

Child and youth health is unique and different. To acknowledge this Waikato District Health Board now has 'Waikids', a new name and a new look to unite all Waikato child and youth health services!

The name '**Waikids**' is short for 'Waikato DHB Kids', reflecting a region-wide service for children and youth. It is bilingual and the Māori phrase, at the front-end of the word, is actually twofold:

'**WAI**' = WATER/FLUID, confirming the pulling together of a more seamless flow of services for our children, in a defined space; compared to what it has been, in the past.

There are a number of highly desirable properties associated with "WAI":

WAI is the essential ingredient of life = WAIMĀORI.

WAI washes and cleanses the body = WAIHOROI

Blessed WAI is used to keep the spirit pure = WAIRUA

Blessed WAI is used to heal the body, mind and spirit = WAIORA

'**WAIK**' = is an abbreviation of WAIKATO.

'WAIKATO' is an iconic name in this region. It applies to:

The Waikato district

The Waikato river, which stamps its presence, throughout most of the region.

The Waikato iwi who are "Tāngata whenua", in this part of the region

The Waikato Hospital and

The Waikato District Health Board

The '**KIDS**' part of the name confirms who the services are for.

The logo supports the name by incorporating a stylised koru.

**KORU** = The unfurled koru is a Maori design element derived from new shoots of a fern frond, symbolising new life/beginnings, nurtured and sheltered, initially, until it gathers strength to grow independently. The tip of the koru represents child/youth, and the rest of the koru is the wrap-around care provided by the child's key caregiver(s). The koru is a recognised iconic symbol for New Zealand and complements the Waikato DHB logo.

**BOX** = The koru unfurls into a box shape that represents the child and youth health services. It is a strong shape representing the way the service is a strong, supportive foundation around the child. It has curved edges because the service while strong is not harsh but as soft and caring as possible. The box is also rotated on an angle to show how each child is unique and dynamic.

Fonts and colours used in the logo are bright, fun and bubbly. They were specifically chosen and altered to complement the meanings behind the icon and to appeal to children while still looking professional.

