

91465R



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Health 2024

91465 Evaluate models for health promotion

Credits: Five

RESOURCE BOOKLET

Refer to this booklet to answer ALL parts of the question for Health 91465.

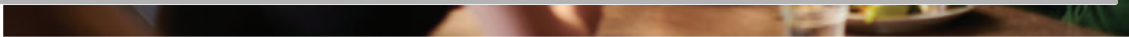
Check that this booklet has pages 2–6 in the correct order and that none of these pages is blank.

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

RESOURCE A: Meningococcal disease 'Be Safe In Our Space' immunisation campaign



of living in a boarding school, hostel, or hall of residence.



**Talk to your GP, nurse, or health centre, or
phone Healthline on 0800 611 116**

for more information about getting immunised against meningococcal disease.

'Be Safe In Our Space' is a campaign to promote protection against infectious meningococcal disease. Meningococcal disease is a serious illness that can make you very sick. Symptoms include: high fever, stiff neck, headache, seizures, rash, light-sensitivity. It is very contagious, and serious symptoms happen fast. Young people who live in shared accommodation in large groups, such as boarding schools and university halls of residence, are at greater risk of catching meningococcal disease.

Getting immunised is the best way to protect against meningococcal disease. When you get immunised against meningococcal disease, you are not just protecting yourself; you are also protecting your whānau, friends, and community.

Audience

The primary audience for this campaign is people aged 13 to 25, particularly those who are, or will be, living in large, shared accommodation. This campaign has been designed to resonate with some of those population groups that are most impacted by meningococcal disease.

Campaign strategies

Radio promotions: Key messages on local radio stations (commercial, community, iwi, Pacific, and student) can be a great way to connect with local audiences.

Social media platforms: You can share content from Ministry of Health channels on social media platforms that are frequented by youth.

Peer education workshops: Train peer leaders to facilitate conversations about immunisation in schools and universities.

Community events: Organise community events that encourage discussions and information-sharing around immunisation. These provide the opportunity to alleviate fears or misconceptions around immunisation, and provide education surrounding meningococcal disease.

Easily accessible multi-language resources: Distribute appropriate resources stating the importance of immunisation, and the risks associated with meningococcal disease, including pamphlets in te reo Māori and languages other than English, online newspapers, free weekly community papers, and / or guest speakers at schools and university assemblies.

Community partners: Partner with local organisations, iwi, and community leaders to co-design and implement immunisation initiatives that address the unique needs of their diverse community. Community organisations could include: cultural organisations, local iwi, health provider groups, iwi health providers, tertiary providers, and employers.

Peer support networks: Establish peer support networks where individuals can share knowledge, experiences, and resources related to meningococcal disease and the importance of immunisation.

Skill-building sessions: Health providers, community groups, and iwi organisations could develop and provide sessions on developing skills, such as decision-making, communication, and problem-solving skills relating to immunisation health, and disease prevention.

RESOURCE B: Three models for health promotion

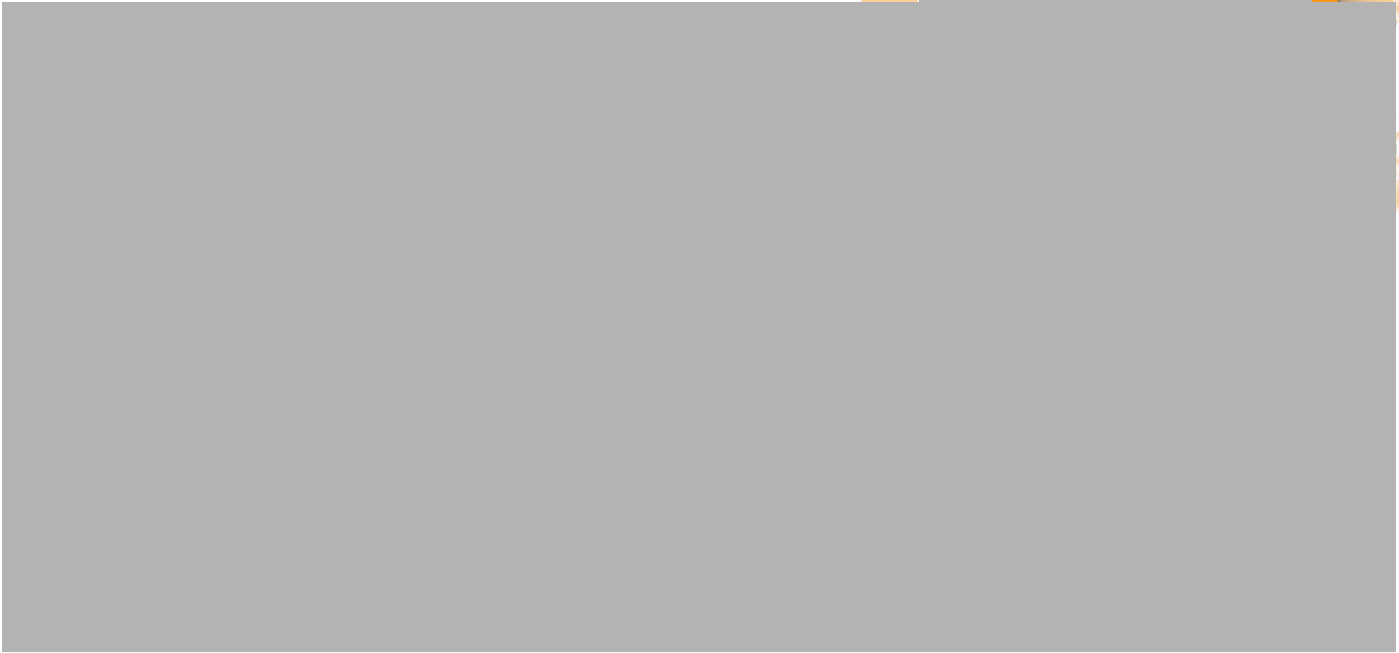
Behavioural change model



societal structures that have such a powerful influence on people's health status.

RESOURCE C: Supporting documents

The Bangkok Charter for Health Promotion



and civil society to create sustainable actions.

Te Tiriti o Waitangi / the Treaty of Waitangi and Health Promotion



Acknowledgements

Material from the following sources has been adapted for use in this assessment:

Resource A

Page 2 https://www.wgtn.ac.nz/accommodation/images/accommodation-mar23-meals-3200x1800-jpg/ls_medium.jpg
<https://healthed.govt.nz/products/immunise-against-meningococcal-disease-poster>

Resource B

Page 4 health.tki.org.nz/Key-collections/Curriculum-in-action/Making/Meaning/Socio-ecological-perspective/Defining-health-promotion/Models-of-health-promotion

Resource C

Page 5 Department of Non-Communicable Diseases and Mental Health Health Promotion and Education. (2005). The Bangkok charter for health promotion in a globalized world. World Health Organization.
<https://iris.who.int/bitstream/handle/10665/205976/B3280.pdf>
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).
<https://stock.adobe.com/280204140>

