



TĀMAKI, TŪ KOTAHI

Auckland, united we stand

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'ira.dot' is a Rangatahi Māori led campaign to get youth **'dotted'**

'ira.dot' refrains from using the terms **'vax', 'jab', 'shot'** to remove stigma

'ira.dot' campaign aims to unite Tāmaki to **'get dotted', 'to dot their lot', 'to dot their sleeve', 'to connect their dots'** - to get protected

.....

E rau rangatira mā

Nau mai, e tai, ki te ao mārama!

E ngā maunga whakahī, e ngā wai tapu, e ngā mana nō ngā kokonga e whā, tēnā koutou!

Kei ngā ringa raupī, kei ngā ringa raupā o te tī o te tā, e maimoa nei i tēnei reo matahīapo i waiho mai ai ki a tātou i raro i tēnei āhuatanga o te wā nei, tēnā rā tātou katoa.

'ira.dot' is an intervention logic put together and owned by **Te Tira Ira** in response to the low uptake of rangatahi Māori getting their **'dot'** (24k). This team formed out of sheer concern as the current narratives and communication strategies do not reflect the needs, aspirations and **'tairongo'** of rangatahi in online discussions, kāinga, workplaces, kura, kōhanga reo, rumaki, kura kaupapa māori, whare wānanga, kapa haka, hākinakina Māori and more broadly wider kaupapa Māori settings.

The **'ira.dot'** campaign (which had its soft launch this past Friday solely via Social Media Platforms) has already generated significant online interest and discussions with the targeted influencers/networks, rangatahi and whānau that has the purpose of achieving the following key interest elements;

'ira.dot' is supported by **Tāmaki Tū Kotahi** who are a collective of Iwi and Māori Health Provider (via Taumata Kōrero), ADHB, NRHCC, Government Ministries - TPK, MSD, MoE, MoH, Tāmaki Makaurau Kapa Haka Society, alongside numerous corporate partners working hard to ensure 90% of Tāmaki Makaurau **'get dotted'** so that we can all reconnect **'our dots'** at our kura, campuses, learning hubs and communities city-wide. A campaign about connecting **'dots'** and uniting as one.

In order to reach our target goal **we need your help** to get more of our rangatahi **'dotted'**.

Te Tira Ira: Proposed in partnership with Te Taumata Kōrero supported by ADHB & NRHCC a multiple location, synchronised and coordinated drive / walk through **'ira.dot'** event supported by well-known and respected Rumaki, Kura Kaupapa Māori, Kura Tuarua and Whare Wānanga to unite safely to support and engage their networks. The synchronised deployments are preceded by the **'ira.dot'** online campaign and full media spread (social media / print / radio / tv) promoting, explaining and advocating the **'ira.dot'** events and kaupapa. The focus and outcome to **'be dotted'** is by informed consent, knowledge, invitation, respect, safety, mana and tapu.

Cultural Connection

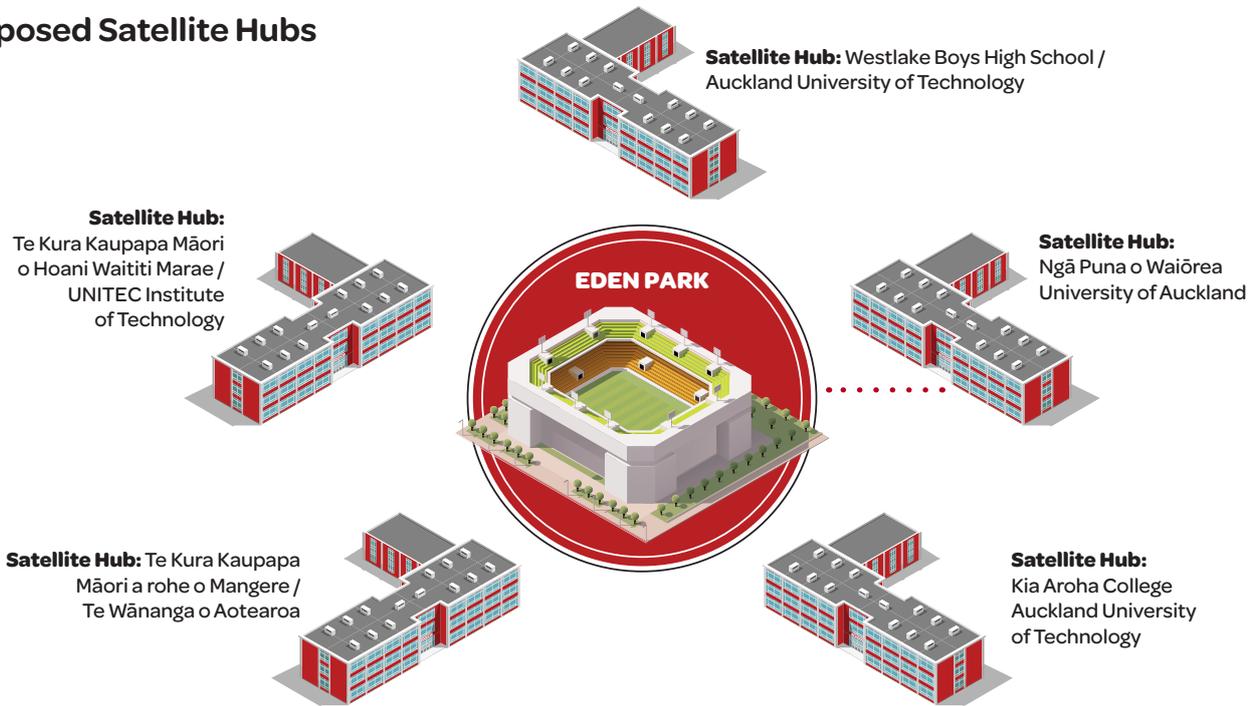
'ira.dot' recognises the inherent connectedness and interdependence to all things from our tūpuna down to us. It is how we can unite to protect ourselves from Covid-19. This includes our whānau and our wider communities that make up the diverse cultural melting pot that is Auckland.

Over the next few weeks, our **'ira.dot'** campaign will be encouraging everyone in Tāmaki Makaurau to **'get dotted'**, **'to dot their lot'**, **'to dot their sleeve'**, **'to connect their dots'** - to get protected so that we as a community can enjoy our lives moving forward. Unless we unite and do this together, we will remain

apart. *"Tāmaki tū kotahi, wehe ka ngaro."*

Eden Park, the spiritual and cultural home of many legends will be joining our five Auckland secondary school hubs on the 6th and 7th of November so you and your whānau, our rangatahi/ students, kaiako/teachers and support staff within our kura/ school and universities can **'get dotted'**. There are some amazing prizes up for grabs (For Rangatahi / Kura / Staff and Whānau) and we will be updating our website and social media posts with this information over the coming week.

Proposed Satellite Hubs



Health Board Support

First and foremost this is a health kaupapa which is being driven by Tāmaki Makaurau Māori Health providers under the umbrella of 'Te Taumata Kōrero' and supported by ADHB & NRHCC to ensure this kaupapa has health and safety for everyone, at the forefront. These agencies have been delivering their services within Tāmaki Makaurau communities over the last 11 weeks.

Te Tira Ira developed the **'gotyadot'** campaign as an alternative way to reach out to rangatahi 12 to 34yrs by utilizing platforms that this audience frequents and who may not have been captured thus far. If the last four days are anything to go by, **'ira.dot'** has definitely 'kick-started' the kōrero / discussion happening amongst our rangatahi, whānau and wider communities about **'getting dotted'**.

We would like to take this opportunity to acknowledge the following entities for their support and contributions to the Te Tira Ira team in rolling out the 'gotyadot' - 'ira.dot' campaign;

Tāmaki Makaurau Kapa Haka Society | Ngā Puna o Waiōrea | Te Kura Kaupapa Māori Hoani Waititi Marae | Kia Aroha College | Te Kura Kaupapa Māori a rohe o Mangere | Westlake Boys High School | Te Kura Māori o Ngā Tapuwae | The University of Auckland | Auckland University of Technology | UNITEC Institute of Technology | Te Wānanga o Aotearoa | Ministry of Education - Tāmaki Makaurau | Ngā Manu Kōrero - Te Whaitua o Uenuku | Ngā Manu Kōrero - Tāmaki ki te Waitemata | ASB Polyfest Trust

We also acknowledge our current corporate sector partners and high value sports personalities and teams including;

2 degrees | Vector | NIB | Fonterra | Skycity | Eden Park | The Blues | Panasonic

We also look forward to the Harbour Bridge, Skycity and Eden Park being lit up with our 'ira.dot' campaign colours on Saturday 6th November.



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SO HOW CAN YOU HELP?

We need you to spread the word about **'ira.dot'** within your own school and higher learning institutions. Here's how your staff can do this on social media. Just click the button on the right to get the ira.dot official logo.



Facebook:

1. Select one of the graphic options to post on your Facebook Post
2. Tag **@gotyadot** Facebook Page in the actual post
3. Tag **@gotyadot** Facebook Page in the post caption
4. Use any of the hashtag s below and include in your post caption
5. Feel free to add caption that you may think will draw your audience

Instagram:

6. Select one of the graphic options to post on your story
7. Tag **@gotyadot** so it is visible on the story
8. Use any of the hashtags below and include in your story
9. Feel free to add caption that you may think will draw your audience

Shareable Poster:

Please use this poster to send out to your kura/school communities - students and whānau, upload to you websites, Facebook or Instagram Pages, load onto your LCD screens on campuses and within your buildings. Please also feel free to share with your internal school student councils, your prefects and student leader along with your Board of Trustee Members.



If you have any queries and would like to speak with one of **'Te Tira Ira'** team, you can contact us via;

info@gotyadot.co.nz | Call: 022 499 7655 (Tracey Watkinson)

or alternatively you can view information on;

gotyadot.co.nz



@GotYaDot

#GotYaDot #DotTheLot #Dotted #TeTiraIra

