

Teenagers as Agents of Change: Engaging Māori in Brain Awareness Week

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Whakatauki

He aha te mea nui o te ao

*What is the most important thing
in the world?*

***He tangata, he tangata, he
tangata***

*It is the people, it is the people,
it is the people*



Know your Audience!

Rangahau Māori

Positivism: Science is Truth

The truth is out there

VS

Tangata whenua

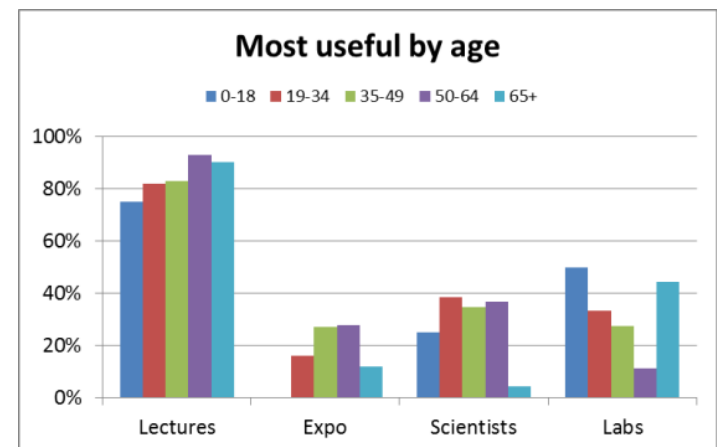
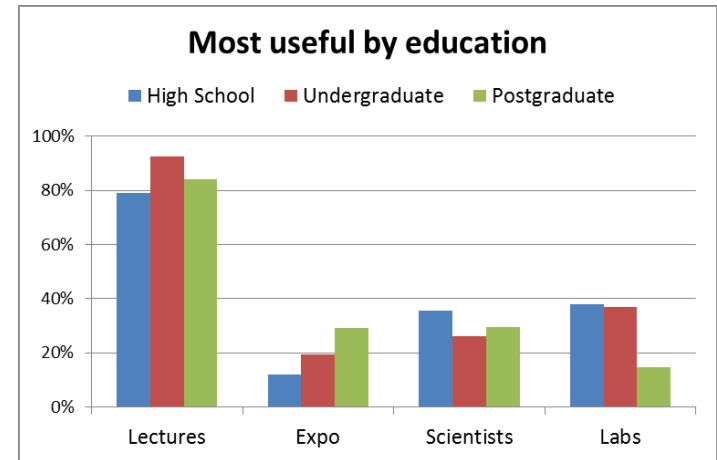
People of the land knowledge

Social constructionism: we co-construct the truth

Brain Day



- Science festival format
- 3000 attendees
- 80% rate lectures as very appealing and most useful



Co-construction of the brain



**Māori make up 2% of the audience,
but 17% of the NZ population**

WHY?

For Māori, the brain is tapu (sacred)
as the seat of the soul



Scientific research is done by
Westerners with a Western ideology
of scientific detachment

Research is viewed as done ON
Māori, not WITH or BY them

Health literacy

Māori are one of NZ's most deprived social groups disproportionately affected by cardiovascular disease and diabetes

Engagement is essential to:

- raise aspirations in science
- increase involvement in research
- reduce health inequalities



Teenagers as agents of change



Jacquie Bay
Liggins Education Network for Science

Students as Researchers



- Māori Advisory Board
- Whaea advisor
- 6 schools, 44 students
- 11 scientist mentors
- 100 family members



Feedback in an oral culture



Consider alternative methods of evaluation to fit audience needs - video messages suited our storytelling cultures



Engaging with under-served audiences

Issues

- Different ways of viewing the world
- Historical mistrust of science and scientists
- Power imbalances
- Health inequalities

Learning points

- Respect other cultures
- Find gatekeepers or bridges into the community
- Co-construct your meaning together
- Find a topic that motivates you both and work towards changing it together

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