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91304



913040



NEW ZEALAND QUALIFICATIONS AUTHORITY
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SUPERVISOR'S USE ONLY

Level 2 Home Economics, 2015

91304 Evaluate health promoting strategies designed to address a nutritional need

2.00 p.m. Wednesday 11 November 2015

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Evaluate health promoting strategies designed to address a nutritional need.	Evaluate, in depth, health promoting strategies designed to address a nutritional need.	Critically evaluate health promoting strategies designed to address a nutritional need.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt ALL parts of the question in this booklet.

Pull out Resource Booklet 91304R from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

**Low
Merit**

TOTAL

5

ASSESSOR'S USE ONLY

INSTRUCTIONS

Read Resource Booklet 91304R and choose TWO of the three health-promoting strategies to use when answering the question in this booklet. Refer to the information in the resource booklet to support your answers.

ASSESSOR'S
USE ONLY**QUESTION**

Identify your TWO chosen strategies below to use when answering (a) and (b).

First strategy: Strategy A: Community Garden

Second strategy: Strategy B: Growing fruit trees at school

- (a) Explain how effective your two chosen strategies are in addressing the vegetables and fruit intake within communities.

Consider the effectiveness of BOTH strategies, in relation to **social, economic, and environmental factors**, when including examples to support your answer.

First strategy: Strategy A is effective because it gets the entire community involved in planting, growing and eating more fruit and vegetables thus increasing consumption. This would be a fun, social activity to get involved in thus encouraging more people to be part of it and increasing the strategy's effectiveness as more people will be learning and sharing knowledge. The gardens are also accessible for people to attend as they are located within the community. Everybody also takes turns working the garden and so people will be able to attend during a time that suits them, thus making it easier for them to participate and making the strategy more effective. It is also assumed that the gardens are free for community members to be a part of, and they are also offered free fruit after. This will attract more

ES0
EB0

people to actively participate, meaning the strategy will influence a larger proportion of people and therefore make it more effective. The cooking demonstrations would also be a fun, free activity that would attract a large number of people to attend. This would give people the knowledge and motivation to learn about these fruit and vegetables, which will encourage them to try to cook at home, thus increasing their intake of fruit and vegetables.

Second strategy: _____

Strategy B is also a fun activity for students to get involved in. Because of this, they will enjoy learning about how to grow and cook fruit and vegetables, which will make the strategy effective because it has been proven that individuals are more likely to remember and learn in a fun environment. This will encourage them to eat more fruit and vegetables. Due to the garden centre donating orchard packs, it is free for students to participate in, thus attracting more students to attend and making it more effective. The gardens orchards are also to be at school, making it easy for students to attend thus making the strategy more effective. The students will then get to eat the fruit and vegetables, thus increasing their consumption. On top of this, it is likely for the students to take their knowledge home with them which would encourage the family as a whole to grow and consume more fruit and vegetables. However, this strategy may not be effective if schools do not have the space or time to create an orchard.

- (b) Justify which of your chosen strategies would be **more effective** in ensuring that New Zealanders meet the dietary guidelines for vegetables and fruit.

Consider the limitations and benefits of BOTH strategies, the attitudes and values of the people involved, and the models of health promotion listed on page 2 of the resource booklet, when including examples to support your answer.

Strategy A, the community gardens, would be the most effective strategy, as it is a collective action and so includes / effects a greater number of people. By involving the entire community, a larger number of people will be getting involved, learning, sharing knowledge and taking their motivation to grow and consume more fruit and vegetable back to their homes. The more people who are ~~affected~~ affected and encouraged to ~~make~~ increase their intake, the ~~the~~ greater the effectiveness of the strategy. Strategy B however ~~the~~ does not include as many people as ~~not~~ not all students will want to join, and so is not as effective ~~as~~ ^{at} increasing consumption as strategy A. This is because, although the students are learning about how to grow and cook fruit and vegetables, it is not guaranteed that they will share this knowledge and motivation with friends and family, or continue to eat more fruit and vegetables after the competition is finished. On top of this, strategy A also considers a greater number of adults than strategy B (that includes mainly children and some teachers). This makes it more effective because in family households, the parents / adults are more likely to create change because they are the ones who do the shopping.

and have the greatest influence on family meals.

This would increase the entire family's intake whereas strategy B is likely to only increase the children's intake at ~~the~~ school. Strategy A also hands out free produce from the gardens to

families which is ^{more} likely to increase consumption than giving the produce to children to experiment with at school (as strategy B does).

Strategy B is limited due to not all schools having the space for an orchard, ~~is~~ and requires ~~the~~ schools to want to participate in the competition as it is a self-empowerment ~~is~~ ~~the~~ promotion method. This means the strategy may be limited in numbers, thus decreasing its effectiveness. This is in comparison to strategy A that ~~is~~ benefits from having much more people involved.

Strategy A also benefits by sharing community knowledge. People in the community who already have positive attitudes and values towards having a garden will be able to share that knowledge with others in the community and therefore positively impact their attitudes towards growing gardens at home too. Everyone in the community will also benefit from free produce to use.

One limitation of strategy A would be where it gets its funding from. If the council ~~is~~ suddenly stops supporting the initiative then they would not be able to afford to continue growing and handing out the fruit and vegetables. However by then, the

05

Extra space if required.

Write the question number(s) if applicable.

QUESTION
NUMBER

people involved may be prepared to donate so the gardens can continue, or may already be positively influenced by the strategy and be growing and consuming more fruit and vegetables at home. This ~~is a great success~~ ^{contributes to} it being the most effective strategy as it is more likely to create change in the community by creating positive attitudes and ^{therefore} higher levels of consumption. It is the strategy most likely to create long term change.

Strategy B does benefit by creating positive attitudes amongst children, who will see growing their own fruit and vegetables as fun, however they are not guaranteed to also create change at home, thus making it less effective than strategy A. It will also create a short term change because without teacher encouragement and the goal of taking the winning photo, after the competition is over, the change is not likely to continue and participants may fall back into old habits of not ~~consuming~~ meeting their daily intake.

Overall, the most effective strategy is A. This strategy could be further improved and made more effective by offering pamphlets with information/instructions to make it easier to grow produce at home. There could also be an

Extra space if required.
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Information evening to teach Community members why it is so important to meet the minimum consumption of 400g to 500g of fruit and vegetables daily. This will further motivate individuals to increase their intake.

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Example Low Merit 05.
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Question page 2. Strategy 1

(a)

Candidate gives two explained factors social and environmental.

page 3. Strategy 1

Candidate needed to include ^{an explained} economics factor in the answer.

page 3 Strategy 2.

Candidate needs to include an explained social support factor in here to achieve at a higher level.

To move to High Merit or Excellence the candidate required more critical thinking and ensure that the 3 factors are covered for both strategies.