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Plunket launches new website – Tūhono Mai - to support all New Zealand whānau

Plunket today launches a new website Tūhono Mai, nominated a free data website by the Ministry of Health, to enable all New Zealand whānau to get access to the support they need, when and however they need it, even if they have no data on their phones.

Plunket Chief Executive Amanda Malu says Plunket acknowledges raising a child is not clear cut, or easy, so Plunket wanted to provide realistic and holistic advice to give whānau options and feel empowered to raise their tamariki, however they chose to raise them.

“We have proudly created a site that’s easy to navigate, accessible on all devices and has relevant content to support Aotearoa’s parenting journey, as well as encouraging Aotearoa to support our mahi, whether that be through providing a donation or volunteering,” Ms Malu says.

“One of the things COVID-19 has really displayed to us is the importance of digital platforms to ensure we can remain flexible to meet the needs of our whānau and families. We needed to find new ways to support parents and caregivers when they needed us most especially if we couldn’t be there in person.”

Every parent’s experience is unique, and Whānau Āwhina Plunket wants to make sure we’re there to support if and when they need us, and in ways that work for them. This new website – which has been nominated as having zero data status means any parent or caregiver can access the information, advice and assurance that they need – whenever they need it. On day one only written content will be accessible under the zero data feature, but by the end of month we hope to extend that to video and photography content.

The name Tūhono Mai, meaning to connect, reflects these unique parenting experiences and at the same time honours Whānau Āwhina Plunket’s ongoing commitment to becoming a pro equity organisation.

Tūhono Mai is accessible, culturally appropriate and easy to navigate, designed and inspired by the needs of Kiwi whānau and families through extensive and on-going customer research.

For over a hundred and ten years, families and whānau across Aotearoa have trusted Plunket to be there in their time of need and care for their tamariki and pēpi. Today Plunket sees more than 85% of new babies, and it remains Plunket’s goal to continue to be the trusted source for whānau for the next 100 years and beyond.

Plunket hopes whānau will find the information and support they need in one place, while giving people a look inside who and what Plunket is.

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