

WERO

CHALLENGE

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Rationale for WERO

- Māori, Pacific and low income people have significantly higher smoking rates
- Māori are 2.4 times more likely and Pacific are 1.6 times more likely to be current smokers compared to European/Others

Ethnic group	Smoking Prevalence %			Estimated number
	Women	Men	Total	
Māori	35	30	33	122553
Pacific	21	26	23	41142
Asian	3	13	8	26988
European / Other	13	15	14	332349
Total NZ	14	16	15	523032

Why a team stop smoking contest?

- “We must **reach more** smokers and give **better support** with **less funds**”
- Quit & Win competitions work (Internationally) but usually focused on individuals
- Emerging evidence that group stop smoking programmes more effective than one on one quitting; also evidence from workplace settings that group more effective than individual
- Māori and Pacific people have high participation in sport; competitions common; fundraising frequently

WERO Results

Competition	Questionnaire + CO verified smokefree
Pilot competition	36% (54/148)
Hawkes Bay vs Northland	43% (94/220)
2013 September National	28% (183/661)*

* This figure assumes those who had not returned a questionnaire or been verified at end of competition were still smoking. **47%** (193 out of 415) respondents self reported as saying they hadn't smoked.

Results – National September 2013

Region	Quit smoking	Total participants	Quit Rate
North	54	169	32%
South Auckland	32	150	21%
Central	45	173	26%
South	52	169	31%
Total	183	661	28%*

* CO verified, lost to follow-up counted as smokers.

1 September – 30 November 2013



WERO North
18 teams

WERO
Central
18 teams

WERO South
Auckland
16 teams

WERO South
18 teams

WERO

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South Island **131 11 51** Here you will find all the teams from Te
Days Hours Mins Waipounamu, New Zealand's South
Island, competing in the WERO 2014
March-May competition.



Central Region Mid-North Island WERO Auckland



Kua takoto te manuka.
The challenge has been laid down

Tip of the Day

Nau mai, haere mai. Welcome to WERO the new way to stop smoking. People who never believed they could give up smoking or people who have tried many times before, have been able to quit with WERO. It's because with WERO, you're not doing it on your own. You'll have your team and then there's the hundreds of other WERO contestants around the country. How you WERO is up to you, but we're here to help. Register now!

User login

Username *

Password *

- [Create new account](#)
- [Request new password](#)

Log in

Latest Comments

Sure Verena can you email me at info@wero.me I will check. We have

Latest Blogs

Winner of the Heritage Hotel prize Congratulations to Boods Gallon from

WERO

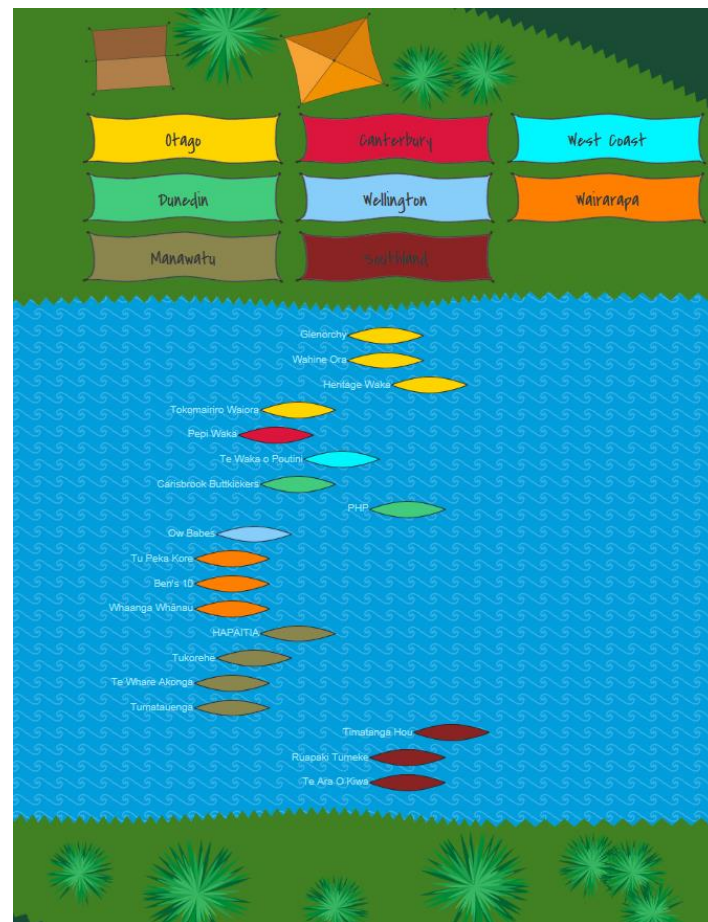
How WERO works...

www.wero.me

How WERO works



- 10 smokers (aged 16+) per team
- Teams find their own coach
- Teams find their own cessation support (WERO National staff can help)
- 3 month competition
- Weekly progress updates
- www.wero.me
- Next national competition runs 1 June – 31st August 2014 (World Smokefree Day)



WERO Prize Pool

- 1st Prize - \$5,000 donated to team's chosen charity or community group
- 'Who's in Front' – 4 weeks - \$500
- 'Who's in Front' – 8 weeks - \$500
- Web Participation Prize - \$500
- Spot prizes for individuals
- Hapūnga Auahi Kore/Smokefree Pregnancy Prize: Two hapū mamas per team - up to \$210 prize pack



How to win?

- The team with the most team members not smoking at close of the competition win!
- Teams are asked for their final smoking status:
 - Not smoking = not a puff in last 24hrs AND this is verified with a Smokelyser machine reading of 6 or less parts per million carbon monoxide in the breath



Supporting smokers to use WERO

- WERO Regional Co-ordinators
 - There are WERO Regional Co-ordinators based throughout NZ to assist communities to use WERO
- WERO National staff
 - Manage the website, apps, games and Facebook page, provide training and support, assist registration of teams, enter info from questionnaires and compile reports, production of WERO resources, cessation advice, national advertising, seek sponsorship

Supporting Teams to Win

- Kaihautu – WERO team coach
 - Responsible for encouraging & supporting kaihoe, co-ordinating team meetings and activities, updating smoking status on www.wero.me
- Kaiwhakaterere – Smoking cessation worker or service
 - Provide expert cessation support (e.g. access to treatments), verify smoking status at start & end of comp

WERO Team Page













- Evidence of greater success when people stopping smoking use supportive interactive websites, post their own comments and receive supportive comments

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Ruapaki Tumeke

Team members

 Doug Nonsmoking	 Mere Nonsmoking	 Carey Nonsmoking	 Lee Nonsmoking	 Whaea Robyn Nonsmoking
 Sharon Nonsmoking	 Allan Nonsmoking	 Sylvana Nonsmoking	 Gail Nonsmoking	 krystal Nonsmoking

Coch: [krystal](#)

Kaiwhakare: Teina

About the team

Tihei Mauri Ora
Anei matou te Roopu "Ruapaki Tumeke" e mihi mahana, e mihi aroha kia koutou katoa i runga i tenei whakataetae whakahirahira o te ra nei, ko te wawata kia mutu pai katoa tatou i te mahi tu kino o te mimo hikareti, kia whai huarahi tika, huarahi pai i roto i o matou mahi katoa mo ake tonu atu, mo a matou tamariki/mokopuna, tu hei tauira pai ma ratou, note mea ko ratou nga rangatira mo apopo!

No reira e te iwi hoes to waka kia kaua e whata.
Tu Pakari, Tu Rangatira, Hei raukura mo to iwi!!!!

Group:
[Request group membership](#)

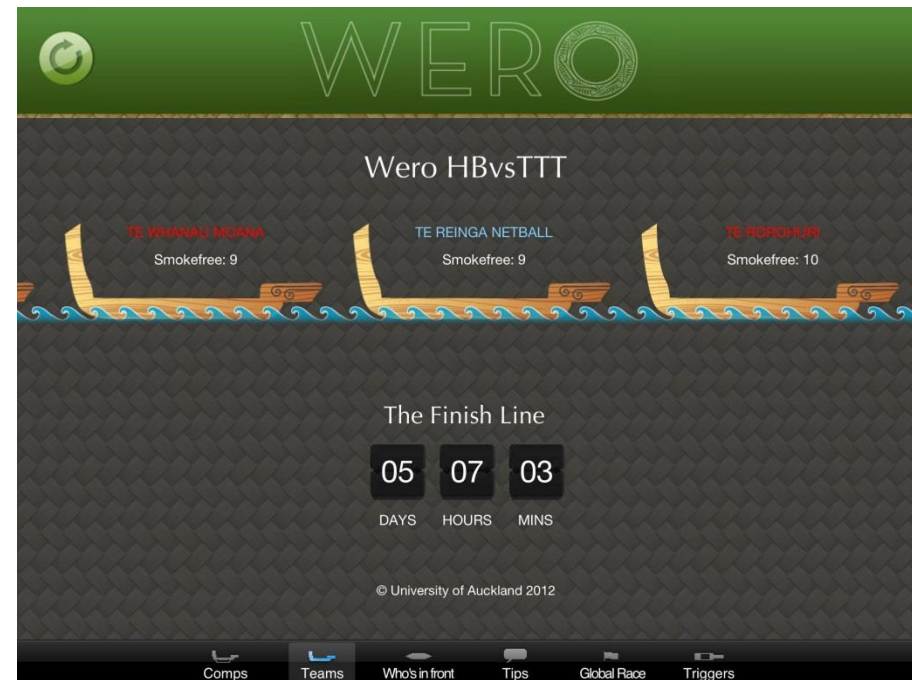
Region:
Southland

Post new comment

Your name

WERO: Mobile

- WERO website and WERO App for iPad and iPhone shows who's in front and who's stopped smoking – it's public and free



WERO



Ask your old smoking mates to support you by not smoking around you and not offering cigarettes.

WERO

At first, it may help to avoid parties, or at least limit yourself to 1-3 drinks.



The Crave



Stress



Feeling Alone



Other People Smoking



Feeling Down



Alcohol



Weight Gain



Habits



Fighting



WERO

WERO
Facebook page

www.facebook.com/werochallenge

WERO YouTube

www.youtube.com/user/werochallenge

The screenshot displays the YouTube channel page for 'Wero Challenge'. At the top, there is a green banner with the channel's logo and a wooden boat. Below the banner, the channel name 'Wero Challenge' is prominently displayed, along with a 'Subscribe' button and a subscriber count of 6. The page is divided into several sections: a left sidebar with navigation options like 'What to Watch', 'My Channel', and 'Subscriptions'; a main content area with a 'Home' tab selected, showing a list of videos uploaded by the channel; and a right sidebar titled 'Popular channels on YouTube' featuring recommendations like Grace Helbig and Shaaanxo Viogs. The browser's address bar at the top shows the URL 'http://www.youtube.com/user/werochallenge'. The Windows taskbar at the bottom indicates the system time as 9:53 a.m. on 2/04/2014.

Twitter – Follow @werochallenge

www.twitter.com/WEROChallenge

The screenshot shows a browser window with the URL <https://twitter.com/WEROChallenge>. The page displays the profile of WERO (@WEROChallenge), which includes a bio, a profile picture, and statistics for tweets, following, and followers. The main content area shows a list of tweets from the account, including a tweet about secondhand smoke and a tweet about a competition. The left sidebar contains navigation options like Tweets, Following, Followers, Favourites, and Lists, as well as a 'Who to follow' section.

Profile Information:

- WERO** @WEROChallenge
- wero.me
- TWEETS: 620
- FOLLOWING: 56
- FOLLOWERS: 35

Tweets:

- WERO @WEROChallenge** Mar 31
If you've smoked for many years & been exposed to secondhand smoke for as many years, it's time for a check up... fb.me/1aMTe39ik
- WERO @WEROChallenge** Mar 29
Here's a powerful vid from WERO 101 competing in the Battle of The Bays comp. Nga mihi, thanks for braving the... fb.me/1KlqsXqmY
- WERO @WEROChallenge** Mar 28
You're going to have to find another way to reward yourself. Whether you're celebrating that it's another week... fb.me/10AroIcze
- Dr. Stuart Fischer @TheFitDr** Mar 28
Is #overweight the new UK "normal"? #British surveys seems to confirm this. Oh well. Let's have a #ffy-up! m.bbc.com/news/health-26...

Who to follow:

- Paul N Larsen @Voiceasa...** Follow
- Risky Business @learnfro...** Follow
- Frank Ebhodaghe @bisho...** Follow

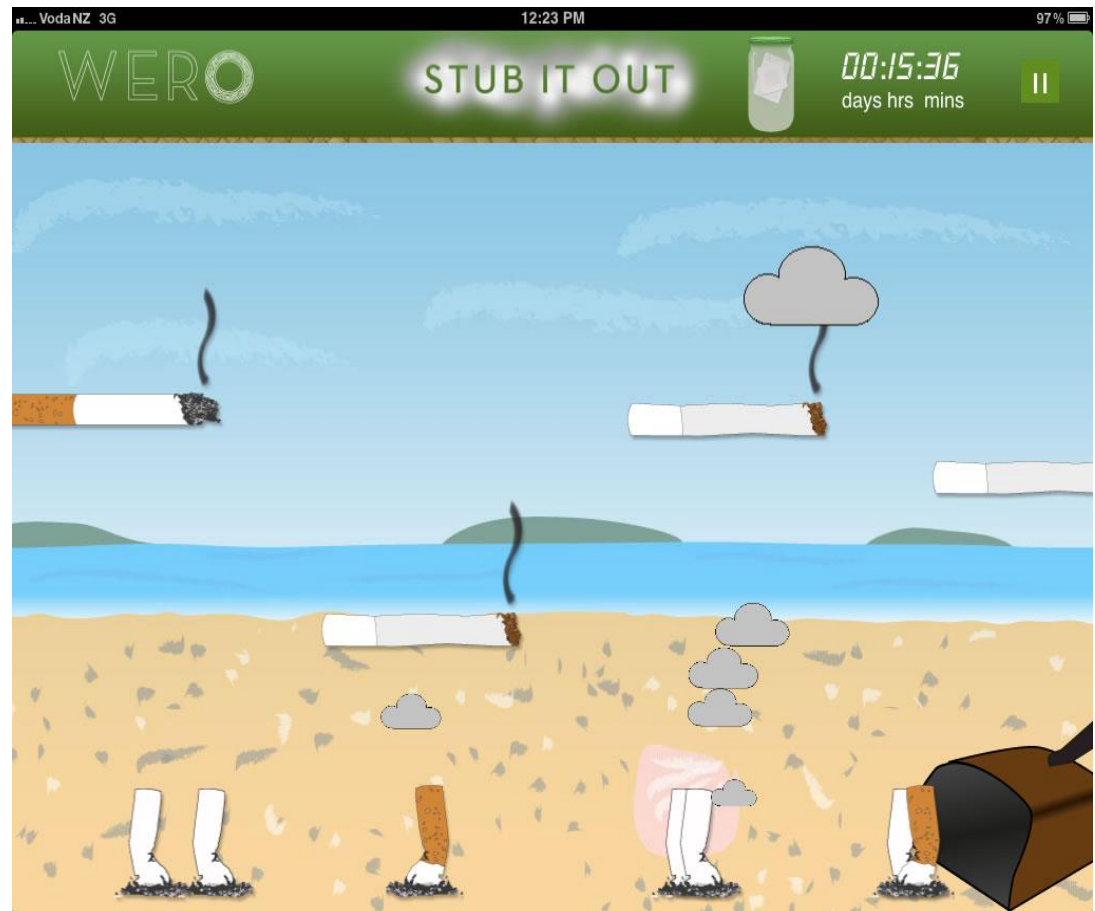
Trends:

- #FrancisInTheAir** Promoted

Stub It Out Game for iPad/iPhone



- A fun distraction from cravings
- Learn about cessation products
- Free
- Promote to WERO teams
- Spot prizes for highest score



Questions?



Ngā mihi / Acknowledgements

- WERO was developed as part of the New Zealand Tobacco Control Research Tūranga programme. The Tūranga is supported through funding from the Reducing Tobacco-related Harm Research Partnership co-funded by the Health Research Council of New Zealand and the Ministry of Health of New Zealand (HRC grant 11/818).
- WERO National is supported by the Ministry of Health Pathway to Smokefree New Zealand 2025 Innovation Fund



MANATŪ HAUORA



WERO

CHALLENGE

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How to register a team

www.wero.me

Click 'Create new account' from user menu

The screenshot shows the WERO website homepage. At the top, the WERO logo is displayed in a large, outlined font, with a circular Maori-style emblem to the right. Below the logo, the text reads "Whānau End Smoking Regional Whānau Ora Challenge". A navigation menu includes links for "home", "about the competition", "blogs", "tips and tricks", "traps and triggers", "faq's", "about us", and "contact us".

The main content area features a large banner for "WERO North" with a wooden boat illustration. A digital countdown timer shows "149 Days 09 Hours 12 Mins". To the right of the timer, text states: "This is the first national competition open to teams from anywhere in New Zealand. Teams registering from the North Island should join up here as part of the WERO North competition." Below the banner are three smaller boat illustrations labeled "WERO HBvsTTT", "WERO North", and "WERO South".

At the bottom, there are three sections:

- "Tip of the Day" with the text: "Kua takoto te manuka. The challenge has been laid down".
- "User login" section containing:
 - Username field with an asterisk.
 - Password field with an asterisk.
 - Links for "Create new account" and "Request new password", both circled in red.
 - A "Log in" button.

Complete details and upload a photo



C H A L L E N G E

[home](#) | [about the competition](#) | [blogs](#) | [tips and tricks](#) | [traps and triggers](#) | [faq's](#) | [about us](#) | [contact us](#)

User account

[Create new account](#)

[Log in](#)

[Request new password](#)

Username *

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

E-mail address *

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Password *

Password strength: _____

Confirm password *

Provide a password for the new account in both fields.

Picture

Upload picture

[Browse...](#)

Your virtual face or picture. Pictures larger than 1024x1024 pixels will be scaled down.

Or simply select an icon



Enter real info about yourself – these details WILL NOT be made public

Contact Details

Real Name *

Mobile Number

Is it okay for us to text you? *

No

Yes

Mailing Address

Enter phone number and mailing address – we need these details to be able to send spot prizes if you win.

In the drop down menu 'I want to join WERO as a...' select 'Kaihoe' (a WERO competitor).



In the profile box write a few words about why you are taking part – this WILL be displayed to the public.

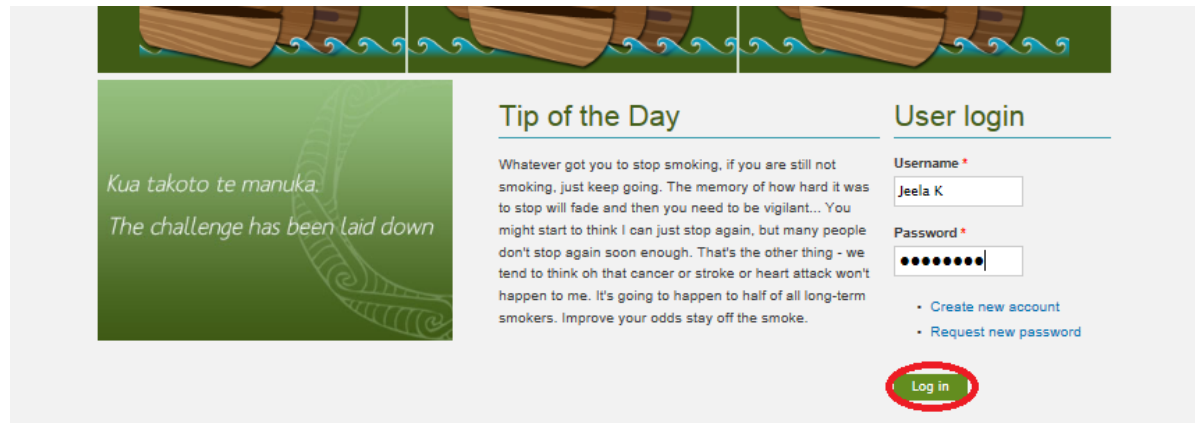
Complete team profiles with a photo and some story about each team member counts towards the Web Participation Prize.

A screenshot of a web registration form. At the top, there is a dropdown menu labeled "I want to join Wero as a ..." with a downward arrow and the text "- Select -". Below this is a "Profile" section with icons for bold text, italics, a tree, a smiley face, and a computer monitor. There is a large empty text area for a profile description. Below that is a "Path:" label and a link that says "Disable rich-text". Further down is a "Text format" section with a dropdown menu set to "Filtered HTML". Below this are several bullet points: "Allowed HTML tags: <a> <cite> <blockquote> <code> ", "You may insert videos with [video:URL]", "Web page addresses and e-mail addresses turn into links automatically.", and "Lines and paragraphs break automatically." At the bottom of the form, there is a line of text: "Tell us a bit about yourself. This information will be displayed on the website." and a green button that says "Create new account".A close-up screenshot of the dropdown menu from the registration form. The menu is open, showing the following options: "- Select -", "- Select", "Kaihoe (A Wero competitor)", "Kaihautu (A wero coach)", and "Supporter". The option "Kaihoe (A Wero competitor)" is highlighted with a red oval.

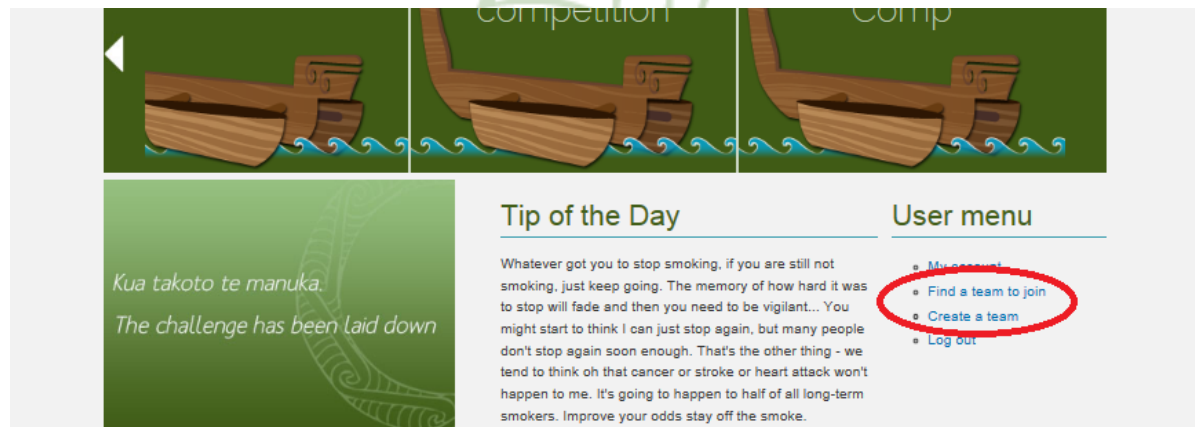
To create or join a team



Log in to the website using your username and password



From the user menu on the right side of the screen you can select 'find a team to join' or 'create team'



To find an existing team

Find a team in your region and click on the team name to view the team.



Find a team to join


Competition	Region	Team name	Current member count	Subscribe
Nathans Training Comp	Chchurville	colombo rollers	1	Request group membership
Nathans Training Comp	Chchurville	Manchester street paddlers	1	Request group membership
Nathans Training Comp	Chchurville	Kaiapoi	1	Request group membership

If you find a team you wish to join click the *'Request group membership'* link. Or return to previous page to select another team.


home | about the competition | blogs | tips and tricks | traps and triggers | faq's | about us | contact us | log out

Koro's Angels

Team members



[Whaea](#)
Smoking



[Koro](#)
Smoking

About the team

Kia Ora!

This is Koro's team! lets do this!!

does pukana!

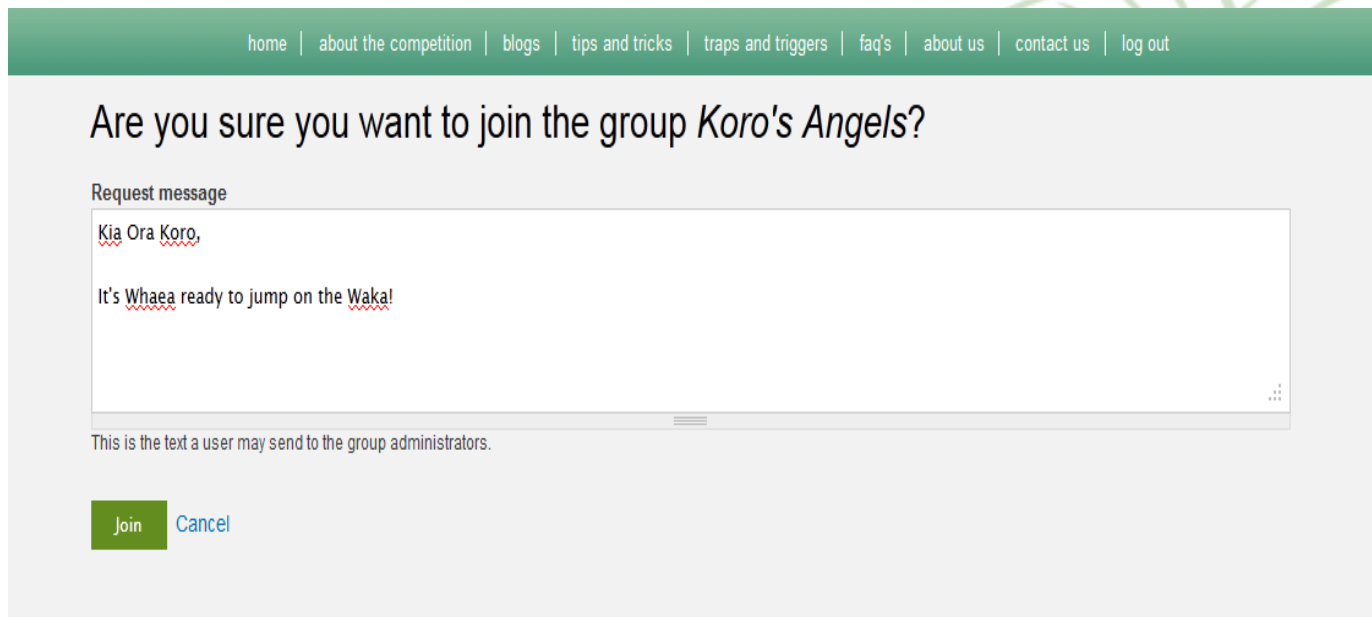
Group:

[Request group membership](#)

Post new comment

Your name

Write a short message to the team founder who will approve or decline your request.



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Are you sure you want to join the group *Koro's Angels*?

Request message

Kia Ora Koro,
It's Whaea ready to jump on the Waka!

This is the text a user may send to the group administrators.

If approved you will have successfully joined the team. If not approved you can find another team or create one of your own.

Creating a team



1. From the user menu on the right side of the screen select *'Create Team'*
2. Enter a team name and description.
3. Select the WERO competition you want to join
4. Select your competition region from the list
5. Click the *'Create Team'* button

The screenshot shows a web form titled "Create a team". It contains the following fields and controls:

- Team Name ***: A text input field containing "Koro's Angels".
- Team Description ***: A text area containing "Kia ora!" and "This is Koro's team. Let's do this!".
- Wero Competition ***: A dropdown menu with "Nathans Training Comp" selected.
- Competition Region ***: A dropdown menu with "Southland / Otago" selected.
- Create Team**: A green button with white text, circled in red.

The team will need to be approved by WERO staff who will notify you.

Once your team has been approved, invite your team members to join via the website.


When team members ask to join your team, the team manager (the person who started the team) will need to approve their request.

Go to *'Manage my team'* in the user menu on the right side of the screen.

You have pending team membership requests.

- [Click here to manage requests for Koro's Angels](#)

WERO-ONE




00 00 00


Days Hours Mins

Ri consequat dolorrovit occaem atureptae lictur andes moditatur sapeditatem acerume coneserum, sequiaest que odit ut moditio. Gendi odis audaecu lloriat aut odipid et parumquide volorep eliquat uritaquam incta venda nusdand ionseed maximosam, niaturem quo dolessitatum fugitiberios niet eosamus es allitiatibus ut velest dolorios et et voluptatur.


Wero-One



Wero-Two



Wero-Three



Kua takoto te manuka.

The challenge has been laid down

Tip of the Day

Whatever got you to stop smoking, if you are still not smoking, just keep going. The memory of how hard it was to stop will fade and then you need to be vigilant... You might start to think I can just stop again, but many people don't stop again soon enough. That's the other thing - we tend to think oh that cancer or stroke or heart attack won't happen to me. It's going to happen to half of all long-term smokers. Improve your odds stay off the smoke.

User menu

- [My account](#)
- [Manage my team](#)
- [Log out](#)

Select the team member you wish to approve

Choose *“Approve membership of the selected users”*

Click *“Update”*

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You have pending team membership requests.

- [Click here to manage requests for Koro's Angels](#)

People in group Koro's Angels

Update options

Approve membership of the selected users

Approve membership of the selected users

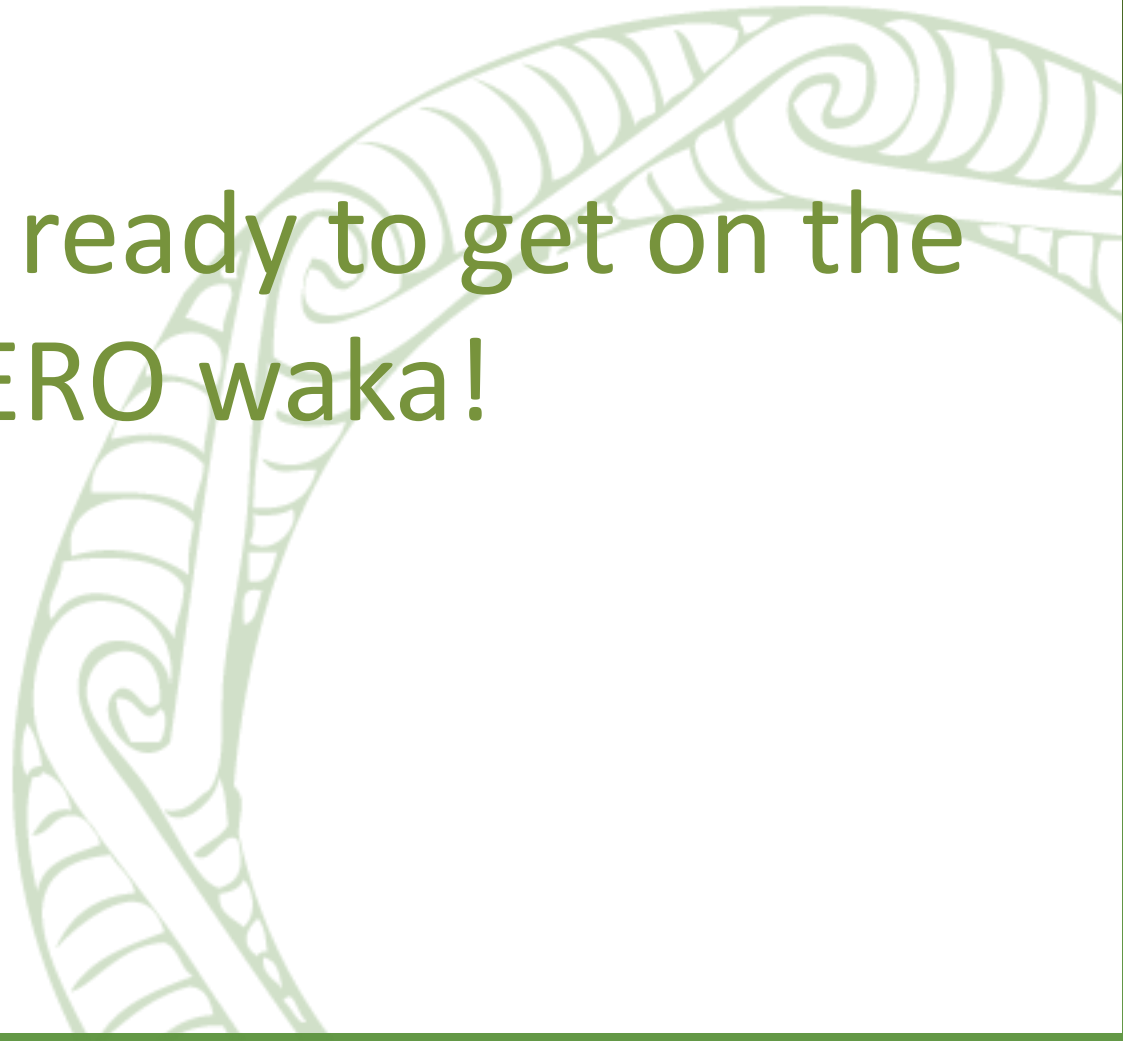
Deny membership from the selected users

Block membership from the selected users

[Koro](#)

<input type="checkbox"/>	Username	State	Roles	Member for
<input type="checkbox"/>	Whaea	Pending		1 min 9 sec
<input type="checkbox"/>	Koro	Active	<ul style="list-style-type: none"> administrator member 	23 min 42 sec

You are now ready to get on the
WERO waka!



Updating smoking status

- Click on your team waka or team name, then click on update smoking status

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Te Mātārae-i-o-Rehu

View Edit Group

Team members

No picture available	No picture available	No picture available	No picture available	No picture available
Roddie Nonsmoking Updated: 1 May 2014 - 09:43 Update smoking status	Rosie Nonsmoking Updated: 1 May 2014 - 09:43 Update smoking status	Te Po Smoking Updated: 1 May 2014 - 09:43 Update smoking status	Kapai Nonsmoking Updated: 1 May 2014 - 09:43 Update smoking status	Rarua Nonsmoking Updated: 1 May 2014 - 09:43 Update smoking status
No picture available	No picture available	No picture available	No picture available	No picture available
Sonia Nonsmoking Updated: 1 May 2014 - 09:44 Update smoking status	Hiwiroa Smoking Updated: 1 May 2014 - 09:44 Update smoking status	Waata Nonsmoking Updated: 1 May 2014 - 09:44 Update smoking status	Mihi Nonsmoking Updated: 1 May 2014 - 09:44 Update smoking status	Miri Nonsmoking Updated: 1 May 2014 - 09:44 Update smoking status

Coach: [Makere](#)

Then click on Smoking or Nonsmoking depending on the individuals status. You do not need to worry about Nonsmoking (proxy).

The teams smoking status should be updated each week.

