

Using co-design to develop a culturally-tailored, behaviour change mHealth intervention for Māori and Pasifika communities in New Zealand



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Aim of the study

The OL@-OR@ projects aims to develop a culturally-tailored and evidence-based mobile health tool in partnership with Māori and Pasifika end users to support lifestyle change and decrease risks for non-communicable diseases.



Co-design phase

Co-design goes beyond consultation by actively involving all stakeholders in the whole design process. A partnership was established between academic researchers from three universities and Māori and Pasifika partners affiliated with Toi Tangata, The Fono and South Waikato Pacific Islands Community Services Trust.

Focus groups were held with community members and facilitated by Māori and Pasifika partners; creative co-design tools provided insight into what health and wellbeing means to the end users and what kind of mHealth tools could help with achieving a better health; feedback was provided during hui/fono with Māori and Pasifika partners.

Following these focus groups, the behaviour change content was co-designed and a prototype of the mHealth tool was developed based on a rapid, iterative feedback process involving the end users and Māori and Pasifika partners.



Key content modules mHealth tool

Healthy eating

Extended family/ whānau

Physical activity

Whanaungatanga, Mātauranga, Whakapapa, Rangatiratanga, Whakapono, Whakatauki

Development behaviour change intervention

Identifying determinants of health behaviour change

Theoretical Domains Framework (Cane, 2013)
Te Whare Tapa Wha (Durie, 1994)
Te Pae Mahutonga (Durie, 1999)
Fonofale Framework (Pulotu-Endemann, 2001)

Healthy eating: knowledge, beliefs about consequences, cultural identity, matauranga, skills, whanaui, connectedness, barriers.

Extended family/whānau: knowledge, whanaui, connectedness, communication, whanaungatanga, empowerment, rangatiratanga.

Physical activity: knowledge, beliefs about consequences, cultural identity, Matauranga, whakapapa, whanaui, connectedness, motivation and goals, empowerment, rangatiratanga, behavioural regulation, self-monitoring, barriers.

Selecting behaviour change techniques

Behaviour Change Taxonomy (Michie, 2013)

Provide information about behaviour-health link
Provide information about consequences behaviour
Teach to identify (environmental) cues
Provide opportunities for social comparison
Plan social support
Prompt goal setting
Prompt intention formation
Provide instruction
Prompt practice
Model/demonstrate behaviour
Prompt identification as role model
Prompt self-monitoring of behaviour
Provide feedback on performance
Prompt review of behavioural goals
Provide general encouragement
Provide contingency rewards
Prompt barrier identification
Provide information

Incorporating behaviour change techniques in mHealth tool



Prompt goal setting & review of behavioural goals

Provide Contingency rewards

