



HĀPAI TE HAUORA  
— MĀORI PUBLIC HEALTH —

# Tuku Iho

## App Kit



A4 / A3  
poster

**HĀPAI TE HAUORA**  
MĀORI PUBLIC HEALTH

# Tuku Iho

Sharing intergenerational knowledge in maternal and child wellbeing.

To download the app for your device, search 'Tuku Iho' on the App Store and Google Play, or scan the appropriate QR code.

MANATU HAUORA  
MINISTER OF HEALTH

APP BY  
**KIWA**

Download on the App Store

GET IT ON Google Play

**Tuku Iho**  
Sharing intergenerational knowledge in maternal and child wellbeing

**Preparing for pēpi**  
Wahakura  
Why are wahakura good for pēpi?

Wahakura give pēpi a safe place to sleep. In Aotearoa, too many pēpi are dying of Sudden Unexpected Death in Infants (SUDI). SUDI is more likely to happen if pēpi sleeps in bed with whānau or if pēpi sleeps on their front or side. Wahakura to give pēpi somewhere to sleep safely on their back and in their own space. The wahakura can go on māmā' s bed so pēpi can sleep with whānau safely.

But wahakura is much more than a safe sleep space.

Wearing the wahakura give whānau the

**Being hapū**

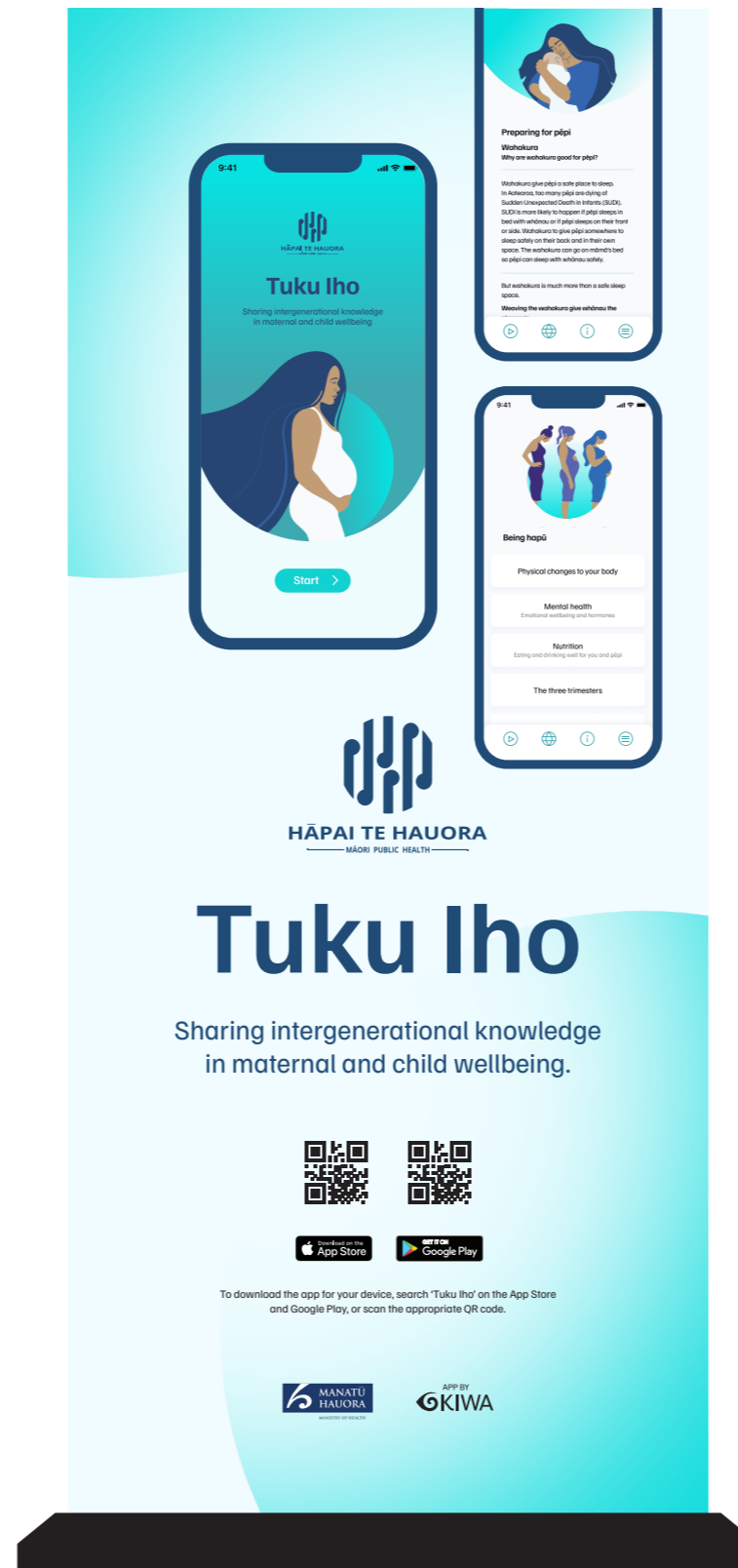
Physical changes to your body

Mental health  
Emotional wellbeing and hormones

Nutrition  
Eating and drinking well for you and pēpi

The three trimesters

Pull-up banner  
850x2000mm



The banner features a central graphic of a smartphone displaying the app's home screen. The home screen shows the Hāpai Te Hauora logo, the title 'Tuku Iho', the subtitle 'Sharing intergenerational knowledge in maternal and child wellbeing', and a 'Start' button. To the right of the phone are two smaller smartphone screens showing app content: 'Preparing for pēpi' with a 'Wahakare' section and 'Being hōpū' with sections for 'Physical changes to your body', 'Mental health', 'Nutrition', and 'The three trimesters'. Below the phone graphic is the Hāpai Te Hauora logo and name. The main title 'Tuku Iho' is prominently displayed in large blue font, followed by the subtitle 'Sharing intergenerational knowledge in maternal and child wellbeing.' Below this are two QR codes and 'Available on the App Store' and 'GET IT ON Google Play' logos. At the bottom, text reads: 'To download the app for your device, search 'Tuku Iho' on the App Store and Google Play, or scan the appropriate QR code.' Logos for 'MANATU HAUORA' and 'APP BY KIWA' are at the very bottom.

Static Web banner  
1240x490px  
(specify size  
and format required)



  
HĀPAI TE HAUORA  
MĀORI PUBLIC HEALTH

# Tuku Iho

Sharing intergenerational knowledge  
in maternal and child wellbeing.

**Being hapū**  
Physical changes to your body  
Mental health  
Emotional wellbeing and hormones  
Nutrition  
Eating and drinking well for you and pēpi  
The three trimesters

**Preparing for pēpi**  
**Wahakura**  
Why are wahakura good for pēpi?  
Wahakura give pēpi a safe place to sleep. In Aotearoa, too many pēpi are dying of Sudden Unexpected Death in Infants (SUDI). SUDI is more likely to happen if pēpi sleeps in bed with whānau or if pēpi sleeps on their front or side. Wahakura to give pēpi somewhere to sleep safely on their back and in their own

Facebook  
cover image



  
**HĀPAI TE HAUORA**  
 MĀORI PUBLIC HEALTH

# Tuku Iho

Sharing intergenerational knowledge  
in maternal and child wellbeing.






9:41

  
**HĀPAI TE HAUORA**

## Tuku Iho

Sharing intergenerational knowledge  
in maternal and child wellbeing



Start >

9:41



**Preparing for pēpi**

**Wahakura**

Why are wahakura good for pēpi?

Wahakura give pēpi a safe place to sleep. In Aotearoa, too many pēpi are dying of Sudden Unexpected Death in Infancy (SUDI). SUDI is more likely to happen if pēpi sleeps in bed with whānau or if pēpi sleeps on their front or side. Wahakura to give pēpi somewhere to sleep safely on their back and in their own space. The wahakura can go on māmā' s bed so pēpi can sleep with whānau safely.

But wahakura is much more than a safe sleep space.

Weaving the wahakura give whānau the

▶ ◁ ⓘ ⋮

9:41



**Being hapū**

Physical changes to your body

Mental health

Emotional wellbeing and hormones

Nutrition

Eating and drinking well for you and pēpi

Facebook  
Instagram  
LinkedIn  
1080x1080px



**HĀPAI TE HAUORA**  
MĀORI PUBLIC HEALTH

# Tuku Iho

Sharing intergenerational knowledge  
in maternal and child wellbeing.

MANATU HAUORA  
MINISTRY OF HEALTH

Download on the App Store

GET IT ON  
Google Play

APP BY  
**KIWA**

**Tuku Iho**  
Sharing intergenerational knowledge  
in maternal and child wellbeing

**Preparing for pēpi**  
**Wahokura**  
Why are wahokura good for pēpi?

Wahokura give pēpi a safe place to sleep. In Aotearoa, too many pēpi are dying of Sudden Unexpected Death in Infants (SUDI). SUDI is more likely to happen if pēpi sleeps in bed with whānau or if pēpi sleeps on their front or side. Wahokura to give pēpi somewhere to sleep safely on their back and in their own space. The wahokura can go on mātua's bed so pēpi can sleep with whānau safely.

But wahokura is much more than a safe sleep space.  
Weaving the wahokura give whānau the

**Being hapū**

Physical changes to your body

**Mental health**  
Emotional wellbeing and hormones

**Nutrition**  
Eating and drinking well for you and pēpi

The three trimesters

Facebook  
Instagram  
1080x1920px

10% clear top  
and bottom



The graphic features three smartphone screens displaying the app's interface. The top screen shows the app's title 'Tuku Iho' and a 'Start' button. The middle screen displays a section titled 'Preparing for pēpi' with text about wāhokura and SUDI. The bottom screen shows a section titled 'Being hapū' with sub-sections for physical changes, mental health, and nutrition. At the bottom of the graphic, the Hāpai Te Hauora logo is centered above the title 'Tuku Iho' and the tagline 'Sharing intergenerational knowledge in maternal and child wellbeing.' Below this, there are logos for Manatū Hauora, the App Store, Google Play, and KIWA.

**Tuku Iho**  
Sharing intergenerational knowledge  
in maternal and child wellbeing.

MANATŪ HAUORA | App Store | Google Play | KIWA

Facebook  
social landscape  
1200x675px



  
**HĀPAI TE HAUORA**  
MĀORI PUBLIC HEALTH

# Tuku Iho

Sharing intergenerational knowledge  
in maternal and child wellbeing.

Start >

MANATŪ HAUORA  
DEPARTMENT OF HEALTH

Download on the App Store

GET IT ON Google Play

APP BY  
**KIWA**

**Preparing for pēpi**  
Wahokura  
Why are wahokura good for pēpi?

Wahokura give pēpi a safe place to sleep. In Aotearoa, too many pēpi are dying of Sudden Unexpected Death in Infants (SUDI). SUDI is more likely to happen if pēpi sleeps in bed with whānau or if pēpi sleeps on their front or side. Wahokura to give pēpi somewhere to sleep safely on their back and in their own space. The wahokura can go on māmā' s bed so pēpi can sleep with whānau safely.

But wahokura is much more than a safe sleep space.

Weaving the wahokura give whānau the

**Being hopū**

Physical changes to your body

Mental health  
Emotional wellbeing and hormones

Nutrition  
Eating and drinking well for you and pēpi

The three trimesters



Zoom / Teams / Banner  
1920x1080



The banner features the Hāpai Te Hauora logo and the title "Tuku Iho" in large blue font. Below the title is the tagline "Sharing intergenerational knowledge in maternal and child wellbeing." At the bottom, there are logos for Manatū Hauora, the App Store, Google Play, and KIWA.

**HĀPAI TE HAUORA**  
MĀORI PUBLIC HEALTH

# Tuku Iho

Sharing intergenerational knowledge  
in maternal and child wellbeing.

MANATU HAUORA  
MINISTRY OF HEALTH

Download on the App Store

GET IT ON Google Play

APP BY KIWA

**9:41**

HĀPAI TE HAUORA

## Tuku Iho

Sharing intergenerational knowledge  
in maternal and child wellbeing

Start >

**9:41**

### Preparing for pēpi

#### Wahakura

Why are wahakura good for pēpi?

Wahakura give pēpi a safe place to sleep. In Aotearoa, too many pēpi are dying of Sudden Unexpected Death in Infants (SUDI). SUDI is more likely to happen if pēpi sleeps in bed with whānau or if pēpi sleeps on their front or side. Wahakura to give pēpi somewhere to sleep safely on their back and in their own space. The wahakura can go on māmā' s bed so pēpi can sleep with whānau safely.

But wahakura is much more than a safe sleep space. Weaving the wahakura give whānau the

▶ 🌐 ⓘ ⋮

**9:41**

### Being hapū

Physical changes to your body

**Mental health**  
Emotional wellbeing and hormones

**Nutrition**  
Eating and drinking well for you and pēpi