

91465R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Level 3 Health, 2014

91465 Evaluate models for health promotion

2.00 pm Tuesday 18 November 2014
Credits: Five

RESOURCE BOOKLET

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

Check that this booklet has pages 2–6 in the correct order and that none of these pages is blank.

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

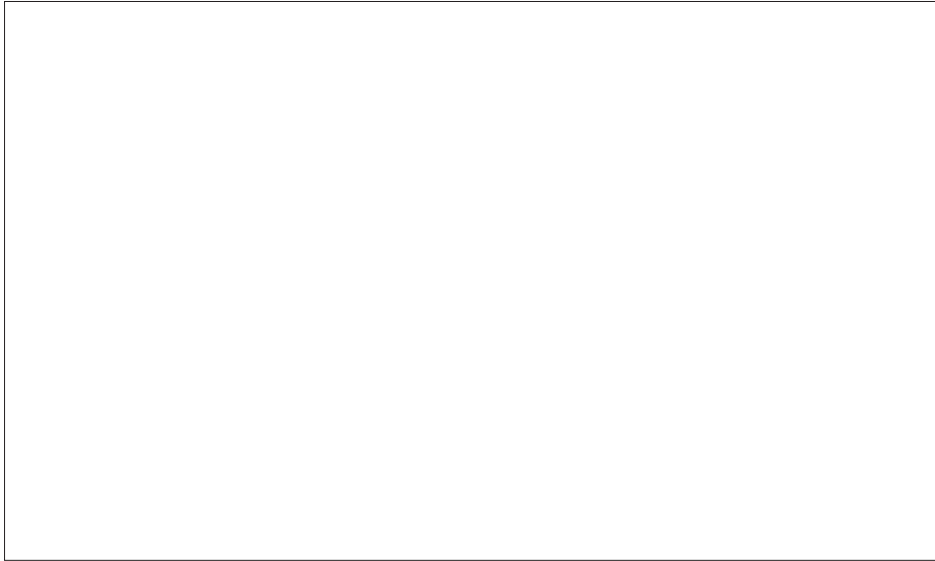
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Resource A: The Health Promotion Agency (HPA) Outcomes Framework

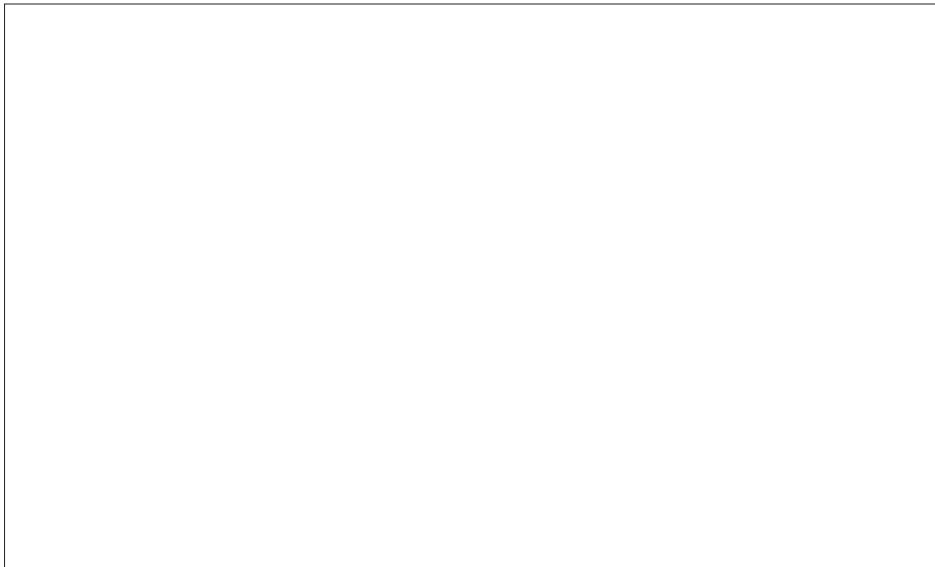


Resource B: Campaign Choices

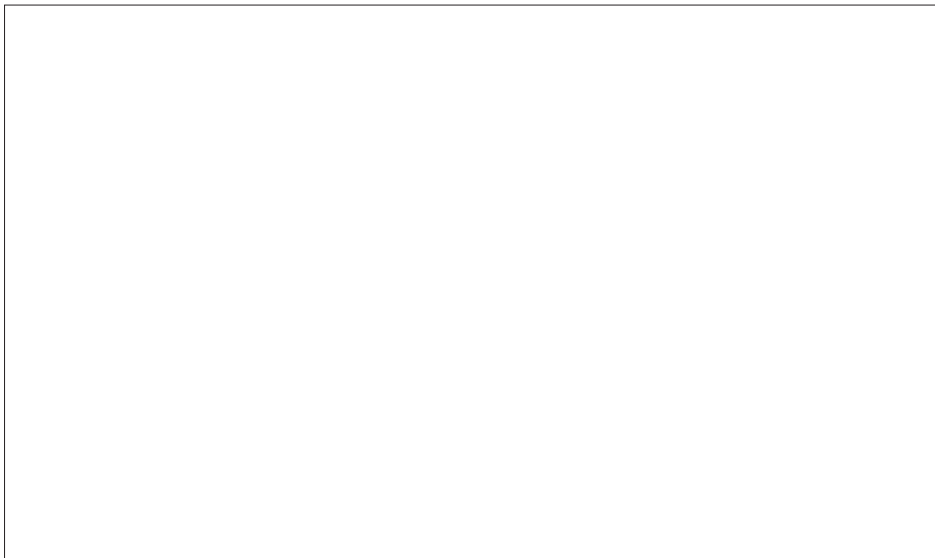
Campaign One: More Heart and Diabetes Checks



Campaign Two: Tobacco Control



Campaign Three: Say Yeah, Nah



Resource C: Models for Health Promotion**Behavioural Change Model**

The behavioural change model is a preventive approach, and focuses on lifestyle behaviours that impact on health.

This model encompasses ideas of community empowerment, which require people individually and collectively to acquire the knowledge, understanding, skills, and commitment to improve the societal structures that have such a powerful influence on people's health status.

Resource D: Supporting Documents

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:

Active protection

Recognises that the Crown needs to be proactive in health promotion and the development of preventative strategies – for example, providing additional resources so that Māori are able to enjoy equitable health status with non-Māori.

ACKNOWLEDGEMENTS

Material from the following sources has been adapted for use in this examination.

Page(s)	Source
2	<p>Resource A</p> <p>The Health Promotion Agency (HPA), <i>Health Promotion Agency Statement of Intent 2013–2016</i>, p 10, found on http://www.hpa.org.nz/sites/default/files/documents/HPA%20SOI%202013-2016%20.pdf, accessed 9 May 2014.</p>
3	<p>Resource B</p> <p>Images found on http://www.hpa.org.nz, accessed 9 May 2014.</p>
4	<p>Resource C</p> <p><i>Making Meaning: Making a Difference</i>, The Curriculum in Action Series for the Ministry of Education (Wellington: Learning Media, 2004), found on http://health.tki.org.nz/Key-collections/Curriculum-in-action/Making-Meaning, accessed 9 May 2014.</p>
5	<p>Resource D</p> <p>The Ottawa Charter for Health Promotion from The World Health Organisation (1986), found on http://www.who.int/healthpromotion/conferences/previous/ottawa/en/index1.html, accessed 9 May 2014.</p> <p>The Bangkok Charter for Health Promotion from The World Health Organisation (2005), found on http://www.who.int/healthpromotion/conferences/6gchp/bangkok_charter/en/index.html, accessed 9 May 2014.</p> <p>Te Tiriti o Waitangi/ The Treaty of Waitangi and Health Promotion from 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), found on http://www.hauora.co.nz/resources/ToWandHP.pdf and from Health Promotion Forum of New Zealand–Runanga Whakapiki ake i te Hauora o Aotearoa, 'TUHA–NZ: A Treaty Understanding of Hauora in Aotearoa–New Zealand' (2002), found on http://www.hauora.co.nz/assets/files/Maori/Tuhanzpdf.pdf, accessed 9 May 2014.</p>

