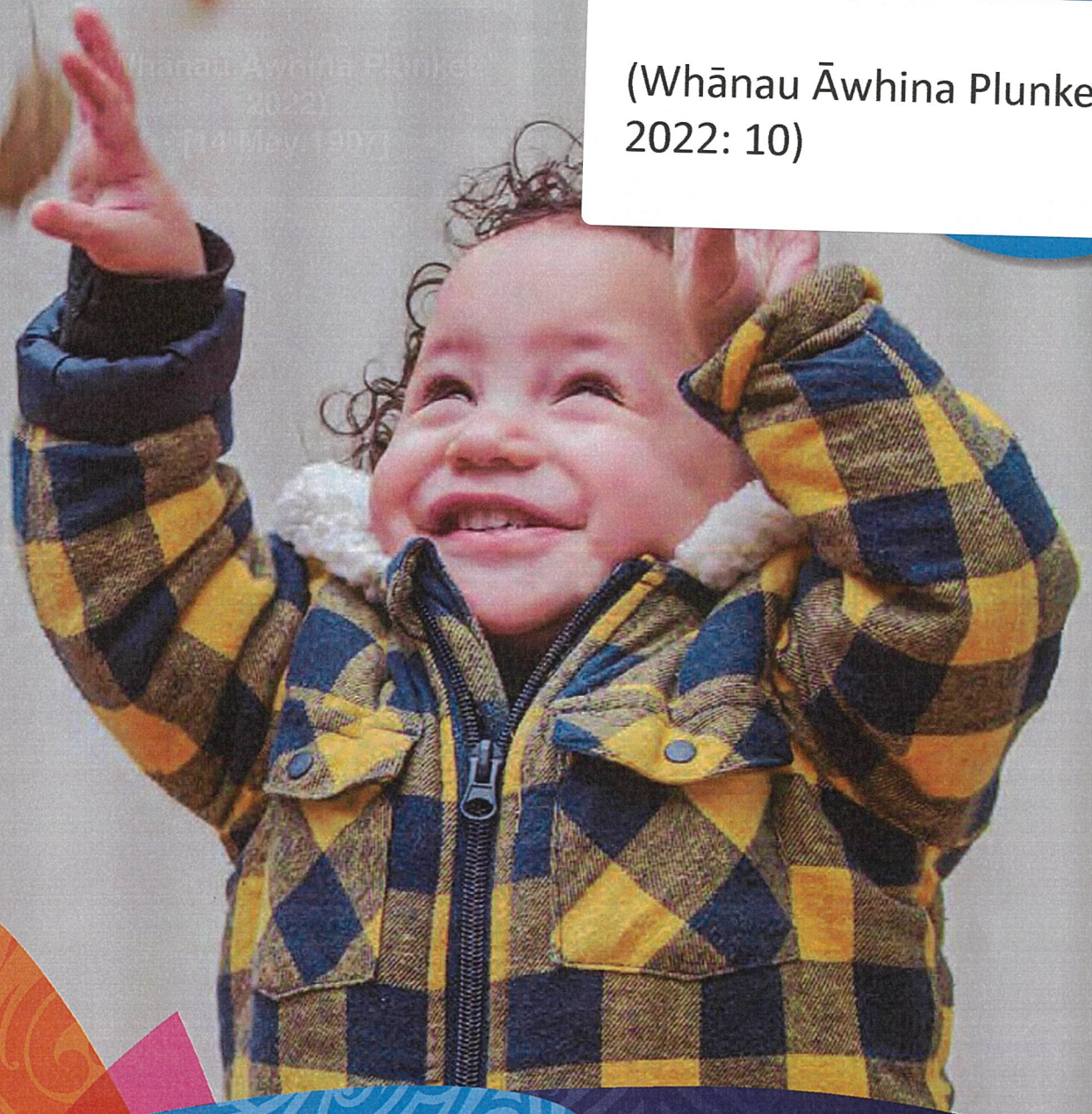


(Whānau Āwhina Plunket,
2022: 10)



ANNUAL REPORT

2022

ROYAL NEW ZEALAND PLUNKET TRUST

5th



Our vision

Kotahi mano ngā rā hiki te
oranga mō ngā tipuranga i roto i
te hāpori

In the first 1000 days
setting the path of wellness
in our communities, for
generations to come

Our goals

- **Mauri ora:** Healthy babies and children
- **Whānau ora:** Healthy confident families
- **Wai ora:** Healthy environments and connected communities

Our equity goal

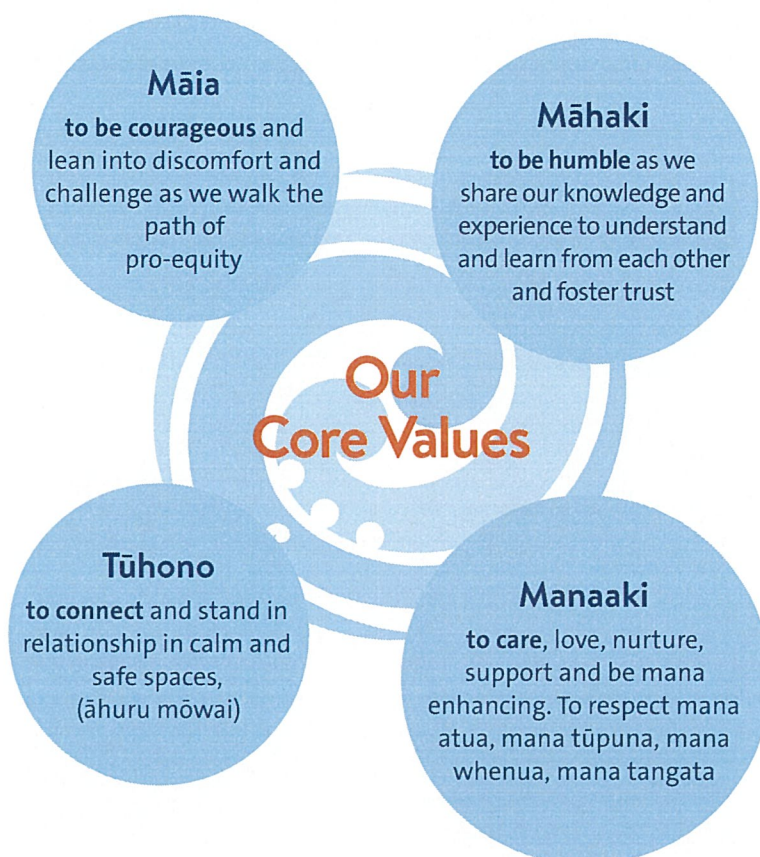
All our services will be delivered equitably by 2025

In Aotearoa, people have differences in health that are not only avoidable but unfair and unjust. Equity recognises different people with different levels of advantage require different approaches and resources to get equitable health outcomes.

Ministry of Health, March 2019

Our strategic themes

- Pēpi, tamariki, and their families, whānau and communities are at the heart of everything we do
- Valuing and investing in our people to realise their potential
- Partnering with communities
- Innovating to deliver health equity
- Using our knowledge and influence to improve the health and social system





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Our year in review

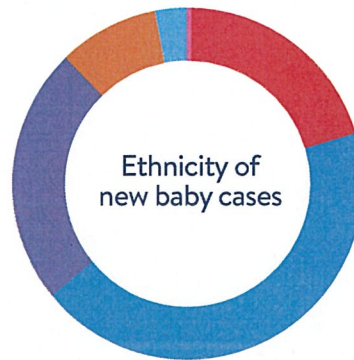
Well Child Tamariki Ora

289,482 
 Number of tamariki on our books (0-5 years) in 2021/22

49,396 
 New Whānau Āwhina Plunket babies in 2021/22 – 82% of new babies across Aotearoa New Zealand

466,508 
 Contacts made with whānau

16,320 
 B4 School Checks for 4 year old completed
 (contracts in Auckland, Waitematā, Counties Manukau, Lakes, Bay of Plenty, Manawatū, Wellington, Hutt Valley and Kāpiti).
 The reduction in numbers since last year was also the result of the impact of the lockdowns.



New enrolments in 2021/22 – 49,396 tamariki between 0 and 3 months of age were enrolled with our service, which was 82% of all babies born in Aotearoa during that same time period. This includes 60% of all Māori pēpi.

Website and social media



1,858,937
 website visits



22
 Facebook Live Chats
 We reached **113,481**
 people through our Facebook Live Chats



1,323
 breastfeeding support sessions using video conference



99,107
 calls handled by PlunketLine (inbound and customer support outbound)

Top topics

- Child health and illness
- Breastfeeding
- Child behaviour
- Nutrition
- Sleep