Life Events

Presentation by

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14th October 2019
The previous government wanted public services to be radically transformed for the benefit of all New Zealanders.

This led to the governments Better Public Services program, specifically Result 10, which encourages a collaborative proactive approach for agencies towards digital services for New Zealanders when dealing with government agencies.

42 different Life Events identified;

5 of those were prioritised:

- Birth of a Child
- End of Life
- Starting Tertiary
- Victim of Crime
- Turning 65
Life is about events, not agencies

Agencies have little integration and wait for the customer to initiate most interactions.

Customers told us they wanted agencies to work together to better support their needs.

Customer experience and data is spread across different agencies.

New parents are time poor and always tired!
How we design our products:

- Put users at the heart of the design work
- Get started, deliver something (MVP) and then iterate
- Build a cornerstone “system” that can be emulated
- One product owner organisation with strong partnerships
- Communicate to build relationships and trust
Welcome to SmartStart

SmartStart provides step-by-step information and support to help you access the right government services for you and your baby.

- Add your due date
- Show me services for...
- Check your to-do list
- Register birth online

Login with Healthi to access and save your SmartStart profile and to-do list.

Pregnancy weeks 15-30

Book antenatal classes

Antenatal classes teach you about pregnancy, labour, birth, breastfeeding and look after your young baby. You can get free classes through District Health Boards (DHBs) or pay for classes with private providers.

Antenatal classes by DHB

Free classes fill up quickly, so book early in your second trimester (around week 16) for your preferred class. The best time to attend antenatal classes is early in your third trimester.
Our Partners

- Ministry of Education
- Te Tari Taake
- Ministry of Social Development
- Ministry of Health
- Ministry for Vulnerable Children
- New Zealand College of Midwives
- Plunket
- Well Child Providers
- District Health Boards
- OSCAR Providers
- Private Healthcare
- Private Early Childhood Education
Receive notifications

Information & Support

Register your baby

Top 10 Baby names

Find services near you

Financial help

Consent to share
Everyone can get $60 a week in their child's first year — if the child was due or born on or after 1 July 2018.

New parents can apply for these Best Start payments when registering the birth of their baby through the SmartStart website.
Total visits @ 1st September 2019

- 694,000 +
- Growing by close to 1,000 a day
- 60,000 births annually in NZ
- 98% of parents register online through SS

Consented sharing

- Over 18% of parents notified MSD of their baby’s birth
- 98% of parents consented to receive an IRD number
• We are also working on expanding the current notification services to include enrolling in Early Childhood Education and school.

• We are also looking at notifications for immunisation and WellChild checks (including before school checks).

• WellChild Tamariki Ora providers will be available in ‘services near me’ to help parents transitioning from a Lead Maternity carer and enrolling with a provider.
Things can be eased for loved ones when they understand what’s happening following a death, and what someone’s wishes are.
What the product includes:

**Information:**
- Coping with terminal illness
- Wills and legal requirements
- Managing finances
- Preparing the body
- Planning a service
- Specific support e.g. loss to suicide or losing a child

Creating and sharing a plan

Having an account with RealMe

Services near me
Discovery Insights:

Theme: Finances
People's worry about finances is not limited to the early stages following a death; it can exist as a burden long after the death. Not just emotional burden, but also physical burden (e.g. debt)

Theme: Emotional support
People may not have come to terms with a death before coming to the website, which can be emotionally triggering - especially if they are using it alone. They want very simple information to avoid feeling overwhelmed

Theme: Motivations
People would find it motivating to plan with someone else. Having support is just as important for people who are creating a plan for their own end of life, as it is for those experiencing a death

Theme: Assistance
Most people wouldn't initially think to create a plan online - especially those who need support from others to access digital services
Discovery Insights:

**Theme: Cultural awareness**

People felt that there was a lack of cultural representation—especially Māori. Language diversity and visual diversity is needed.

**Theme: Spirituality**

'Spiritual health and safety' (e.g. performing karakia) is hugely important for Māori when talking about death—"there is an intense fear that you're going to do something wrong."

**Theme: Cultural responsibility**

There is a lack of guidance around cultural protocol for people less familiar with cultural bereavement processes—those that are immersed in their culture are already aware and don't need to be told.

**Theme: My rights**

Understanding rights—both law and lore (the cultural knowledge or traditions passed between generations) is critical for people to process a death and to avoid potential family conflicts.
Information for family and whānau experiencing the death of a baby or child. Sending aroha to you.

Stillbirth

If you or someone you know has been affected by stillbirth, find out about support available to you, practical information and financial entitlements you may be eligible for.

Miscarriage

Find relevant information for yourself or someone you know who has suffered a miscarriage, including financial entitlements, memory making and support resources.

Fetal abnormality

If you are faced with an unexpected diagnosis in pregnancy, this section provides unbiased information to support you in making a decision based on your individual circumstance.
Meaning of Whetūrangitia

In traditional whaikōrero Māori refer to the passing of a person as a ‘star’ that returns to the sky to join the multitude of ancestors. Whetūrangitia means “stars that adorn the sky”. The whakataukī, “Kua whetūrangitia koe”, in this context means, “Return, take your place amongst the stars along with your ancestors that adorn the sky”.

Death Documents

The digital tool to securely and easily complete and view the Medical Certificate of Cause of Death and Cremation Forms. Required by the Burial and Cremation Act of 1964.

Practitioners can easily complete documentation in one friendly form, online, from anywhere, with built-in help and clinical guidance.

Funeral directors can conveniently retrieve these documents from any device, and print and download them for their use.

First time here or need some help?

Login with RealMe

New to Death Documents? Create a Death Documents account?

Login

What's RealMe?

For further assistance, refer to clinical and system help.
The forms before...
The forms after
How to get started

• RealMe login

• Nursing Council Registration Number, or HPI-CPN.
Uptake to date

- 2,239 practitioners online (many high certifiers)
- Over 10,000 documents completed online
- 433 funeral directors online (over 85% of funeral homes in NZ)
- Hospitals online (Middlemore, Rotorua, Christchurch)
Death Documents completed on-line
as at 3/9/2019

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Support to transition

- Getting started online help document
- RealMe helpline 0800 (available 24/7)
- Ministry of Health 0800 (available during business hours)
- Group demonstrations
We have an opportunity to continue to make a difference for many young New Zealanders and their families through our products

Our Plan – the Governments priorities for New Zealand

- Improving the wellbeing of New Zealanders and their families
- Make New Zealand the best place in the world to be a child

Alignment to Governments Strategies

- **Child Wellbeing Strategy** - Children experience best development in their “first 1000 days”, safe and positive pregnancy, birth and responsive parenting (conception to around start of schooling) and;

- **Child Poverty Reduction bill**, Healthy Homes standards and Living standards.
Questions?