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91465



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## Level 3 Health, 2017

### 91465 Evaluate models for health promotion

2.00 p.m. Monday 13 November 2017  
Credits: Five

Achievement	Achievement with Merit	Achievement with Excellence
Evaluate models for health promotion.	Evaluate, in depth, models for health promotion.	Evaluate, perceptively, models for health promotion.

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 BOTH parts of the question in this booklet.**

Pull out Resource Booklet 91465R 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.**

High  
Achievement

TOTAL

4

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## INSTRUCTIONS

Read **Resource Booklet 91465R** for details of the three models for health promotion and their supporting documents that you are required to evaluate in this examination.

Refer to the resource material, and apply your own understanding of aspects of the models and supporting documents, as they relate to the "5+ A Day" and "Healthy Families" Campaigns about **lifestyle practices**, when answering (a) and (b).

Space is provided below to help you plan your answers.

Begin your answers on page 3.

## PLANNING (OPTIONAL)

5+ A day Campaign

- ~~Collective~~ - aimed at NZ children for better health in all NZ'ers
- Implemented through schools (education setting) through curriculum linked resources.
- Distributed free to educators.
- Posters, website, articles, recipes
- ~~Also SEM~~ BCM / SEM
- provides information, focuses on lifestyle, teaches one to manage their own health.

Healthy Families Campaign

- Community involvement
- Critical thinking (Doh's)
- Focuses on enhancing the community
- Work places, education system, community spaces.
- Iwi organisations - Te tiriti o Waitangi

## QUESTION

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Read and refer to **ALL of the resources** on pages 2–5 of the resource booklet, when answering (a) and (b).

- (a) Compare and contrast the effectiveness of the “5+ A Day” and “Healthy Families” Campaigns, in relation to the models for health promotion that are present within each.

Evaluate the advantages and disadvantages of these different models for health promotion, along with their effectiveness for improving the **well-being** of New Zealanders.

The 5 + A day campaign is a BCM / SEM approach. Aspects of both the behavioural change model & the Self Empowerment Models are evident in this campaign. The main goal of the Behavioural Change Model is to provide information. This is evident in the 5 + A day <sup>individuals</sup> <sup>with</sup> campaign as it states that “... curriculum linked resources promoting awareness, understanding & knowledge ...” (Resource A). The Behavioural Change Model is also lifestyle focused & uses preventative health services to promote health & well being.

The 5 + A Day Campaign is a preventative approach as it focuses teaching children from a young age to eat 5 or more servings of fruit & vegetables a day to promote health & vitality. This gives the children it teaches the knowledge to prevent later health issues by eating a ~~a~~ variety of fruits & vegetables. The behavioural change model is widely used but unfortunately is commonly unsuccessful when implemented for health promotion on its own. This is because the Behavioural Change model is ~~a Western Scientific Medicine (WSM)~~

Part (a) continues on the next page

not a holistic approach & does not take into account other aspects which effect a persons health, such as cultural & economical factors to name a few.

The 5 + A day Campaign also includes a few elements from the Self Empowerment Model. <sup>(SEM)</sup> As the campaign aims to teach children of NZ to eat healthy, this touches on the ~~Self~~ Self Empowerment Model, as the SEM aims to aid in developing an individuals ability to control their own health.

The 5 + A day Campaign teaches young new zealanders to eat healthy, but <sup>it encourages</sup> it is up to the individual children whether or not they let that healthy impact become a habit to benefit & take control of their own health & wellbeing.

The Self Empowerment Model advocates for teaching individuals how to enhance their own self worth, self identity & the development of self management skills (Resource C). Some disadvantages to the SEM however, are that the SEM does not change social norms, & again is often ineffective on its own as it blames the victim.

(1M) The Healthy Families Campaign is a Collective Action approach, & falls into the Collective Action Model. This campaign falls into ~~the~~ the collective action model category as it is a whole community approach. Resource B states that "Healthy Families is a large scale health promotion initiative ... to bring community leadership together

- (b) Compare and contrast the "5+ A Day" and "Healthy Families" Campaigns, in relation to the principles of the Bangkok Charter and The Treaty of Waitangi.

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Evaluate how the inclusion, or lack of inclusion of these principles within both initiatives, will affect the well-being of New Zealanders.

The Healthy Families Campaign is built around principles from both the Bangkok Charter & ~~the~~ Te Tiriti O Waitangi. The ~~the~~ Second ~~policy~~ principle of the Bangkok Charter states "investing in sustainable policies, actions & infrastructure to address the determinants of health". The Healthy Families campaign demonstrates this by aiming to investigate ~~the~~ the underlying ~~the~~ causes of bad health & what determinants are affecting these. The 5+ A day campaign does not follow this principle, as instead of regarding health as something beyond the control of the individual & affected by other factors, it is a victim blaming campaign / approach. Te Tiriti O Waitangi is also evident through the policies in the healthy families campaign as it also targets its health promotion to Marae & Iwi, which are not mentioned in the 5 + A day campaign.

The Healthy Families Campaign therefore supports ~~the~~ Te Tiriti O Waitangi as it recognises Maori Participation & emphasises Maori involvement in all aspects of ~~the~~ society during these health promotion campaigns. The 5+ A day Campaign does not mention or recognise the involvement of Maori. The "Active protection" section of Te Tiriti O Waitangi states that additional



resources must be provided so that Maori are also able to enjoy equitable health status with non-Maori" (Resource D). The 5 + 1 day Campaign does not specifically state that it aims to reach out to Maori, Iwi or the Maori community in its campaign, which could therefore negatively effect the well being of many Maori in NZ if they are not being reached out to with the same or if not more focus than non Maori in NZ.

The Healthy Families Campaign will therefore positively impact the well being of many Maori individuals, as their campaign emphasises Maori involvement & social structures in ~~the~~ health promotion.

A4

Extra space if required.  
Write the question part(s) if applicable.

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QUESTION  
PART

Question a) In a united effort for better health." This is a prime example of a socio ecological & collective approach that involves the whole community together, teaching strategies & ideas to better the health of that community.

Resource C states that "The CAM encompasses ideas of community involvement empowerment & commitment to improve the societal structures that have such a powerful influence on people's health status." The Healthy Families Campaign demonstrates this as it focuses on making changes in schools, workplaces, sports clubs, nurseries etc that will help people make healthier choices. This is a good example of how the CAM improves societal structures for better health through the campaign. The Healthy Families Campaign also encourages people to think differently about the underlying causes of poor health. This principle is also illustrated in the Collective action model as the model advocates that an individual's health is controlled by factors beyond the control of the individual, whether that be economical, cultural etc. The CAM also focuses on the interrelationships between the individual, family members & wider society to improve the overall community health. This is also evident in the Campaign, as written

Extra space if required.  
Write the question part(s) if applicable.

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QUESTION  
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in Resource B "...whole community approach that makes changes to the systems that influence the health ~~the~~ & well being of individuals, families, & communities..."

The Healthy Families Campaign would in conclusion be highly effective, while the 5+ A day Campaign would not be as effective. This is because the Healthy Families campaign is a Collective Action approach, that requires collective responsibility to coordinate action & enable leadership for healthy change.

It is a large scale approach, which can sometimes be a disadvantage as it may take a long time to implement, but in the end Collective action campaigns such as the Healthy Families Campaign ~~is~~ will be more effective in promoting & benefitting good health for all.

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## Annotated Exemplar

### Achievement exemplar 2017

<b>Subject:</b>	<b>Health</b>	<b>Standard:</b>	<b>91465</b>	<b>Total score:</b>	<b>04</b>
<b>Q</b>	<b>Annotation</b>				
a and b	<p>The candidate accurately compares and contrasts two of the models for health promotion evident in the health initiatives, and explains the advantages and disadvantages of the models identified.</p> <p>The candidate compares and contrasts the effectiveness of one supporting document, and identifies some implications for well-being.</p> <p>Some supporting evidence is included.</p>				