

No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

3

91465



914650



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

## Level 3 Health, 2018

### 91465 Evaluate models for health promotion

2.00 p.m. Wednesday 28 November 2018  
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 ALL 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.**

Excellence

TOTAL

E

ASSESSOR'S USE ONLY

## 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 the information given in the scenario below, as well as applying your own understanding of aspects of the models and supporting documents, as they relate to **alcohol-related harm**, when answering (a)–(c).

Space is provided below to help you plan your answers.

Begin your answers on page 3.

### The Health Promotion Agency's Scenario

The Health Promotion Agency (HPA) of New Zealand has a strategic goal of reducing drinking within certain target groups. One of these groups is 18- to 24-year-olds.

The agency has approached you to be a member of its research panel, as you are within its target age group, and have studied health promotion in your Health studies.

The HPA is interested in the recommendations you would make to ensure that its campaign is as effective as possible in improving well-being, in relation to alcohol use amongst 18- to 24-year-olds.

### PLANNING (OPTIONAL)

- BC
- + prevention focused, changes behaviour
  - negative, points finger, lack resource/supportive env.
- SE
- + encourage, prevent
  - reliant
- CA
- + part, participation, encourages help, changes att/b, social cohesion
  - reliant
- UNDERLYING CONC.
- > Socio Ecological
  - considers ind/oth n/society
  - > attitudes/v
  - respect
  - care + concern
  - > determinants
  - social inclusion
  - sustainable prevention
  - > social justice
  - empathy, support, tolerance, less discrimination
  - fairness for equitable outcomes
  - build resilience + prot factor
- R
- develops skill/knowledge
  - Empower community through resources/skills
  - social support/cohesion

## QUESTION

ASSESSOR'S  
USE ONLY

Read and refer to ALL of the resources on pages 2–4 of the resource booklet, when answering (a)–(c).

- (a) Recommend a range of strategies that the Health Promotion Agency (HPA) could include to ensure that its campaign is as effective as possible.

To ensure that its campaign is as effective as possible, the Health Promotion Agency could include ~~a variety of~~ a variety of different strategies in their goal of reducing drinking within certain target groups. One ~~the~~ strategy ~~could be~~ continuing the social marketing component of their programme, <sup>as mentioned in Resource B,</sup> by creating and releasing posters to encourage the reduction of drinking in young people in NZ. Another strategy that the HPA could adopt is by running alcohol <sup>free</sup> ~~related support~~ <sup>public events,</sup> ~~and in groups for~~ <sup>targeted toward</sup> young people within their communities. ~~to assist them in their decision~~ <sup>to assist them in their decisions and</sup> ~~to build knowledge and skills for young people to deal with alcohol in their lives, and make positive, health enhancing decisions.~~ ~~Another strategy that the~~ <sup>group</sup> The group could inform young people of the alcohol facts mentioned in Resource A, and deter them from becoming involved with it. Another strategy that the HPA could add to their campaign is involving Maori people, by <sup>providing them with</sup> ~~providing them with~~ alcohol related support groups specifically for young people of Maori culture. This could assist them with decisions / actions relating to alcohol, and could develop and build their knowledge and skills about the issue through sharing the information shown in Resource A regarding Health effects of Alcohol. These strategies would help ensure the campaign's success and effectiveness, because they are inclusive, ~~of all cultures, and other~~ and encouraging.

- (b) Compare and contrast the different models for health promotion that are evident in the strategies you have recommended in (a), and those that are currently in place in the HPA's campaign.

In your answer:

- explain the advantages and disadvantages of the models currently represented
- draw conclusions about their effectiveness for improving well-being for those affected by alcohol-related harm.

The HPA's campaign currently ~~uses~~ <sup>includes</sup> strategies the behaviour change model, ~~by~~ in their current strategy of releasing anti-alcohol posters. This strategy demonstrates this model, because it is using a preventative approach, seeking to focus on ~~lifestyle behaviours~~ and adopt healthy lifestyle behaviours for themselves. The advantages of this strategy using the behaviour change model are that it is prevention based, and it will therefore aim to ~~discourage negative decisions~~ <sup>discourage negative decisions</sup> made by young people, and change negative behaviours in relation to alcohol. This model also has disadvantages, being that it is a negative approach to the situation and appears to point the finger, or ~~the~~ <sup>put the</sup> blame, on those who are struggling with the issue of alcohol consumption. This model also is lacking in providing resources to individuals to help them with skills and knowledge, and fails to create or encourage an inclusive and supportive environment. The behaviour change model being used in the poster strategy in Resource B is not very effective ~~for~~ at its aim of improving well-being for those affected by alcohol related harm, because although the positives outweigh the negatives, there are still many negative effects caused. I believe that the strategy of running alcohol free events within the community, ~~and the strategy of~~ <sup>and the strategy of</sup> ~~many more~~ <sup>starting more support groups</sup> would be more effective in ~~these areas~~ <sup>achieving</sup> this goal. Running alcohol free events within the community is a strategy involving the Collective Action Model. It displays this model because it shows a socioecological approach, and encompasses ideas of community empowerment and commitment. ~~That~~

advantages that this model has are that it is coming from a positive place, and focuses on encouraging participation and the help of others to improve the societal structures that have such a powerful influence on people's health and wellbeing. The use of this model also changes the attitudes/values/beliefs of others in the community to create a greater sense of social cohesion. Attending and ~~enjoying~~ <sup>demonstrating</sup> alcohol free government/organisation funded/run events ~~is~~ <sup>is demonstrating</sup> the socio ecological perspective because it is a strategy that is inclusive of individuals, others, and the community as a whole, at risk of alcohol related harm. It also considers the importance of attitudes/values of others, because people in attendance will have increased respect, ~~for~~ <sup>for</sup> the issue, and show more care and concern. This strategy also demonstrates social justice, because people ~~that~~ <sup>attending</sup> will ~~have~~ <sup>be demonstrating</sup> empathy, support, + tolerance to those struggling, and rather than excluding or discriminating against them. ~~The state~~ <sup>Encouraging</sup> Encouraging involvement of those at risk whilst also encouraging the absence of alcohol shows fairness towards people ~~strugg~~ <sup>strugg</sup> targeted, because they are able to be involved and accepted in a place that is not allowing ~~the~~ harm/danger to their own health/wellbeing, and others, and contributes towards equitable outcomes. The only negative ~~part~~ <sup>part</sup> of using the collective action model through this strategy is that ~~the whole community is reliant on the whole community's participation~~ <sup>is reliant on the whole community's participation</sup> and support. The other strategy that I recommend, ~~being the state~~ <sup>running support groups</sup> targeted at Maori youth at risk of alcohol harm, displays the collective action model as well. This is because it involves the action of someone stepping in, and is based on the view that health is determined by factors ~~spread~~ <sup>spread</sup> outside the individual's control. The strategy encompasses ideas of bringing people ~~at risk of alcohol related harm together~~ <sup>of Maori culture that may be</sup>, and building relationships surrounding the encouragement of health enhancing decisions. The support group would be run by someone from the ~~the~~ <sup>the</sup>



- (c) Explain which principles of the Bangkok Charter AND the Treaty of Waitangi are evident in the strategies you have recommended in (a), and those that are currently in place in the HPA's campaign.

ASSESS  
USE 0

How will the inclusion of these principles improve the well-being of New Zealanders?

~~The Bangkok Charter principles~~ The principles of the Bangkok Charter are evident in the strategy currently in place in the HPA's campaign, because the action of distributing the posters demonstrates them advocating for health, based on human solidarity which is the first principle. Their strategies also display evidence of Principle 5, because they ~~work~~ <sup>including</sup> with others, giving advice, and making recommendations to government; govt agencies, industry, communities, health professionals, and others, ~~on the sale, supply, consumption, misuse, and harm of alcohol~~ as mentioned in Resource B. Principle 2 is evident in their attempts to invest in sustainable policies/practices, to address the determinants of health by giving advice and making recommendations on the sale, supply, consumption, misuse, and harm of alcohol, as well as principle 3 of building capacity for policy development, knowledge transfer, and research, by sharing their ~~policy~~ <sup>statistical</sup> findings mentioned in Resource A. ~~The inclusion of these principles~~ The first strategy that I suggested of running alcohol free community events will be able to improve the wellbeing of New Zealanders, because ~~the~~ <sup>many</sup> underlying concepts of health are ~~addressed~~ <sup>considered</sup>, including ~~social ecological perspectives~~, and people will be more likely to make positive, and health enhancing decisions because of their awareness of ~~the~~ <sup>the</sup> harms/dangers of alcohol through the HPA's current strategies. The first strategy that I suggested, being to run alcohol free community events also demonstrates evidence of the principles of the Bangkok Charter.

~~This is because~~ It involves principle 1, showing advocacy for health based on human rights and solidarity, by being inclusive and encouraging of people to participate in making health enhancing decisions. If the community event involved aspects of knowledge and resources relative to alcohol harm in either the running or the promotion leading up to it, for example ~~statistical~~ statistics displayed showing harmful effects of alcohol, then principle 3 would be demonstrated, as the strategy would be building capacity for policy development, knowledge transfer, research, and health literacy. Principle 4 of the Bangkok Charter is also evident, as these events would create and provide equal opportunities for the well-being of all people, being inclusive and non-discriminatory. The second strategy I suggested of starting Maori support groups, involves the evidence of principles in the Bangkok Charter, as well as principles in the Treaty of Waitangi. The Treaty of Waitangi Participation principle of emphasising Maori involvement in all aspects of society within Aotearoa, which is exactly what the strategy is doing by targeting Maori involvement specifically. The Active Protection principle ~~stated~~ in the Treaty of Waitangi states the need for proactivity in health promotion and the development of preventative strategies, eg. providing additional resources so that Maori are able to enjoy equitable health status with non Maori. This is also clearly evident in the suggested strategy, as it is directly providing an additional resource to Maori, (being a support group), ensuring their inclusion and involvement in being educated on and encouraged event against alcohol related harm. The inclusion of these principles in the text in the two strategies I have suggested will help improve the wellbeing of New Zealanders, because all of the underlying concepts in health are considered and improved, being the

Extra space if required.

Write the question number(s) if applicable.

ASSESSOR'S  
USE ONLYQUESTION  
NUMBER

(a) ~~running~~ running these events such as community markets/festivals ~~days~~, ~~which~~ ~~emphasise~~ with the clear emphasis on them being alcohol free would be able to show young people that ~~the~~ alcohol is not need to have an enjoyable time, and encourage them to make positive, health enhancing decisions. //

(b) who would be able to share the knowledge from Resource A. This strategy would be effective in improving wellbeing of those at risk, because it considers the determinants of health, by focussing on social inclusion of Maori youth, and aims for sustainable prevention by addressing ~~only~~ the relevant determinant of ~~all~~ social gradient, and background, ~~then~~ of Maori culture. Maori being able to attend those support groups will additionally build their resiliency, because their knowledge on the issue will be developed greatly, and they will feel empowered through their new skills/resources for change. //

(c) sociocological perspective, attitudes/values, determinants, social justice, and resiliency. These strategies <sup>are</sup> encouraging of ~~good~~ positive change and decisions/behaviours, <sup>and</sup> inclusive of all areas of society relative to youth in NZ. ~~The young people~~ With successful implementation of these strategies, the young people ~~targeted~~ in NZ ~~will~~ ~~targeted~~ by this campaign, will have the expanded knowledge, skills, support, and motivation to take action in making health enhancing choices, and <sup>either</sup> reducing their consumption of alcohol, or completely refraining from drinking it, which is beneficial to everyone involved. //

91465



## Excellence Exemplar 2018

Subject	Health	Standard	91465	Total score	08
Q	Annotation				
a, b and c	<p>The candidate recommended a range of strategies.</p> <p>The models for health promotion and the supporting documents were accurately compared.</p> <p>The candidate's conclusions on the effectiveness of the models considered how well-being for those affected and the well-being of New Zealand would be improved.</p> <p>The candidate provided insightful connections to the underlying concepts.</p> <p>The candidate consistently and coherently applied evidence from the resources.</p>				