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91304



913040



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Level 2 Home Economics, 2019

91304 Evaluate health promoting strategies designed to address a nutritional need

2.00 p.m. Tuesday 19 November 2019
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Evaluate health promoting strategies designed to address a nutritional need.	Evaluate, in depth, health promoting strategies designed to address a nutritional need.	Critically evaluate health promoting strategies designed to address a nutritional need.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt ALL parts of the question in this booklet.

Pull out Resource Booklet 91304R from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Excellence

TOTAL

07

ASSESSOR'S USE ONLY

(a) Explain how effective each of your two chosen strategies is likely to be in reducing the consumption of sugary drinks in the wider community. In your answer, you shall:

- consider the effectiveness of each strategy, in relation to **social, economic and environmental** (physical access) factors
- consider **benefits** and **limitations** for each strategy
- give examples from the resource booklet.

Strategy 1: My first strategy is booklets for the community and is an example of the behavioural change health promotion model. This is a behavioural change model as it encourages people to drink less sugary drinks, but there is little to none social support and it doesn't do anything to act on what it's saying. The home ec class is setting up design booklets in order to help reduce the consumption of sugary drinks. Socially, there is not a lot of social support as only the school and a local business is involved, because there is almost no social support, it is a less effective strategy as most of the community does not know about it. Economically, the local business is prepared to sponsor the cost of the printing of the booklets ^{Benefit is that it's free}. No cost means that more people will want to look at the booklet. Environmentally, students have allocated areas where they are responsible for putting the booklets in letter boxes ^{benefit} - physically - what if they miss houses or don't put booklets in every mail box - There is easy physical access but it's not easily accessible for people who don't receive the booklets. Because it's also online, Environmentally, it's keeping up with modern ^{a limitation} and technological advances so many people will see it, however there's not physical access for people who can't afford internet and therefore don't use it, and it's not || —

Accessible for people who don't have internet or social media like Instagram or Facebook. The idea is well-thought and is going to shine some light on the problem but because there's no social support and isn't easily accessible, it is not effective. //

Strategy 2: My second strategy is water-only schools and is an example of the collective action health promotion model. The collective action model is a ~~socio~~ socio-economical approach and it encourages the community as a whole to change and improve health. The home-ec class will visit schools to discuss drink choices with students. They will have support from home ec students and available resources like 'Fuelled 4 life'. Students' posters will also be displayed in local businesses and cafe's. Local newspaper is also involved. Socially, ^{a benefit is} already a lot of social support is offered. This strategy is already effective as social support means that more people are gradually going to be involved which increases the chances of this strategy being effective. Economically, the ~~set~~ class visits schools and there is no cost, making it more applicable to people struggling. Environmentally, only school children have physical access, ^{a limitation} ~~is that~~ what about families or larger communities who want to change and improve their health too? There is a lot of physical access as it happens at school and the class are doing the travelling, so children can learn without //

having to leave school. The strategy should also encourage students to go home and tell their family, which might also encourage families to choose water as their main drink. This strategy is effective, as it involves a lot of the community to help encourage children to choose water as their main drink, and helps them understand the importance of drinking water by talking to them in person. //

(b) **Justify** which of your chosen strategies would be **more effective** in reducing the consumption of sugary drinks in the wider community.

- Refer to the **models of health promotion** relevant to both strategies when including examples that support your justification
- Consider the **attitudes** and **values** of the people involved in both strategies.

Most effective strategy: Health promotion B- water only schools is a more effective strategy as it follows the collective action health promotion. This strategy is more effective as it involves the whole community and aims to get children to choose water as their first drink, by visiting them and working with them to try and encourage them. The poster competition also involves the whole community as they are being displayed in local businesses and cafes. In relation to people's attitudes and values, for struggling families, it is a lot cheaper to use tap water and then they wouldn't be spending unnecessary amounts of money on sugary drinks that they don't need. Newspaper articles and posters will hopefully change people's attitudes and values positively and will //

hopefully encourage them to make change in order to improve their overall health and overall wellbeing - if you consume too much sugar, you can become sluggish and will experience a 'sugar ~~em~~ crash'. Drinking water will make people feel energised and more happy, increasing overall haoura (well being). My other strategy follows the behavioural change model and is less effective as it doesn't have a lot of social support and doesn't have a lot of physical access to people who don't receive the booklet or to people who don't have the internet or social media. The other strategy mail display follows the self-empowerment health promotion model where people are encouraged to read labels and watch a youtube clip. This strategy would be more effective than the behavioural change model as more people are involved and it teaches people how to read nutrition labels to see how much sugar is in sugary drinks. In relation to attitudes and values for strategy A, people might not use the internet or have the need to use the internet and therefore won't see the booklets, and some people might not check their mailboxes and therefore won't see or read the booklet, making strategy B more effective as it looks at a whole community response and shares information with children so hopefully, because children will choose water as their first drink, it will also encourage families.

Extra space if required.

Write the question number(s) if applicable.

ASSESSOR'S
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(b)- to share the same values and start drinking more water. Students are also travelling to schools to talk to children in person rather than online where it is not as accessible. Hopefully by ~~getting~~ talking to children in person, it encourages them to change and improve their health. Therefore making strategy B the most effective strategy that can be used to achieve effective health action and get not only children but families and the whole community to start choosing water to drink, doing it from a young age is also going to help implement it into their brains so they can grow up choosing water as their first drink, which will reduce the consumption of sugary drinks. This will also help decrease significant ~~hels~~ health issues that New Zealand faces like obesity and type 2 diabetes.

Excellence Exemplar 2019

Subject	Home Economics		Standard	91304	Total score	07
Q	Grade score	Annotation				
1	07	<p>The candidate explained valid limitations and benefits for both strategies (e.g. 'what if they miss mailboxes ... can't afford internet' and 'children can learn about it without having to leave school').</p> <p>Understanding that social support was necessary for effective health promotion was clearly shown. The candidate's understanding of human behaviour was also evident (e.g. 'talk to children in person rather than online ... encourages them to change and improve their health ... encourage families to share the same values of drinking water').</p> <p>The strategies were all correctly linked to a model of health promotion, and the effectiveness of the strategies was challenged (e.g. 'it is less effective because most of the community does not know about it').</p> <p>However, the candidate's response lacked critical thinking about how the strategy could be further improved to strengthen its impact in reducing sugary-drink consumption.</p>				