



SEMINAR

Department of Public Health



University of Otago, Wellington | 23A Mein Street | Newtown | Wellington

When good interventions go bad: Learning from failure. Dr Heather Gifford, Whakauae Research

Failure is something we seldom talk about publically, but there is great potential for learning when interventions fail. In this seminar Heather will describe an intervention study aimed at supporting Māori student nurses to quit smoking before graduation. Despite careful planning, kaupapa Māori theoretical grounding, and much hard work in six tertiary settings, the intervention failed to even get off the ground. Heather will discuss possible reasons, and ask: what does this teach us? What are the implications for other projects and settings?



Dr Heather Gifford is a member of the ASPIRE 2025 collaboration, and founder of Whakauae Research for Māori Health and Development, an iwi-based research centre, which was established in collaboration with Ngāti Hauiti, in 2005. After 10 years as Director of Whakauae, she now works in a senior advisory role.

Friday 9 December, 12.30 to 1.15

Small Lecture Theatre, Level D, University of Otago Wellington

To join by web-conference go to: https://otago.ac.nz/zoom/ph_seminars

For more information, see <http://otago.ac.nz/UOWevents>