



3 December 2009

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Tēnā koe Cherie

**Re: Pharmaceutical Management Agency Consumer Participation  
Discussion Document**

The New Zealand Nurses Organisation (NZNO) welcomes the opportunity to comment on the Pharmaceutical Management Agency (PHARMAC) Consumer Participation Discussion Document. We are very supportive of PHARMAC strong commitment to consumer participation and education of the public on its function, role and responsibilities relating to funding of medicines in Aotearoa New Zealand.

However, while we support the PHARMAC *public participation spectrum* for consumers we would like to see the inclusion of:

- principles of participation that reflect the diversity of consumer engagement across Aotearoa New Zealand population groups; especially those principles focused on reducing inequalities in PHARMAC Māori Responsiveness Strategic Action plan<sup>1</sup>;

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<sup>1</sup> PHARMAC. 2007. *Te Whaioranga Māori Responsiveness Strategy Action Plan*. Wellington: PHARMAC.

- improvement of communication channels to reach Māori consumers, communities and their healthcare providers;<sup>2</sup>
- appropriate settings for delivery of consumer engagement; for example kanohi ki te kanohi delivery maybe best delivered at a marae setting;<sup>3</sup> and
- using professional nursing workforces, to access, engage and deliver consumer education and provide a vital link between consumers, their whānau and other clinical, medical and funding services.

NZNO wishes to draw to your attention the role of nurses as the key interface and advocate for consumer participation and recommend the inclusion of nurses as a key health professional to be involved in further discussions about improving consumer participation and education.

Nāku noa, nā



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#### **NEW ZEALAND NURSES ORGANISATION**

The New Zealand Nurses Organisation (NZNO) is the leading professional body of nurses and nursing union in Aotearoa New Zealand, representing over 44 000 nurses and health workers. Te Runanga o Aotearoa is the arm through which our Te Tiriti o Waitangi partnership is articulated. Our members include nurses, midwives, students, kaimahi hauora, health care workers and allied health professionals.

The NZNO vision is “Freed to care, Proud to nurse”. Our members enhance the health and wellbeing of all people of Aotearoa New Zealand and are united in their professional and industrial aspirations.

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<sup>2</sup> PHARMAC. 2007. *Te Whaioranga Māori Responsivenss Strategy Action Plan*. Wellington: PHARMAC.

<sup>3</sup> Alliston, L and Cossar, D. 2006. *The participation and engagement of Māori in the decision making process and other government initiatives: A literature review prepared for the Electoral Commission*. Wellington: Research New Zealand.