

91465R



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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

## Level 3 Health, 2016

### 91465 Evaluate models for health promotion

9.30 a.m. Monday 28 November 2016  
Credits: Five

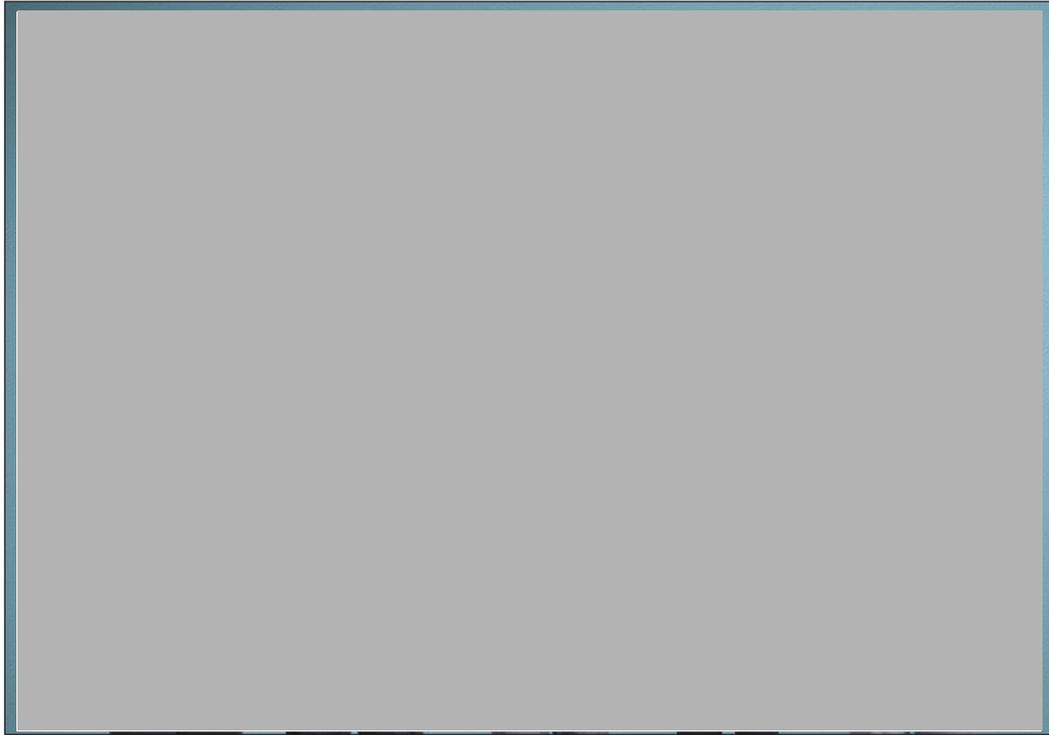
## RESOURCE BOOKLET

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

Check that this booklet has pages 2–4 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: “Big Change Starts Small” Campaign



“Big Change Starts Small” is a campaign to raise awareness and generate a conversation about childhood obesity in New Zealand.

[Redacted text block containing several paragraphs of obscured content]

“Obesity is a serious issue and the idea of starting with small changes is one we can all get behind”, says Dr Coleman. “There are some easy small changes we can make such as substituting unhealthy snacks with healthy snacks, rewarding kids with activities instead of food treats, and making water the first choice.”

## Resource B: Three Models for Health Promotion

### Behavioural Change Model

The behavioural change model is a preventive approach, and focuses on lifestyle behaviours that impact on health. It seeks to persuade individuals to adopt healthy lifestyle behaviours, to use preventive health services, and to take responsibility for their own health.

### Self-empowerment Model

This approach seeks to develop the individual's ability to control their own health status as far as possible within their own environment. The model focuses on enhancing an individual's sense of personal identity and self-worth, and on the development of 'life skills'.

### Collective Action Model

This is a socioecological approach that takes account of the interrelationship that occurs between the individual and the environment. It is based on the view that health is determined by factors that operate largely outside the control of individuals.

This model encompasses ideas of community empowerment and commitment to improve the societal structures that have such a powerful influence on people's health status.

**Turn the page for Resource C**

Sources (adapted):

**Resource A:** The Health Promotion Agency (HPA), found on <http://www.hpa.org.nz/what-we-do/nutrition-and-physical-activity/big-change-starts-small> and <https://www.beehive.govt.nz/release/sports-stars-rally-fight-obesity>.

**Resource B:** *Making Meaning: Making a Difference*, 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>.

**Resource C:** 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>; 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](http://www.who.int/healthpromotion/conferences/6gchp/bangkok_charter/en/index.html); 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>.

## Resource C: 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:

1. building healthy public policy
2. [REDACTED]
3. [REDACTED]
4. [REDACTED]
5. re-orienting health services.

### The Bangkok Charter for Health Promotion

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

1. advocating for health, based on human rights and solidarity
2. [REDACTED]
3. [REDACTED]
4. [REDACTED]
5. partnering and building alliances with public, private, non-governmental organisations, and civil society to create sustainable actions.

### Te Tiriti o Waitangi / The Treaty of Waitangi and Health Promotion

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

Treaty principles and provisions that are of particular relevance to health include:

#### *Partnership*

Refers to ongoing relationships between the Crown (the Government, or its agencies) and Māori.

#### *Participation*

Emphasises Māori involvement in all aspects of society within Aotearoa / New Zealand. Within health promotion, this includes involvement of Māori stakeholders in the planning, delivery, and monitoring of programmes.

#### *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.