3

91465R

Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Health 2026

91465 Evaluate models for health promotion

Credits: Five

RESOURCE BOOKLET

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

Check that this booklet has pages 2–7 in the correct order and that none of these pages is blank.

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

© New Zealand Qualifications Authority, 2026. All rights reserved.
No part of this publication may be reproduced by any means without the prior permission of the New Zealand Qualifications Authority.

RESOURCE A: Media release about the Top Up campaign

The Top Up campaign is led by Health New Zealand – Te Whatu Ora and the Mental Health Foundation of New Zealand. It is built on an evidence-based set of five daily actions to enhance mental health and well-being. We want more Kiwis and communities to take a proactive role in behaviour that maintains and tops up their mental well-being.

This is about common-sense tools and proven techniques that anyone can use. Whether you're on the farm, in the office, at school, or at home with the kids, better mental health is something we all have a stake in. Applying the Five Ways to Well-being has been shown to aid recovery from tough times and the management of long-term mental health issues.

Just as we look after our physical health, we need to be proactive in looking after our mental health. This campaign is about helping New Zealanders make these preventative actions part of their everyday life, and continuing efforts to reduce the stigma around mental health issues.

We are not just focused on ensuring the right support is in place to treat mental health and addiction issues, we are also focused strongly on preventing Kiwis from getting to that point.

RESOURCE B: Top Up's Five Ways to Well-being



Connect *Me whakawhanaunga*

Give *Tukua*

Take notice *Me aro tonu*

Keep learning *Me ako tonu*

Be active *Me kori tonu*

RESOURCE C: Resources to support the well-being of specific groups

The following resources are available as part of this campaign to support specific groups in Aotearoa New Zealand.

Kaupapa Māori well-being services

Free Access and Choice services for tāngata whaiora (a person seeking health) and whānau are delivered by Māori for Māori using mātauranga Māori. Services are whānau-centred and sit within a kaupapa Māori framework. Providers support you to access and choose culturally relevant approaches to support your well-being.

Pacific well-being services

Pacific services are designed to meet the needs of Pacific aiga (families). They focus on your holistic mental well-being, including Pacific cultural and spiritual values, beliefs, languages, and healthcare.

Well-being support in general practice (GP)

Hundreds of GPs (where you see your doctor or nurse) have new team members who can support you and your whānau to improve your mental and physical health and well-being.

Youth well-being services

Youth providers will get to know you. They will help find strategies that could work for you and the challenges you are facing. Together, you will figure out a path to positive change.

Rural well-being support

Sometimes it is hard to access services if you live rurally. But there are many Access and Choice providers across the motu (country). People in rural communities can access well-being support through their GP.

RESOURCE D: Resources on the Top Up website and related websites



RESOURCE E: Three models for health promotion

Behavioural change model

Self-empowerment model

Collective action model

RESOURCE F: Supporting documents

The Bangkok Charter for Health Promotion



Te Tiriti o Waitangi / the Treaty of Waitangi and health promotion

Te Tiriti o Waitangi has been identified as a key to health promotion in Aotearoa New Zealand. 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.

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

Resource A
https://www.beehive.govt.nz/release/minister-launches-mental-health-campaign

Resource B
https://www.topupwellbeing.nz

Resource C
https://gustodesign.co.nz/work/access-and-choice-website-and-campaign-design/
https://www.healthnz.govt.nz/health-topics/mental-health/where-to-get-help/wellbeing-support/kaupapa-maori-wellbeing-services; /pacific-wellbeing-services; /wellbeing-support-in-general-practice-gp; /youth-wellbeing-services; /rural-services (CC BY 4.0)

Resource D
https://gustodesign.co.nz/work/access-and-choice-website-and-campaign-design/
https://www.topupwellbeing.nz

Resource E
https://healtheducation.org.nz/wp-content/uploads/2018/11/8-nzhea-position-statement_health-promotion-in-hed_sept_2017.pdf

Resource F
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