

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, 2017

91465 Evaluate models for health promotion

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

RESOURCE BOOKLET

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

Check that this booklet has pages 2–5 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: “5+ A Day” Campaign

5+ A Day is a health promotion initiative that encourages all Kiwis to eat five or more servings of colourful, fresh fruit and vegetables every day, for health and vitality.

[REDACTED]

This is in line with the Ministry of Health and the World Health Organisation (WHO) recommendations.

About 5+ A Day

The 5+ A Day health promotion initiative was designed for the benefit of the general public, and specifically for New Zealand children. [REDACTED]

[REDACTED]

Posters are also provided, and a website with recipes and articles about healthy eating can be accessed.

Resource B: “Healthy Families” Campaign

Healthy Families New Zealand is a large-scale, health promotion initiative set up in ten locations nationwide to bring community leadership together in a united effort for better health.

A skilled prevention workforce will work with local leaders to create healthy change.

Why do we need Healthy Families New Zealand?

The rising tide of preventable chronic diseases like diabetes, cardiovascular disease, and some cancers, threatens our quality of life.

Healthy Families New Zealand is a whole community approach that makes changes to the systems that influence the health and well-being of individuals, families, and communities – systems like workplaces, the education system, and community spaces.

Who is involved in Healthy Families New Zealand?

Healthy Families New Zealand is being designed and implemented in 10 locations across the country.

A skilled prevention team is also being established in each site to coordinate action and enable leadership that will drive the necessary changes to support good health.

A Healthy Families New Zealand Community Diagram



Resource C: 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.

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.

Acknowledgements

Material from the following sources has been adapted for use in this examination (accessed 11 May 2017).

Resource A: <http://www.5aday.co.nz/5plus-a-day/about-5plus-a-day.aspx> (text) and <http://www.5aday.co.nz/kids-zone/5plus-a-day-around-the-world.aspx> (logo).

Resource B: <http://www.health.govt.nz/our-work/preventative-health-wellness/healthy-families-nz> (text and diagram) and <http://www.healthyfamilies.govt.nz/#home-2> (logo).

Resource C: *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 D: 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; 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 D: Supporting Documents

The Bangkok Charter for Health Promotion

The World Health Organisation's (WHO) 2005 Bangkok Charter builds upon its earlier 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
 - [Redacted]
 - [Redacted]
 - [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

[Redacted]

[Redacted]

[Redacted]

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.

