improved health, education, cultural, leadership and decision making gains; We strive to achieve equity for Māori.

MEDIA PLAN

SOCIAL MEDIA PLAN

EVENT PLAN

What are our MESSAGES, TARGET AUDIENCE, CHANNELS & TACTICS for engagement?

Bulls Eye Targeting – What media needs to be prioritised according to reach and alignment to get the message out far and wide?

Heart Content – What content creates an emotional reaction and how are we story telling? Video, still imagery, Tears to Triumph?

Show & Tell – Why does this matter? How will it create a positive (or even life changing) impact on others?

Research is a must – What evidence, facts and figures back up our position convincingly?

Timing & Channel match – What is peak time for execution? What channels match the audience for the message?

Merging Real Life and Online – How can real life engagement be repeated online or vice versa? How to we integrate our communications?

Media Releases – How is it framed and is it timely to meet the needs of the newsroom and service the kaupapa with principle?

Call to Action – As a result of our communication, what is it we want whānau to do?

The Wise run sheet– How are we capturing all the tasks pre-event so to make it better next time. How are we making good use of information captured?

REGULAR COMMUNICATION BOTH INTERNALLY AND EXTERNALLY

METRICS – What and how are we measuring, how is it reported, what learnings can we use?

**Ngā
whāinga –
Objectives**

**Whaia te Oranga –
Clearing the way to wellbeing**

**Whai Rangatiratanga –
Leadership and workforce development**

**Whai mana motuhake –
Sustainability**

Reo Hauora – We stand on the mahau and shout out, amplifying and unifying the voice of Māori nurses. By being heard in the development of national health policy, we will advocate for actions and approaches that deliver health equity for Māori and scaffold the structures around Māori nursing.

Kia Tipu – Growth doesn't happen in isolation, like the rito nurtured by water, light and support we lead in the development, planning and implementation of Māori nursing workforce initiatives to promote the growth and success of Māori nursing careers. We can do this by...

Kia Whakapakari – We haven't always got it right but we acknowledge that we're all part of the same tree. Our long term sustainability comes from regional branches; we commit to strengthening those branches and growing our Māori nursing and taura membership by demonstrating our value and listening to the voices from within. We can do this by...

Whānau Ora – We can do this by placing whanau at the centre and advocating for models of care that work and make sense for them.

Kawa Whakaruruhau – Whether seen or unseen, what sets us apart is being Māori. Sometimes it's hard to express what makes us unique and that which connects us. By being an advocate for safe cultural practice we can make a positive difference in the quality of teaching and ultimately nursing curricula. We can do this by...

Whiwhinga mahi – If we want to grow as an organisation and continue the legacy of those before us, we'll need to look at other ways to develop our service offering. By seeking opportunities that align with our kaupapa, we can build our long-term capability and capacity ensuring that we remain relevant and are able to work toward achieving health equity for Māori.

Kotahitanga – We can't do it alone, it will take a combined effort, including other professional Māori organisations, health providers, and you. We are stronger together.

Ngā Manukura – The only way that we can truly advocate for equity is to be seated at the decision making table. This means that we need to make room for and support Māori nursing leaders into these positions. We can do this by recognising that leadership comes in different shapes and sizes, that success can be measured by those who succeed us, and that change is positive.

Kaitiakitanga – To be able to take care of the inheritance left to us, we need to adopt practices, procedures and policies in line with our values that help us to improve and continue to be a beacon for Māori nurses. We can do this by...

**Ngā hua –
Outcomes**

Health equity for Māori – Encompassing health gains for whanau māuiui and the Maori workforce supporting them - in this context health gains includes education, behaviour change, connectedness, identity and well-being as well as physical health.

More Māori nurses and nursing leaders – We're open to new ideas, we have a broad view of who or what is Māori, we encourage inclusivity.

Continuation of the legacy of Te Kaunihera o Ngā Neehi Māori – We walk backward into the future with our thoughts directed toward the coming generations but with our eyes on the past. We move with the times, without forgetting where we've come from. We are more than the sum of our parts.

What will the Communications Plan for Te Kaunihera o Ngā Neehi Māori deliver?

Defined Communication Objectives

Fed from the Strategic Plan, what are our overall objectives – these could include but not limited to: Service to members, Acquisition of new members, Reengagement, Visibility, Cohesive messaging, Brand Awareness.

Defined Audiences

Who are we talking to – these could include but not limited to: Māori Nurses and Nursing Students, current members, professional networks, DHB's, NGO & Govt. Departments.

Defined Goals

Using stated objectives, and considering available human and financial resources, define goals – In other words, a program of work for each objective. Goals include activities we will use to achieve stated objectives.

Identified Tools

Tools are the things we can use to achieve our Goals – these could include but not limited to: Collateral, Social Media, Online Forums, Networks.

KEY MESSAGES

What are the messages that support the Communication Objectives, some of the first ones need to be around the relaunch of Te Kaunihera o Ngā Neehi Māori and a reassertion of its inherent Mana.

CHANNELS

Aware of resource constraints, what are the Channels of Communication open to get our key messages out, how can they be optimised? These could include but not limited to our Website, Social Media, Industry Publication Editorial, own or others e-Newsletter.

TACTICS

Who do we need to approach, what networks do we have open to us? How do we position Te Kaunihera o Ngā Neehi Māori in our communication opportunities, is our approach inline with our values?

ESTABLISH A TIMELINE

How do we plan it all out to ensure action and momentum, what is the scope and schedule of mahi required? What are the stages of communication we need to move through?

EVALUATION

How do we know our plan is working, what are the measures we can put in place to ensure a cycle of continual improvement? These could include but not limited to agenda progress items in established meetings, separate Communications working group, regular WIP reports.

Where are Te Kaunihera o Ngā Neehi Māori at, have we covered all the stages?

