SHORE & Whāriki, comprised of two multidisciplinary research groups, is a University Research Centre, based in the College of Health at Massey University.

The research centre works in a Te Tiriti o Waitangi partnership process to produce excellent research with the aim of improving health and wellbeing in Aotearoa, New Zealand and globally.

**SHORE**

Standing for Social and Health Outcomes Research and Evaluation, SHORE is a WHO collaborating centre that focuses on public health research and evaluation.

SHORE aims to foster the translation of research findings into practice and policy that will enhance social and health outcomes and reduce health inequity.

**TE ROPU WHĀRIKI**

Ko tou hikoi i runga i oku whariki
Ko tou noho i toku whare
E huakina ai toku tatau toku matapihi

Your steps on my Whāriki
Your respect for my home
Open my windows and doors

Whāriki aims to tautoko (support) Māori communities and contribute to Māori advancement by uplifting the health of Māori people and whenua (land).
Message from the Directors

WHARIKI

We hoped for a less challenging year, but this didn’t really deliver. Despite talk of post covid, it was anything but, with staff and whanau who had escaped earlier surges contracting covid in 2022. Again, we made travel plans and managed some but cancelled others. On a positive note, four of our team visited Gail Tipa and team in Waitaki, Te Wai Pounamu as part of our Health Research Council of New Zealand programme Tangata Whenua Tangata Ora: Investigating health gain through whenua initiatives. Our spirits were lifted by their mahi in restoration and making places of connection and hauora for their people to enjoy now and in the future. We also met with some of our overseas collaborators who travelled here for the first time since covid began. We are optimistically planning future face to face meetings. As I write this in 2023, the year we had looked forward to is no less challenging for our many partners, particularly so for the people of Tangoio Marae (within the takiwa of Maungaharuru – Tangitu hapū, north of Napier). I want to acknowledge what a privilege it is to work with my Whariki colleagues and the whanau, hapu, iwi and other organisations we walk alongside. He mihi nui i o koutou kaha me o koutou manawanui.

SHORE

SHORE staff also experienced COVID throughout 2022 and some suffered ongoing effects for several months. We appreciated the fact that we were able to continue our work on site or at home as felt appropriate to each staff member and many workshops and project meetings were held virtually. Things got back to normal in the latter part of the year and we were very fortunate to have an in-person visit from an international alcohol policy scientist (funded as part of an HRC project) who was able to provide input relevant to alcohol law reform to Ministry officials in face to face meetings. We also held a face-to-face workshop on regulation of digital marketing in Wellington (MURF funded) which was very well attended. Some staff attended overseas conferences to disseminate research and continue to build important collaborations and fulfil project requirements. Despite the difficulties, new projects and collaborations began. Funded by a Marsden grant and a Health Research Council grant a new research area on the impacts of ableism on health was initiated, bringing a new staff member to SHORE and one to Whariki. With an HRC grant new research on regulating retail of vaping products was initiated. I appreciate the commitment to our work which SHORE staff have continued to evidence in a difficult year and also the ongoing positive relationship with Whariki, in our real life experience of co-governance.
Policy Seminar - The Digital Ecosystem and Marketing of Unhealthy Products: Finding a Way Forward

SHORE hosted a cross-disciplinary seminar bringing together people concerned about digital marketing of unhealthy products with policy practitioners, advocates and researchers to explore the use of AI, data commodification, the social licenses of digital platforms and pathways to regulation. The hybrid event was held live in Wellington and online with funding from the Massey University Research Fund.

Presentations ranged from advances in algorithmic marketing to implications for Māori data sovereignty.

As one attendee noted, it was a “Fantastic session – was really great to hear from researchers and people from outside of the typical public health sphere. I would love to see SHORE coordinate a forum for advancing some of these conversations – I now feel an urgent need for engagement with political processes.”

Alcohol is an Important Risk Factor For Child Maltreatment

After securing the Sir Charles Hercus Fellowship in 2019, Associate Professor Taisia Huckle in collaboration with Dr Jose Romeo has been analysing the impact of parental heavy drinking on child maltreatment in Aotearoa, New Zealand using IDI data from a cohort of children and their parents over the years 2000 to 2017.

Findings from the Health Research Council funded study show a 65% increased risk of child maltreatment if children are exposed to parents with hazardous consumption and between 15% and 11% of child maltreatment in Aotearoa could be caused by alcohol.

This research, published in the high impact journal Addiction, shows that alcohol consumption by adults negatively impacts the health, and well-being of children in Aotearoa, New Zealand and suggests the value of implementation of effective alcohol policy to achieving the government’s goal of Aotearoa New Zealand ‘being the best place in the world for children and young people (Child and Youth Wellbeing Strategy, 2019).
International Alcohol Control (IAC) Study Expands: Introducing IAC SAFER

This year investigators from fourteen countries from Asia, the Western Pacific and Africa joined the International Alcohol Control (IAC) Study to assess the alcohol policy environment in their jurisdictions, with funding support from the Thai Ministry of Public Health International Health Policy Program and FORUT, a Norwegian development programme. Using a novel policy index, participating countries measure policy strength and the extent to which policies are having an impact on the alcohol environment. The international comparability of the index helps identify and communicate opportunities for stronger policy to reduce alcohol harm.

SHORE project members (Sally Casswell, Taisia Huckle, June Leung, Steve Randerson, Karl Parker and Thomas Graydon-Guy) extended the index in 2022 – now called the IAC SAFER Monitoring Tool - to assess all policies recommended in the World Health Organisation's SAFER package and alcohol industry influence in policy making.

The tool was also used to make a comparison of New Zealand's alcohol policy environment in 2022 with 2013, and with the environment in Canada, Australia, Republic of Ireland, Lithuania, Netherlands, Norway and Finland. The New Zealand work involves a new collaboration with Georgia McLellan and Matt Roskruge of Te Au Rangahau, support from Te Whatu Ora – Health New Zealand and the vital contributions of research partners in the participating countries.

Te Ngāngara: Young People, Social Media and Digital Marketing

This project, funded by the Marsden Fund of the Royal Society of New Zealand, is a collaboration with the University of Auckland and the University of Queensland. The team includes - Professor Antonia Lyons (Auckland University), Dr Angela Moewaka Barnes, Associate Professor Ian Goodwin, Dr Jessica Young, Associate Professor Nic Carah and Professor Tim McCreanor.

Social media are now central to young people's social worlds, but this digital landscape enables targeted marketing of legal, psychoactive products. The purposive design, production and marketing of unhealthy products that stimulate habitual consumption and pleasure to maximise profit has been called ‘limbic capitalism’. Social media are underpinned by a business model that intensifies limbic capitalism by generating, analysing and selling vast amounts of personalised data.

How do young people manage this digital world? How do they engage with and respond to unhealthy commodity marketing online? The research, grounded in data from young people living life online, will extend theories of limbic capitalism in critically and culturally relevant ways. It will: (a) investigate young participants’ (14–20 years) social media practices, (b) identify how digital marketing of alcohol, tobacco and e-cigarettes gains their attention, (c) explore how social media encourage compulsive use, addictive behaviours and consumption-based identity work and (d) examine what strategies young people use to navigate and resist digital marketing.

The research uses survey, digital ethnographic and in-depth discussion methods, and culturally relevant methodologies, to explore how experiences vary across key social and ethnic groups. Materials that help to challenge limbic capitalism practices on social media platforms will be developed.

The project has obtained ethics, completed the survey and is analysing the data. Māori and Pakeha Doctoral candidates have been recruited and a conceptual paper has been published. In addition, an article has been submitted to the Conversation, a project website/publicity has been recreated and first ‘findings’ article on vape marketing for a peer-reviewed journal has been drafted.
Rainbow Communities and Alcohol

Research funded by Te Hiringa Hauora | Health Promotion Agency and published by Associate Professor Jeffery Adams and colleagues in 2022 reported how alcohol and the alcohol industry are firmly imbedded within rainbow communities (an umbrella term for people who are transgender or gender diverse, not straight heterosexual, and who are intersex).

For many Rainbow people the presence of the alcohol industry is seen positively – with recognition that industry attention is a way of legitimising people and communities who have historically been marginalised and oppressed. Others saw this attention as negative and problematic, not driven by alcohol industry altruism but driven by commercial imperatives. Public health initiatives to address alcohol issues will need to take account of the social and cultural situations of Rainbow people and will need to engage with Rainbow community organisations to counteract the negative impact of the alcohol industry.

Third Edition of ‘Alcohol Policy Bible’ Published

Alcohol No Ordinary Commodity, the third edition, was sent to the publisher (Oxford University Press) in 2022 after three years of research review and consensus development among 10 scientists drawn from around the world, two of whom were from SHORE & Whāriki Research Centre – Professor Sally Casswell and Associate Professor Taisia Huckle.

The book presents, in a comprehensive, practical and readily accessible form, the accumulated scientific knowledge on alcohol research and effective alcohol policies. The aim is to inform policy makers and advocates of the most effective approaches in what is always a hotly contested policy arena. In addition to the 16 chapters reviewing the policy process and effectiveness of interventions the book includes ratings of 69 policy options as ‘best practice’, ‘good practice’ or neither.

Proof copies were shared with New Zealand government officials working on the current alcohol law reform and the book has already been translated into several languages including Chinese, Thai, Russian, Spanish and Portuguese.

Cannabis Social Clubs

Dr Marta Rychert and Associate Professor Chris Wilkins published two chapters in the first academic book on cannabis social clubs published by Routledge. Cannabis social clubs are not-for-profit associations of adult cannabis users who grow and distribute cannabis among themselves in line with harm reduction approach. The book includes contributions from leading international scholars who investigated how the model works, or could work, across the globe from Uruguay, Spain and Belgium to New Zealand.
As New Zealand’s medicinal cannabis scheme entered its post-implementation stage, the research team on the Health Research Council-funded project continued to investigate the changing medicinal cannabis market in New Zealand, patterns of use and doctors’ prescribing practices. The team identified challenges if new ‘cannabis clinics’ are to be integrated into the New Zealand healthcare system and the barriers to prescribing medicinal cannabis. In the final phase of this 3-year project, Lead Researcher Dr Marta Rychert and team member Associate Professor Chris Wilkins shared key insights with the Ministry of Health, and presented to a group of law and health professionals at the New Zealand Medico-Legal Congress. A commentary and two research papers led by Vinuli Withanarachchie were published in national and international health journals. The team analysed how new ‘cannabis clinics’ are integrated into the New Zealand healthcare system. Vinuli will continue her work in this area as an incoming PhD Candidate at the SHORE & Whāriki Research Centre.

**Cannabis Clinics in Aotearoa**

New Zealand's Own Darknet Drug Market: “Tor Market”

New Zealand may seem, on the face of it, an unlikely location for a rising international darknet drug market, due to its geographical isolation from the large European and U.S. drug markets, small domestic population, and historical absence of any substantial cocaine and heroin supply. Yet these factors may be exactly what has driven the rise of New Zealand's own darknet drug market: Tor Market. Darknets provide anonymous and direct access to international drug sellers who have MDMA, cocaine and opioids for sale, drug types not easily accessed in physical drug markets in New Zealand. These international sellers are unlikely to otherwise have any interest or personal network to allow them to supply these drugs to the small distant New Zealand market. A Royal Society Marsden funded study, undertaken by Associate Professor Chris Wilkins, Dr Marta Rychert, Thomas Graydon-Guy, and Dr Jose Romeo, identified and monitored the rise of Tor Market over two years via weekly scrapes of the darknet ecosystem.

**Research Highlights**

Using Virtual Reality in Research on Vaping

Associate Professor Chris Wilkins, Dr Marta Rychert, Dr Jose Romeo, Thomas Graydon-Guy, Robin van der Sanden are working with a range of local and international collaborators with funding from HRC. The study uses innovative virtual reality simulations to identify e-cigarette product attributes (i.e., price, nicotine potency, health warning) and vape shop characteristics (i.e. external signage, staff engagement) that encourage e-cigarette purchase by existing smokers while discouraging purchase by young non-smokers.
Rangatahi Perspectives on Hauora and Wellbeing in Aotearoa

This is a collaborative project with Te Herenga Waka, Victoria University and lead by Dr Octavia Calder-Dawe and Dr Teah Carlson with funding from the HRC and Nga Pae o te Maramatanga. There is a great deal of interest, debate and concern about the wellbeing of young people in Aotearoa, and for good reason. A range of indicators suggest that rangatahi are experiencing high levels of stress and distress, while navigating increasing educational and social pressures in a context of widening inequities and climate emergency. So, what can be done to improve the lives of our rangatahi? This research is a qualitative project designed to elicit in-depth, contextualised understandings of what shapes the wellbeing journeys of our young people, today. The findings draw on interviews conducted in 2019 and 2020 with rangatahi aged between 16 and 20, living in Tāmaki Makaurau (Auckland). Young people with diverse experiences and identities in relation to culture, gender, sexuality, class, disability and educational stage and trajectory were invited to take part. Interviews were open-ended, with plenty of space for connection and exploration to ensure that the ideas, experiences and issues our analysis foregrounds aligned well with rangatahi priorities. The analysis builds from these conversations and was shaped and refined in 2021 through wānanga and hui processes with rangatahi. In 2022, the research was published in several journals.

Raranga, Raranga Taku Takapau: Hapū Ora for Tamariki

The project took a co-design approach with whānau, hapū, iwi and communities to support mātauranga Māori hapū ora concepts and practices. Whariki was one of the multi-institutional partners, with four sites participating in the North Island (Tāmaki Makaurau, Te Whare Pora at Flaxmere, Rāhui Pokëka, and Ngāti Haunui). Writings included a cross site document outlining learnings and identifying transformational opportunities. A wide range of stakeholders were involved from the beginning, including whānau, providers and practitioners across different settings, areas of mātauranga and practices. Although the project came to an end in late 2022, the research team made plans into the future, including working with providers and others in the hapū ora space. This is particularly salient in the current climate, with recognition that the sector and the way we approach pregnancy and birthing needs to change.

Whariki investigators: Helen Moewaka Barnes, Teah Carlson, Angela Moewaka Barnes, Hira Moewaka Latimer. Funded by A Better Start 2020-2022

Photo credit: Moana Waitoki
Tackling Ableism

Phase one of our three-year HRC research project, Tackling ableism to remove barriers to participation in sport and recreation involved using Q methodology to identify ableist attitudes and practices across the sport, PE and active recreation sectors. We conducted Q sorts and interviews with 40 administrators, managers, coaches, and PE teachers. Participants arranged 40 attitudinal statements on a grid according to their level of agreement or disagreement with each (see pic) and talked about their statement placement and implications.

A factor analysis and interpretation of the Q sorts is identifying distinctive viewpoints across the sectors, while coding and analysis of the interviews is increasing understanding of the role played by ableist attitudes and practices in inhibiting the participation of disabled young people in sport and recreation. In Phase two the findings will be taken into workshops with sector stakeholders and resources designed to ‘tackle’ ableist attitudes and practices to increase their participation.

The SHORE & Whariki project team: Dr Penelope Carroll, Professor Karen Witten, Dr Solmaz Nazari Orakani, Dr Belinda Borrell, Dr Chérie Harris.

Some Improvements Found in the New Zealand Private Rental Sector

Around 34% of New Zealand households rent their homes and 85% of these rent within the private rental sector. Compared with owner occupied housing, private rental housing is typically in poorer condition.

In 2021, our research team, Professor Karen Witten, Dr Penelope Carroll, Dr Simon Opit, Karl Parker, Associate Professor Taisia Huckle and Thomas Grayson Guy, with funding from BRANZ, replicated a study with tenants and landlords conducted in 2015/16.

In the intervening years amendments to the Residential Tenancies Act and Healthy Homes legislation aimed to increase tenure security for tenants, improve the condition of rental properties and protect tenant health and wellbeing. In the six years between studies, expectations around improved insulation standards had been met and accounts from both tenants and landlords indicated signed tenancy agreement and bond lodgment rates had improved. However, despite regulatory efforts to improve housing conditions and tenant security, many tenants remain in vulnerable housing situations due to the unaffordability of housing and a reluctance to seek improvements for fear of rent increases. Home ownership remains an aspiration for most tenants which has the flipside impact of rental housing continuing to be seen as a second-class housing option.
Relationship Between Children’s Third-place Play and Their Level of Physical Activity

Third-place is any accessible public space of a neighbourhood other than one’s home (first place) or school (second place). Third places can be divided into destinations (e.g., parks, playgrounds, shops), threshold spaces (e.g., semi-public spaces adjacent to home, such as driveways, grass verges and car parks), and transitory spaces (e.g., the routes that link children’s daily destinations, such as footpaths, alleyways, pavements, streets).

This project involved 1102 students aged 8–13 years from 19 schools across Auckland. One of the aims was to understand children’s use of third places during weekday out-of-school hours and parents’ self-reported views of the neighbourhood environment.

The research found that playing in green places near home was associated with more time spent in light physical activity and less sedentary behaviour. Children who played in street places near home (e.g., driveways, footpath, carpark) spent more time in moderate to vigorous physical activity. Children with parents who perceived their neighbourhood as more connected were more likely to engage in third-place play.

This project is funded by the Health Research Council and conducted by a cross institutional group from SHORE and Whāriki Research Centre (Massey University), the University of Auckland and Auckland University of Technology (AUT).

The SHORE & Whāriki project team:
Dr Judy Lin, Professor Karen Witten, Dr Penelope Carroll, Dr Jose Romeo

Diminished Inclusivity of Public Space

SHORE & Whāriki recently completed an investigation into community engagement in alcohol licensing and the effects of alcohol on neighbourhood spaces, funded by Te Whatu Ora – Health New Zealand. The findings add to growing concern that the Sale and Supply Alcohol Act of 2012 (the Act), which is under review by the government, contributes to health inequities.

The research teamanalysed recent licensing decisions and undertook interviews with people in eight lower-income residential neighbourhoods in Aotearoa. The study recorded the substantial barriers facing objectors, particularly in under-resourced communities, including institutional racism and failures to meet Crown obligations under Te Tiriti o Waitangi.

The findings also provided new insights into how drinking and alcohol supply impacts people’s activities outside of town centre nightlife zones. Alcohol supply, use, noise and rubbish in residential areas made people feel unsafe to walk or use local parks and shops, particularly families and young people.

A series of graphic resources and media stories were developed to disseminate the findings and are available here.

The project team included Steve Randerson, Dr Liz Gordon, Professor Sally Casswell, Dr Judy Lin, Dr Belinda Borell, Dr Marta Rychert, Associate Professor Taisia Huckle and Thomas Graydon-Guy.
The Māngere E-Bike Trial – Stage 2

This project is funded by Auckland Council’s Nga Tiriti Ngangahau - Climate Change Fund and conducted by SHORE members Professor Karen Witten, Dr Simon Opit and Mackie Research. E-bikes enhance the benefits of riding a bicycle making them a more viable transport option for people with a range of fitness and for travelling longer distances. Research has shown that riding a bike for transport or just for fun can improve health and wellbeing. However, e-bikes are expensive to buy and rent and shared e-bike services (such as Lime or Beam) are not available beyond central city areas. The Māngere E-Bike Trial is evaluating residents’ interest in, and the viability of, integrating an e-bike into household travel. It builds on a successful series of ‘Give-it-a-Go’ workshops (run with Time to Thrive, a local cycling advocacy community group), that gave locals an opportunity to ride an e-bike for the first time. This earlier work and overall support for the Māngere e-bike initiative is supported by National Science Challenges Ageing Well and Healthier Lives through the ACTIVATION project.

The Stage 2 trial is ongoing and involves loaning e-bikes to participants for a three-month period and evaluating their use and experiences of riding, desire to continue using an e-bike, and potential to change travel behaviour. Primary data are being collected through pre- and post-trial surveys and interviews with participants.

Early indications are that most participants are using their e-bikes extensively. Participants who have completed their trial period commented on their disappointment at having to return their e-bikes. Many found it to be a positive change in their daily routines and several said it significantly reduced their weekly costs by reducing their driving. To maintain this positive momentum, the research team, led by Mackie Research, have successfully applied for funding from Waka Kotahi to test different long-term e-bike access schemes with the participants from the trial.

Using AI to Assist Research

A research proposal from our Centre to examine the framings used in media coverage and documents relating to alcohol policy developments in Aotearoa is under consideration by the Health Research Council. If successful, this will be the team’s first use of AI to assist coding of discourse. Our Research Software Engineer, Thomas Graydon-Guy (pictured) has piloted this procedure and will carry out the first stage of analysis using the recently released GPT-4.
Coordination

Evaluation

Support to the public health sector to build planning and evaluation skills was undertaken through the year. Funded by the Ministry of Health online and face-to-face workshops and mentoring and support was provided to individuals and organisations throughout the country. Demand for support and training remained high despite the disruptions caused by COVID.

One example was Tū Ora Compass Health Wairarapa, which accessed training and individual support and mentoring to support the delivery of “What about you? Wairarapa community alcohol, drug and mental wellbeing campaign”. The organisation described the following benefits:

“Having access to evaluation support and coaching will enable us to more effectively assess the impact of the campaign in terms of achieving specific objectives and outcomes, and identifying learnings and insights for future activities …

Easy access to fit-for-purpose evaluation training is essential for public sector agencies to help ensure funded programmes are delivering the identified outcomes and benefits for the communities we serve.”

Whakataukī – CAYAD Mission

E hara I te toa takitahi, engari he toa takitini
Success is not the work of one, but the work of many

This whakataukī highlights the importance of the work of many to achieve great things and has been the bedrock for mahi/work by the Community Action on Youth and Drugs (CAYAD) National Coordination Team (NCT), as is the importance of whanaungatanga strong relationships. NCT is comprised of Trina Baggett and Steve Randerson and is funded by Te Whatu Ora Health New Zealand.

NCT are tasked with providing workforce development for 21 CAYAD sites throughout Aotearoa New Zealand, 80% of which are housed in Māori health providers. For the past 24 years CAYAD sites have worked alongside their community members to create environments that reduce the harm of alcohol and other drugs for taiohi/young people and their whānau/family. NCT supports CAYAD providers with guidance and advice, responses to legislation and policies, coordination of hui, induction of new coordinators and managers and networking with national stakeholders. A highlight in 2022 was organising a very successful national hui in Tūranangui-a-Kiwa, Gisborne.

Easy Evaluation Chinese workshops

A new innovation for the Evaluation training was the workshops in Auckland and Christchurch for Chinese health and social service agencies which were well attended (a total of 85 participants). Participants provided positive comments about the evaluation support received and felt this is considerable need for this type of support within Chinese organisations.

Most people and organisations do not have the concept and methods of evaluation, especially immigrant groups. This workshop [delivered in Mandarin Chinese] is very much needed.

It is a much-needed workshop. It can provide a shift in Chinese thinking … Now I know the importance of evaluation and how to do it.
Ken Taiapa

Voice. Story. Journey. In March 2022 Ken Taiapa was awarded his PhD which was achieved in partnership with Ngāti Tāwhirikura hapū in New Plymouth, Taranaki. The research used haerenga kitea and pūrākau methods to tell the story of how the hapū mārakai (community garden) was developed to provide healing from the adverse effects of the Treaty Settlement system. With the support of his supervisors Professor Helen Moewaka Barnes and Professor Tim McCreanor, Ken worked with the hapū to reclaim their voice through the research to tell their own stories of the journey to healing that came from reconnecting to whenua and remembering the tikanga practices embedded within it. He and Helen continue to work with the hapū as part of the HRC-funded Tangata Whenua Tangata Ora research programme exploring the hauora that arises from whenua initiatives.

Robin van der Sanden

Social media drug markets

PhD research provides insight into the growing trend of social media drug markets in New Zealand. As part of Marsden funding grant exploring the rise and impact of online drug markets in New Zealand, SHORE PhD student Robin van der Sanden (supervised by Associate Professor Chris Wilkins, Dr Marta Rychert, and Dr Monica Barratt of RMIT in Melbourne) explores the use of social media and messaging apps to facilitate local drug transactions across New Zealand. As part of this project, Robin and her supervisory team have published the first in-depth academic exploration of Discord drug servers, a unique local social media drug market trend which received significant coverage in the New Zealand media. The research aims to inform drug policy responses to this emerging trend as well as harm reduction initiatives. Findings have been published in a range of drug-related academic journals such as the International Journal of Drug Policy.

Jintana Jankhotkaew

Jintana Jankhotkaew is enrolled as a doctoral candidate supervised by Dr Taisia Huckle and Professor Sally Casswell and conducting research on the implementation of alcohol policy in 77 provinces in Thailand. She was unable to travel to NZ in the first year of her study because of COVID-19 but arrived to be based in the Centre in November 2022.
Overall Research Performance

Publication share by Subject Area

Scholarly Output in SHORE & Whariki current, by amount of international, national and institutional collaboration
Meet the Team

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