

91465R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Level 3 Health, 2013

91465 Evaluate models for health promotion

2.00 pm Monday 18 November 2013

Credits: Five

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Health 91465.

Check that this booklet has pages 2 and 3 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

RESOURCE A: 'CHOICE NOT CHANCE' CAMPAIGN**Introduction**

As a result of the Gambling Act 2003, the Ministry of Health is responsible for preventing and minimising the harm caused by gambling. ...

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Relevant research

Research is used to evaluate the effectiveness of the media campaign.

Source (adapted): <http://www.choicenotchance.org.nz>

RESOURCE B: HEALTH PROMOTION CHARTERS

The Ottawa Charter for Health Promotion

The **Ottawa Charter for Health Promotion** provides a framework for many health promotion initiatives, based on five main principles:

1. **building healthy public policy ...**

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5. **re-orienting health services.**

Source: <http://www.who.int/healthpromotion/conferences/previous/ottawa/en/index1.html>

The Bangkok Charter for Health Promotion

The **Bangkok Charter for Health Promotion** builds upon the Ottawa Charter to guide health promotion in a globalised world. It is based on five main principles:

1. **advocating** for health, based on human rights and solidarity ...

5. **partnering and building alliances** with public, private, non-governmental organisations, and civil society, to create sustainable actions.

Source: http://www.who.int/healthpromotion/conferences/6gchp/bangkok_charter/en/index.html

Te Tiriti o Waitangi / The Treaty of Waitangi

The **Treaty of Waitangi** has been identified as the founding document of Aotearoa / New Zealand and has a key role in health promotion in this country.

For example, providing additional resources so that Māori are able to enjoy equitable health status with non-Māori.

Source (adapted): A. Waa, F. Holibar, C. Spinola, 'Programme Evaluation: An Introductory Guide for Health Promotion' (Auckland: University of Auckland Alcohol and Public Health Research Unit / Whariki Runanga Wananga hauora Mete Paekaka, 1998), <http://www.hpforum.org.nz/resources/ToWandHP.pdf>

