



Hato Hone
St John

Tā tātou Rautaki Hauora Hāpori Our Community Health Strategy

2025–2035

**Tāngata ako ana i te kāinga,
te tūranga ki te marae, tau ana.**

**A person nurtured in the community
contributes strongly to society.**



Creating healthier futures *together*

For over 140 years, Hato Hone St John has proudly served communities across Aotearoa New Zealand.

Today our vibrant Community Health team is made up of more than 4,500 dedicated people – both paid and volunteer – who work together to positively impact the lives of fellow New Zealanders each year. Side by side with others, we partner to meet the evolving and unique health needs of communities across the motu | country. As a connector within the health system, we help people to stay well and linked to care. This mahi | work also supports our ambulance service – strengthening community response in an emergency, reducing the number of calls to 111 and providing alternative care options.

Our organisational strategy, *Manaaki Ora*, guides us to 2035 as we work towards our shared vision of 'enhanced health and wellbeing for all'. The Community Health strategy sits alongside the Ambulance Service strategy, showing the different but complementary contribution each make to bring this vision to life.

We have an incredible opportunity to make a lasting difference, and we're proud and humbled to be on this journey with the people of Aotearoa New Zealand. Together, we'll create meaningful, positive changes to health and wellbeing – now and for generations to come.



Tā Tātou moemoeā – Our vision

Ko te mana ora ōrite

Enhanced health and wellbeing for all

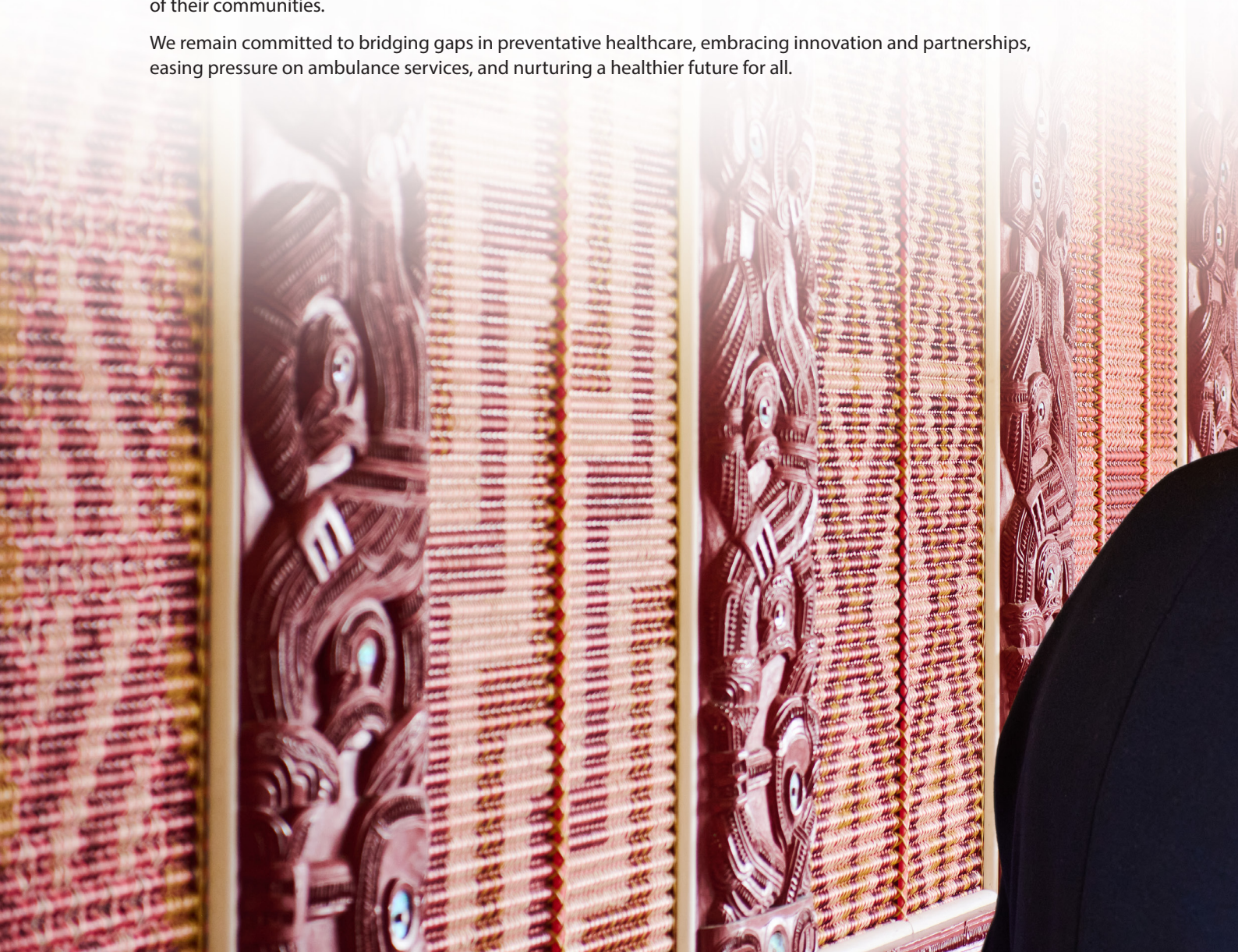
By 2035, we have helped transform healthcare through community-led health programmes and services.

We are as well recognised for our community health leadership and programmes as we are for our ambulance service. We excel at providing comprehensive health education, proactive health monitoring, and nationwide access to health services in Aotearoa New Zealand.

Working alongside our network of partners, we've ensured that all communities, including those in remote and rural areas and our ageing population, can stay well for longer.

In alignment with our commitment to Te Tiriti o Waitangi, we have worked collaboratively to establish enduring, sustainable partnerships with iwi Māori, who are leading efforts to improve the health and wellbeing of their communities.

We remain committed to bridging gaps in preventative healthcare, embracing innovation and partnerships, easing pressure on ambulance services, and nurturing a healthier future for all.



Tā tātou whāinga – Our purpose

Hei āwhina i ngā hāpori ki te whakapakari
i ngā anamata hauora

To help communities nurture healthier futures



Our focus is *prevention* and *wellness*

We put our energy into three areas where we know our work makes a difference:



Health *education*

Through education, training and our programmes for tamariki | children and rangatahi | youth we equip individuals and communities with the knowledge, skills and confidence to take charge of their own health and wellbeing and support others – every day as well as in an emergency. We use our expertise and innovation to make our training and education practical and accessible, because knowing how to help yourself and those around you can change everything.





Health *access*

We improve access to health services by addressing barriers like availability and affordability. Drawing on our deep local knowledge and relationships, we listen closely and respond to what communities say they really need.

As well as being there for communities we also serve as a connector – linking individuals and whānau | families with the right support, services and care.



Health *monitoring*

We support people to track their health and detect risks early, so they feel confident and in control. By having more health data and information and a greater understanding of their condition, New Zealanders can work with their whānau, GP and other health professionals to put a plan in place and take informed steps to stay well.

When something doesn't feel right or a health alert is triggered, we are there to provide clinical assessment and connect people with the care they need – quickly, reliably and with empathy.





Working as one

Our *shared goals*

We are united by our vision of 'enhanced health and wellbeing for all'. We're also stronger and more impactful when we work side by side – across our teams at Hato Hone St John and in partnership with others. To help achieve our vision, we'll focus on two areas where we know that together we can make a greater difference.



Cardiac arrest survival

In Aotearoa New Zealand only 11% of people who experience cardiac arrest in the community survive. Ensuring more whānau are reunited with loved ones is one of the most immediate and life-saving ways we can make an impact.

Every minute counts. By strengthening our chain of survival – from increasing community awareness and growing bystander CPR and defibrillator use, to rapid response and clinical excellence – we can play our part in helping more New Zealanders to survive. Across Hato Hone St John, and working closely with communities and partners, we'll improve systems, training, and access to lifesaving care.



Falls prevention and response

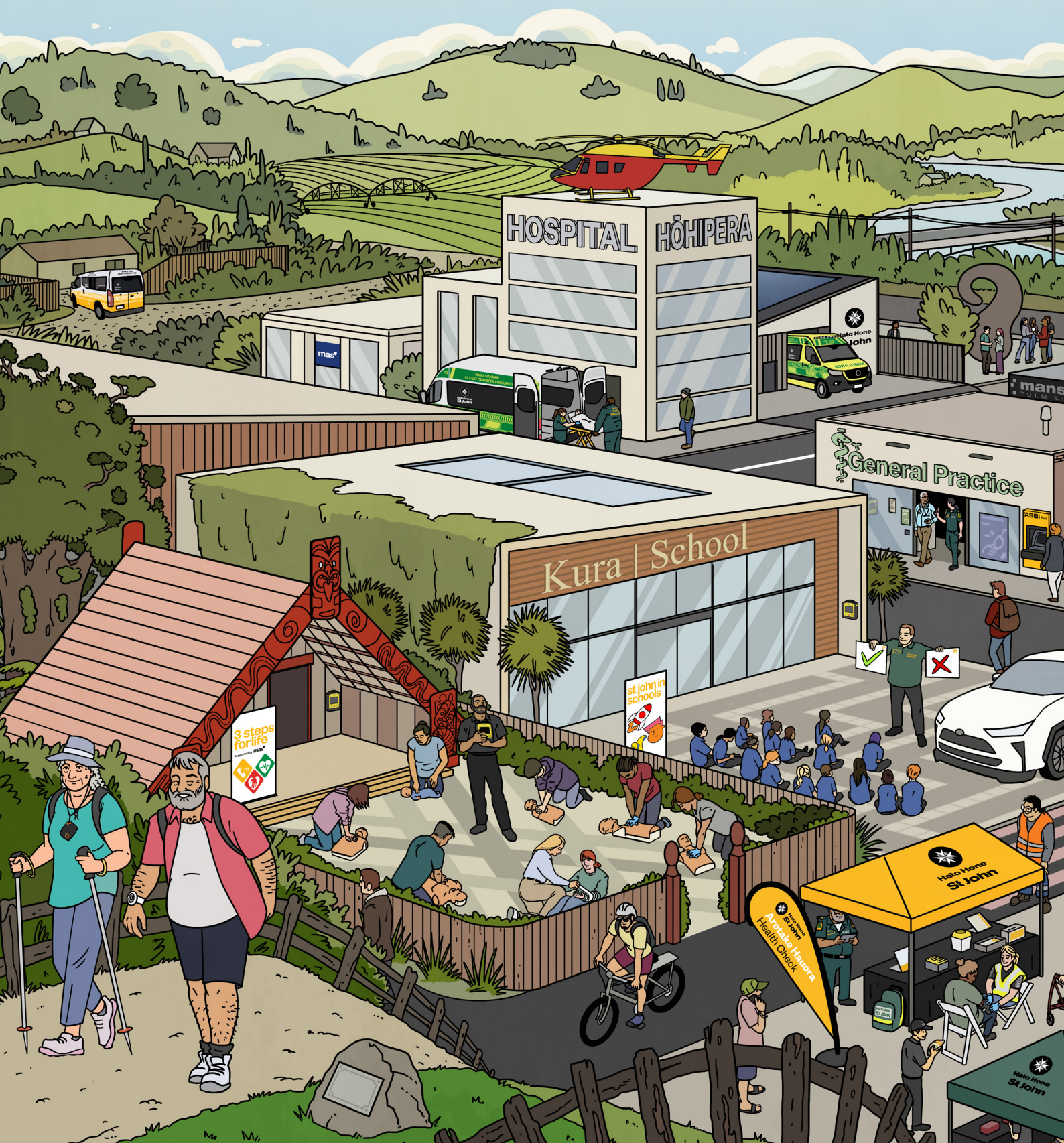
Falls are a leading cause of injury and loss of independence, especially for older people. As our population ages, more people are calling 111 for a fall – around 50,000 New Zealanders a year, nearly 10% of calls we respond to.

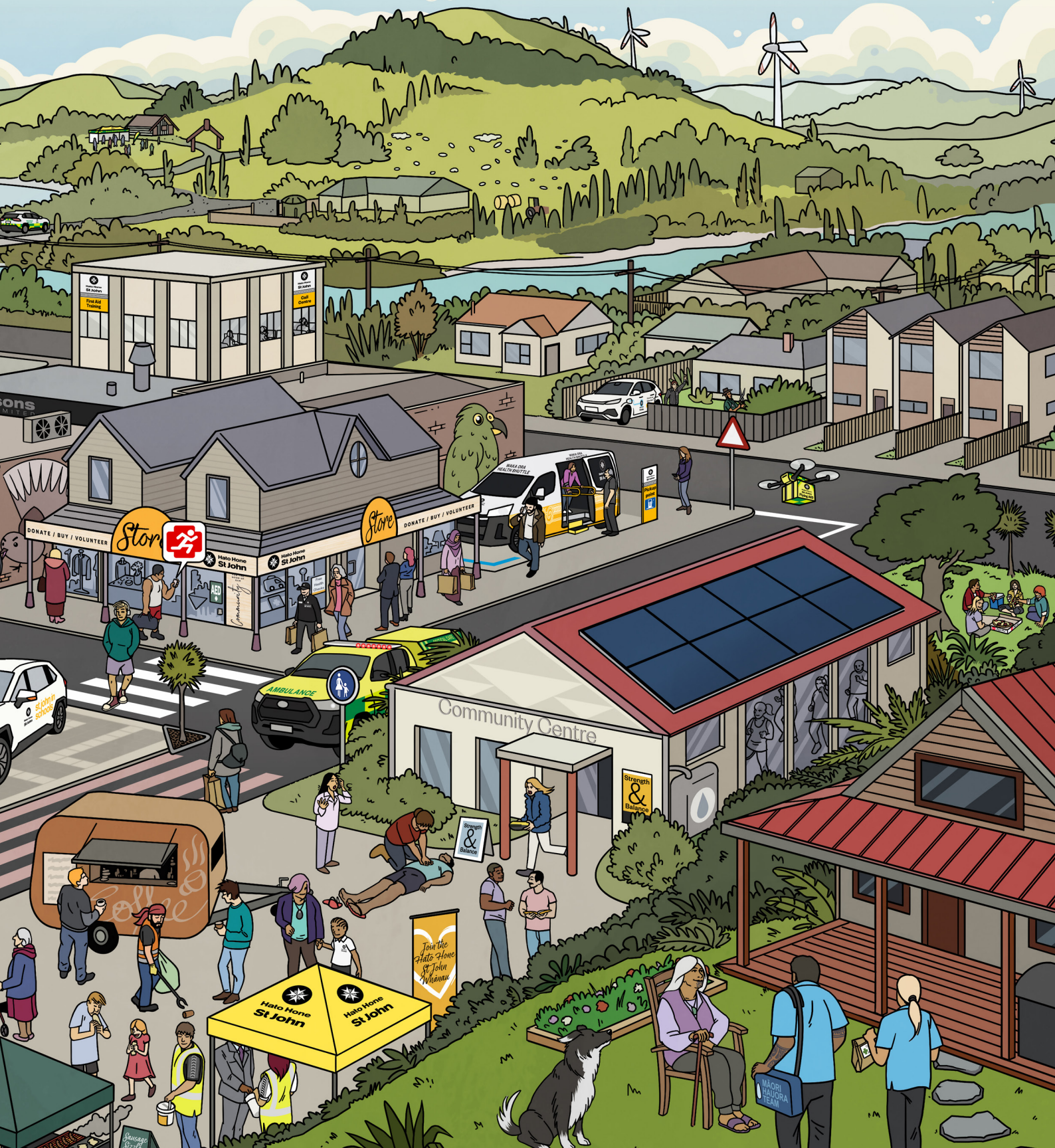
Across both ambulance and community health, we connect with thousands of older people every day – from monitoring medical alarms for over 60,000 customers, to completing more than 90,000 trips a year to health appointments and offering regular phone contact through our Caring Caller service.

Together, we can reduce harm from falls by combining prevention and response – supporting people to stay safe, well, and active in the community through health education, access, and monitoring, and ensuring they get the right care if they do fall.

Let's take a trip to 2035

It's 2035 and Hato Hone St John is just as well known for our Community Health programmes and services as we are for our emergency ambulance care. Across Aotearoa New Zealand, you can feel the difference we're making. Here's what you might see in your community.





A future vision for New Zealanders

Rawiri's story

Partnering with more iwi Māori to save lives

We've built strong, respectful partnerships with iwi Māori across the motu. Working alongside one of our iwi partners, we've identified key priorities together.

Through our Eke Manaaki programme, all of their kaumātua | elderly now have an Ambulance Membership, which covers the cost of an ambulance in a medical emergency.

Recently, Rawiri had chest pain. He called 111 straight away – and that decision saved his life. Without Eke Manaaki, he might have worried about the ambulance cost and hesitated.

Together, we've also designed a community-based diabetes monitoring programme delivered with the local hauora | health provider, hospital and diabetes nurses. It's supporting 200 people and their whānau to take control of their health.

Thanks to this ongoing partnership, more whānau are engaged with Hato Hone St John. Many are volunteering across ambulance and community services, strengthening hauora in their rohe | area and building their own skills at the same time.



Cardiac care in every community

We've been working side by side with communities to make sure everyone has access to a life-saving defibrillator, the skills to use it and the confidence to perform CPR. Over the past 10 years, we've installed 10,000 new public defibrillators that are well-maintained and rescue-ready.

Every year, we educate more than 160,000 people, and two million more New Zealanders now know what to do in an emergency. Many go on to become GoodSAM responders – alerted by an app if there's a nearby cardiac arrest. They're ready and confident to act, wherever they are. Our active responders carry portable defibrillators, so life-saving support is never far away no matter where you live in Aotearoa New Zealand.





Margaret's story

Keeping Margaret on her feet

Margaret's looking forward to attending a falls prevention workshop run by her local Hato Hone St John Area Committee. She heard about the session from the ambulance team who responded to a fall she had at home. At the workshop, she's warmly welcomed by volunteers and while she's there, a physio does a falls assessment and refers her to a local strength and balance class. She also learns about getting a monitored watch so she can get help quickly if she falls. Margaret leaves feeling reassured and more confident that she's better prepared to prevent a serious fall and knows what to do in case of an emergency.

The Area Committee isn't just looking after Margaret – they're also helping to reduce pressure on the ambulance service, which has seen an increase in fall-related calls as the local population ages. They've also recruited and trained 30 volunteer falls responders. These volunteers are alerted by an app and are ready to help when someone falls but doesn't need an ambulance.



Andrea's story

Andrea's visit to her local community hub

Andrea needs to renew her Ambulance Membership, so she pops into her local Hato Hone St John retail store – which is now also a welcoming hub for all things hauora.

In store Andrea also signs up for an online Mental Health First Aid course and picks up a compact first aid kit for an upcoming tramp. Outside, a Waka Ora Health Shuttle is picking up passengers to drive them to their health appointments. Many of the regulars stop in to browse and chat with our volunteers.

Andrea spots a poster for free mobile health checks in partnership with local health providers. She notes the date, planning to bring her dad. He typically avoids the GP, but might just come along for a health check if there's a coffee cart on site.



Bringing our strategic aims *to life*

Hato Hone St John's vision is 'enhanced health and wellbeing for all'. To realise this vision, we're guided by five strategic aims that shape our direction and decisions.

In Community Health, we bring these aims to life every day – not just through the programmes and services we deliver, but in the way we listen, connect, and walk alongside our communities.

Here's how our mahi contributes to each aim:



Improving health for all through excellent care and services

Keeping our communities healthy and well. We focus on prevention and wellness through health education, access and monitoring.

Listening with our hearts. Through actively caring, listening and understanding the needs of communities, we develop services together that make a difference.

Supporting self-determination. We empower people to proactively look after their own health.

Championing equity. Everyone deserves access to health services, and we work to remove barriers for all our communities – especially those with the greatest needs.



Committing to equity for Māori

Understanding Māori health needs. We are deepening our understanding of Te Tiriti o Waitangi, mātauranga Māori | Māori wisdom, and Māori aspirations to empower tāngata Māori | Māori people to achieve improved health outcomes in a mana motuhake | self determined way.

Building authentic iwi Māori relationships. Partnerships with iwi, hapū | subtribe and Māori health providers are based on respect and shared purpose, working together on solutions grounded in mana motuhake.

Developing a culturally competent and inclusive workforce. Our goal is to reflect and serve Māori communities through a culturally capable workforce that upholds tikanga | custom, wairua | spirit and whanaungatanga | kinship.



Partnering for greater impact

Fostering partnerships. Better outcomes happen when we work together – with whānau, communities, health providers, like-minded organisations and government. Our partnerships are built on a shared vision, mutual respect, and an ambition to achieve more together than alone.

Championing a win-win collaboration culture. We stand side by side with other parts of our organisation: the Ambulance Service, enabling services and our international St John whānau to extend our reach and deepen our impact.



Empowering our people to thrive

Living our shared purpose. Purpose connects us – our people are here because they care deeply about making a difference. We want everyone to feel the impact and importance of their mahi in the lives of New Zealanders, every day.

Nurturing our people. We care for and support our people so they can care for our communities.

Valuing volunteers. Volunteers play an essential role in our work, and their compassion, skills and time help us to improve countless lives across Aotearoa New Zealand.

Growing and developing talent. We invest in growth, giving everyone the tools, knowledge and support to reach their potential.



Achieving financial and operational sustainability

Upholding sustainability. We design programmes and services that are impactful, scalable and financially sound, so they can deliver benefits that far outlive us.

Reducing our carbon footprint. Environmental sustainability matters – we carefully consider the environment in our everyday decisions to reduce our carbon footprint.

Here for future generations. We make a difference today, while safeguarding the ability to positively impact tomorrow.



Foundations

for success

These are the key building blocks that help us put our strategy into action.

We can't do it alone – it takes all of us. The contribution of our passionate people, the support of our Hato Hone St John whānau, the strength of our communities, and the commitment of our partners, donors and government are all essential to making a lasting difference.



People and engagement

Our kaimahi | people are the heart of Community Health. A skilled, supported, and inclusive workforce – including our volunteers – is vital so that our programmes are community-led and whānau-centred.



Partnerships and community connection

We work side by side with others to meet local needs and deliver services that reflect the people and places we serve.



Cultural competency and Māori collaboration

Embedding Te Tiriti o Waitangi and deepening our partnerships with Māori ensures a focus on equity and te ao Māori values in everything we do.



Finance and funding

Sustainable funding enables us to expand access, invest in community priorities, and deliver benefits for future generations of New Zealanders.



Assets and technology

Investing in the right assets, infrastructure and technology helps us to reach more people and improve their experience, while remaining sustainable.



Excellence and innovation

To respond to changing community needs and deliver more meaningful outcomes, we need to think differently and do things in new ways. We're always learning and making things better.



Our future *delivery plan*

Our vision takes us to 2035, and we're committed to meeting the needs of communities in Aotearoa New Zealand today and in the future.

We're accountable for our impact, measuring the outcomes that count and reporting transparently.

To deliver our strategy, we will commit to:

Laying the groundwork

We will make sure we're set up in the right way to make the biggest difference we can in our communities, using our resources effectively. We'll do this by reviewing how we work with our communities and engage with New Zealanders to best meet their needs now and in the future. We'll also make sure that our finance and funding model helps us to deliver more of our charitable services around the motu. Lastly, we'll align our services and programmes with our three focus areas: health education, health access and health monitoring, because we know we can maximise our impact where it makes the greatest difference.

Deepening our current impact

Every day we hear stories of how our programmes and services change the lives of people in Aotearoa New Zealand. We'll build on this by growing our programmes to reach more people in more communities, making our current services better, and by developing new local initiatives, driven by community need. As we do this, we're keeping our Hato Hone St John shared goals in mind. We're excited to use our strengths and skills to contribute to improving cardiac arrest survival and reducing falls.

We'll also continue to improve how we measure the impact that we're having on New Zealanders, so we know we're focusing on the things that matter.

Alongside this, we are working hard on new ways to generate income to reinvest in services that grow our impact.

Evolving to meet future needs

By keeping our finger on the pulse, we'll anticipate the changing health needs of communities and develop new, innovative ideas to meet them. We don't know what the future holds yet, but we'll be here and ready to support New Zealanders with innovation in health education, access and monitoring.



The ways we will be shaping the direction of our programmes and services:



NEW

Invest in new products and services, aligned to our focus areas.



GROW

Grow revenue, expand our offerings and our reach and invest in new markets and product and service extensions for greater impact.



MAINTAIN

Hold steady on programmes and services that are doing well, to focus on growing other areas first.



RE-EVALUATE

Consider our options where products and services have limited alignment with our focus areas.



**Kia āwhina i ngā hāpori,
kia ora ai te anamata**

**Helping communities nurture
healthier futures**

**stjohn.org.nz
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