

# **Life Events**

**Presentation by** 

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14th October 2019

## Life Events overview

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

# Whetūrangitia







# Life is about events, not agencies

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



Customer experience and data is spread across different agencies



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



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







# Pregnancy weeks 15-30

#### Book antenatal classes

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

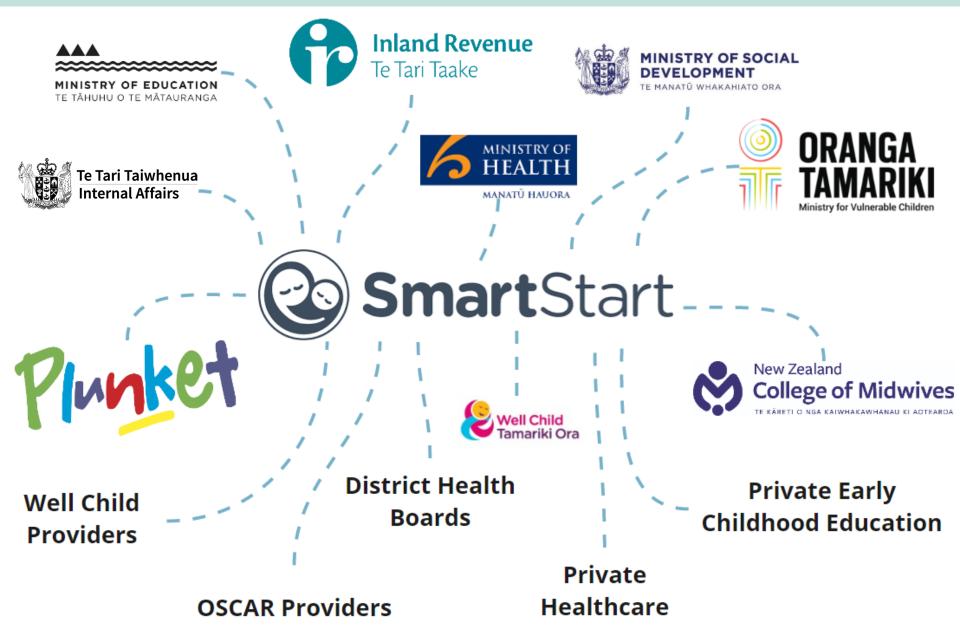
#### Antenatal classes by DHB

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











Receive notifications

Information & Support

Register your baby

Top 10
Baby
names

Find services near you

Financial help

**Consent** to share





#### For baby's born on or after 1 July 2018



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.











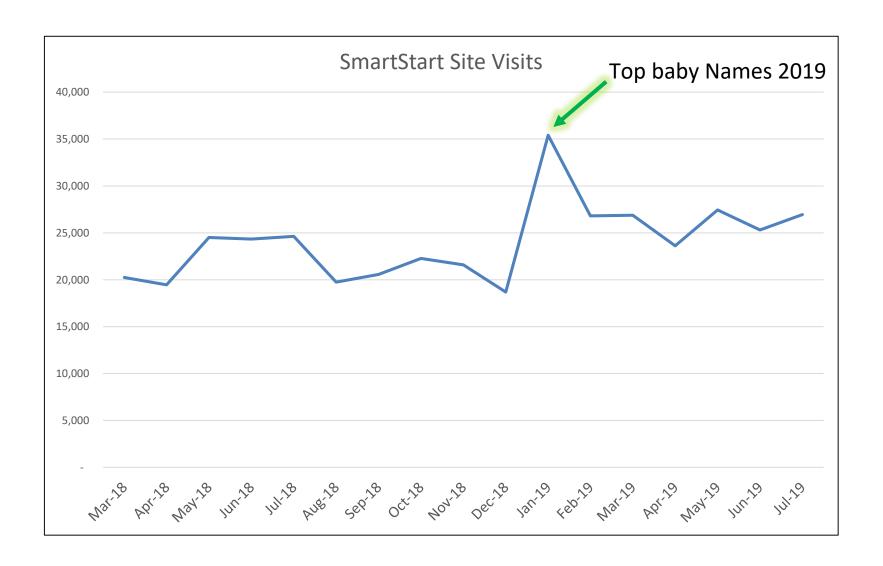
#### Total visits @ 1st September 2019

- 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.

#### **Te Hokinga ā Wairua** End of Life Service Create my plan Te Hokinga å Wairua End of Life Service Nobody really wants to think about the end of their life, but knowing what to include in your plans is a good place to start. You can find out more information here about the sorts of things that you need to think about, and can also add them to your plan. Financial and legal planning Ko te taha pūtea me te Final resting place planning taha ture Financial and legal Funeral planning Wrapping up your affairs Te tuhi i tētahi wira A life is something to be If you have specific wishes, it's important to write a will to make sure they are Writing a will celebrated and treasured, even in a Additional support ledgilly carried out. A will is a legal docurrent that lets you say: time of sadness. how executions you can from entate) is distributed to proceed your Things can be eased for loved ones when they understand more Back to top ^ about what's happening following a death, and what someone's



# **Te Hokinga ā Wairua** End of Life Service

Things can be eased for loved ones when they understand what's happening following a death, and what someone's wishes are.



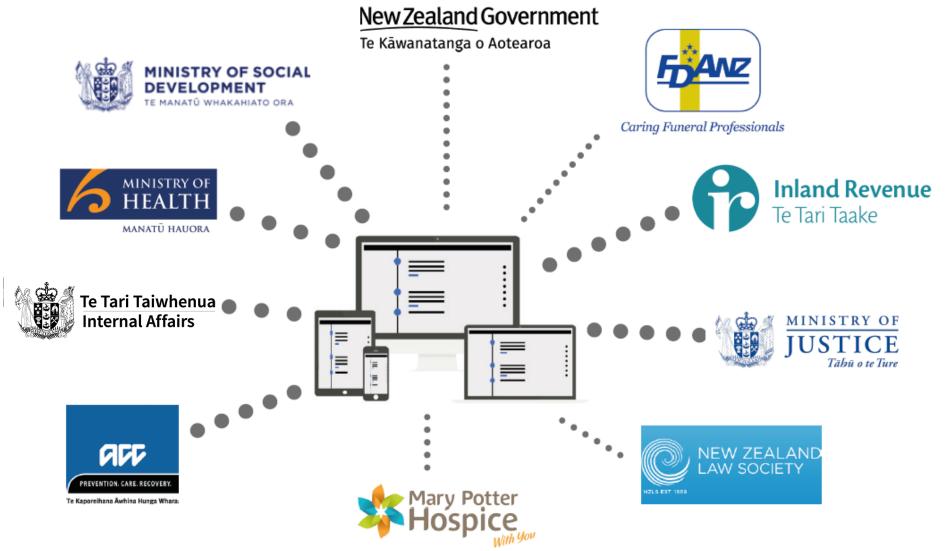














#### What the product includes:



#### 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:** 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: 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: 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: 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: 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: 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.

Kua whetūrangitia koe Return to the stars >

#### 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.



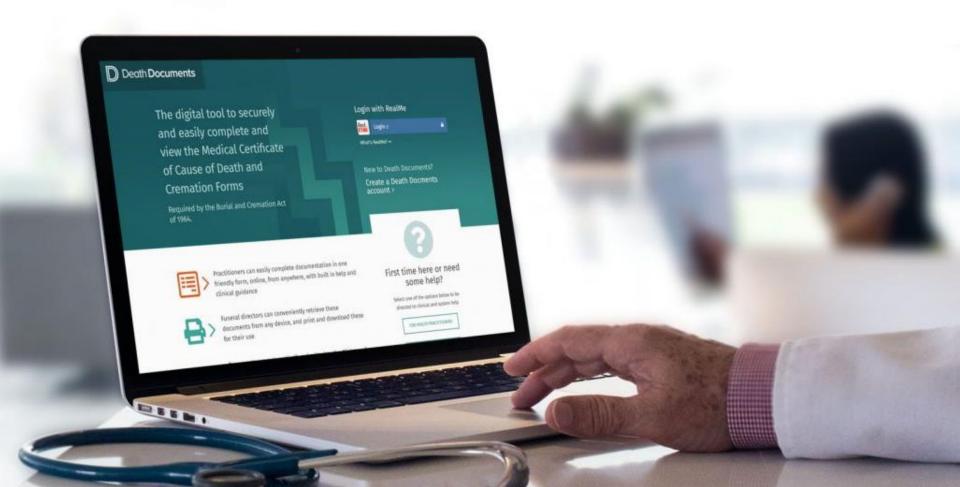


# Whetūrangitia

# Meaning of Whetūrangitia

In traditional whaikorero 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 forms before...

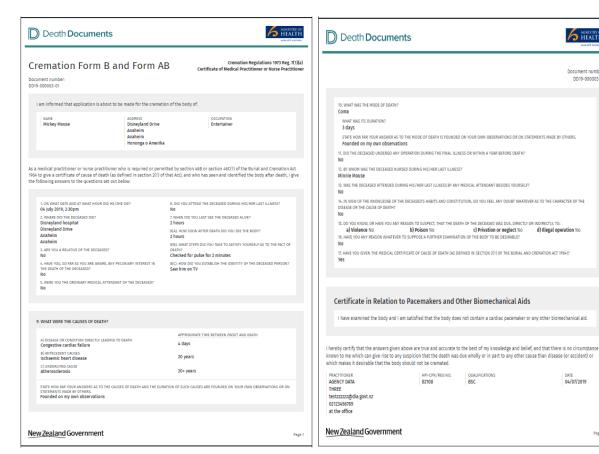


	b. Lio you know any reason whatever for supposing that an examination of the body of the may be desirable?
	SA.Do you know or have you any reason to suspect that the body of the deceased contains pacemaker or other biomechanical aid?
	10. Give the name and address of the ordinary medical attendant of the deceased:
	Give names and addresses of all the medical practitioners who attended the deceased last filness:
	Р-Сичм Rng.5(1) & (4
	THE GREMATION REGULATIONS 1973 APPLICATION FOR CREMATION
	Consecutive number (to be inserted on receipt of application)
_	(Full name of applicant)
	(Address)
NI)	(Occupation) the crematorium authority of the
	(Full name of deceased)
	(Address)
Оссири	tion) (Age) (Sex) (Whether married, widow, widower, or unmarried)
he true	answors to the questions set out below are as follows:
. Are y	ou an executor of the deceased?
If you	cou a relative of the decessed? If so, state the relationship, are not an executor or a near relative", state why this application is being made by you and y an executor or a near relative".
. Have	the near relatives* of the deceased been informed of the proposed cremation?
If the	application is not made by an executor, is there an executor of the deceased? re is an executor has he been informed of the proposed cremation?
expri	to best of your knowledge and belief has any near relative or executor of the decessed mosed any objection to the proposed cremation?
	, to the best of your knowledge and belief, was the date and hour of the death of the asset?  Hour:
	re did the deceased die? ('Give address, and say whether own residence, ledgings, hotel, itsl, rursing-borne, etc.).
Do y	ou know or have you any reason to suspect that the death of the deceased was due, directly. Volence: Volence:
(4)	Poison



# The forms after





MINISTRY O HEALTH

Document number DD19-000003-01

10. WHAT WAS THE MODE OF DEATH? Coma

Founded on my own observations

DISEASE OR THE CAUSE OF DEATH?

a) Violence No

12. BY WHOM WAS THE DECEASED NURSED DURING HIS/HER LAST ILLNESS?

STATE HOW FAR YOUR ANSWER AS TO THE MODE OF DEATH IS FOUNDED ON YOUR OWN OBSERVATIONS OR ON STATEMENTS MADE BY OTHERS.

14. IN VIEW OF THE KNOWLEDGE OF THE DECEASED'S HABITS AND CONSTITUTION, DO YOU FEEL ANY DOUBT WHATEVER AS TO THE CHARACTER OF THE

c) Privation or neglect No

d) Illegal operation No

Page 2

15. DO YOU KNOW, OR HAVE YOU ANY REASON TO SUSPECT, THAT THE DEATH OF THE DECEASED WAS DUE, DIRECTLY OR INDIRECTLY, TO:

17. HAVE YOU GIVEN THE MEDICAL CERTIFICATE OF CAUSE OF DEATH (AS DEFINED IN SECTION 2(1) OF THE BURIAL AND CREMATION ACT 1964)?

I have examined the body and I am satisfied that the body does not contain a cardiac pacemaker or any other biomechanical aid.

QUALIFICATIONS

11. DID THE DECEASED UNDERGO ANY OPERATION DURING THE FINAL ILLNESS OR WITHIN A YEAR BEFORE DEATH?

13. WAS THE DECEASED ATTENDED DURING HIS/HER LAST ILLNESS BY ANY MEDICAL ATTENDANT BESIDES YOURSELF?

b) Poison No

16. HAVE YOU ANY REASON WHATEVER TO SUPPOSE A FURTHER EXAMINATION OF THE BODY TO BE DESIRABLE?

Certificate in Relation to Pacemakers and Other Biomechanical Aids

HPI-CPN/REG NO.

WHAT WAS ITS DURATION?

# How to get started

- RealMe login
- Nursing Council Registration Number, or HPI-CPN.

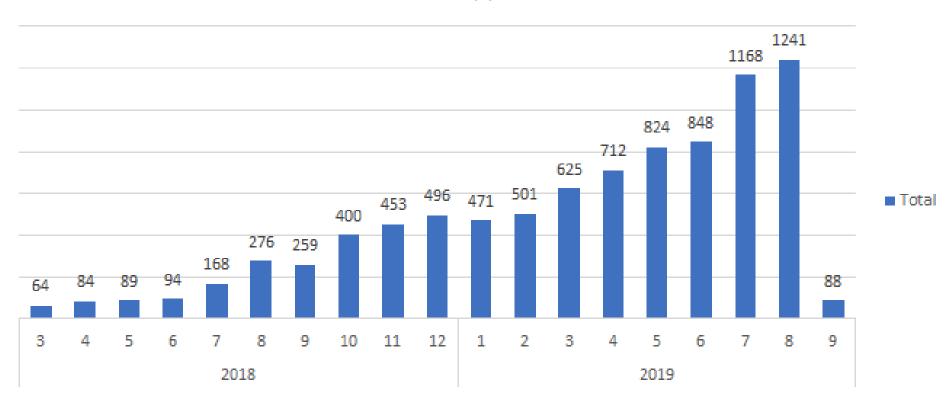


# **Uptake to date**

- 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



# 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?**

