

91465R



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Health 2023

91465 Evaluate models for health promotion

Credits: Five

RESOURCE BOOKLET

Refer to this booklet to answer ALL parts of the question 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: Amohia Te Waiora – We’re stronger without alcohol campaign

Te Whatu Ora Health New Zealand aims to reduce alcohol-related harm and to inspire New Zealanders to make better decisions about drinking alcohol.

Their current campaign, Amohia Te Waiora – We’re stronger without alcohol, is part of an over-arching strategy to minimise alcohol-related harm within New Zealand.

The Amohia Te Waiora campaign

Reducing alcohol-related harm is an important step towards growing a health equitable society in Aotearoa. Raising awareness of the impact that alcohol has on all sectors and across communities is an important place to start in this journey towards change.

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[Redacted text block]

Te Whatu Ora Health New Zealand’s aim for the future is to support communities who are already challenging the role of alcohol in their lives, culture, and future. Amohia Te Waiora offers a unifying call for change that can be owned, championed, and raised by communities to reduce harm.

Amohia Te Waiora campaign strategies

- Online information and resources including interactive tools in te reo Māori and English.
- [Redacted text]
- [Redacted text]
- [Redacted text]
- [Redacted text]
- [Redacted text]
- [Redacted text]
- [Redacted text]
- [Redacted text]
- Support for individuals provided on website and social media campaigns providing information on how to make a change, help to make a plan, thinking about cutting back, or easing up on alcohol.

RESOURCE B: Three models for health promotion

Behavioural change model

This is a preventative approach, which focuses on lifestyle behaviours that impact on health. It seeks to persuade individuals to adopt healthy lifestyle behaviours, to use preventative 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. This 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 socio-ecological 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.

Source (adapted): *Models of Health Promotion*, The Curriculum in Action Series for the Ministry of Education, found online at <http://health.tki.org.nz/Key-collections/Curriculum-in-action/Making-Meaning/Socio-ecological-perspective/Defining-health-promotion/Models-of-health-promotion>

RESOURCE C: Supporting documents

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:

- Advocating for health, based on human rights and solidarity.
- [REDACTED]
- [REDACTED]
- [REDACTED]
- Partnering and building alliances with public, private, and 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

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.

Sources:

World Health Organization, *The Ottawa Charter for Health Promotion*, (1986).

Bangkok Charter for Health Promotion in a Globalized World, *Prevention and Control*, (2005).

Waa, A., Holibar, F., Spinola, C., & University of Auckland, *Programme evaluation: An introductory guide for health promotion*, Auckland: Alcohol & Public Health Research Unit. University of Auckland, (1998).