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3

91465



914650



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

## Level 3 Health, 2017

### 91465 Evaluate models for health promotion

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

Achievement	Achievement with Merit	Achievement with Excellence
Evaluate models for health promotion.	Evaluate, in depth, models for health promotion.	Evaluate, perceptively, models for health promotion.

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 BOTH parts of the question in this booklet.**

Pull out Resource Booklet 91465R 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 91465R** for details of the three models for health promotion and their supporting documents that you are required to evaluate in this examination.

Refer to the resource material, and apply your own understanding of aspects of the models and supporting documents, as they relate to the "5+ A Day" and "Healthy Families" Campaigns about **lifestyle practices**, when answering (a) and (b).

Space is provided below to help you plan your answers.

Begin your answers on page 3.

### PLANNING (OPTIONAL)

- Both campaigns aim for kiwis to be healthier
- '5+ a day' campaign is behavioural change focused
- 'Healthy families' campaign is collective action focused

Healthy families campaign proves to be a more effective campaign than the 5+ a day campaign.

- explain BC in 5+ a day C
- explain CA, Social agents, BC and SE use so much more effective in Healthy families

### BC

good for raising awareness however isn't effective on its own as it's one sided, often negative putting the blame on the individual, doesn't take into account the determinants of Health ~~and~~ // tells the individual what to do.

### Collective Action

- \* supportive environment - social agents
- \* 40 million government ~~subsidy~~ aiming to make good health easier and more accessible

## QUESTION

ASSESSOR'S  
USE ONLY

Read and refer to **ALL of the resources** on pages 2–5 of the resource booklet, when answering (a) and (b).

- (a) Compare and contrast the effectiveness of the "5+ A Day" and "Healthy Families" Campaigns, in relation to the models for health promotion that are present within each.

Evaluate the advantages and disadvantages of these different models for health promotion, along with their effectiveness for improving the **well-being** of New Zealanders.

In regards to effectiveness, it is clear that the "Healthy families" campaign is far more effective in achieving the aim of healthier lifestyles for kiwi's than the "5+ A Day" campaign. The "5+ A Day," campaign has a behavioural change model focus in which information is provided (recipes and knowledge of importance), and the campaigns aim is promoted through advertising, raising awareness well (posters). ~~However~~ Although this model is a great, inexpensive way of raising awareness, its downfall is that its one sided information being put out, it doesn't look at each individual personally or at the social, cultural, political or economical factors that could be influence their lifestyle choices to not be eating as healthy. It is difficult to change a persons choice with this approach, especially since it blames the individual for their own actions. For someone who doesn't eat healthy due to other economical, societal etc reasons, ~~see~~ Seeing that poster wont help them but infact to the opposite, its ~~can~~ can very quickly turn into a negative since this models approach is so limited. Its also normal for people to not like being told what

Part (a) continues on the next page

to do, so for this campaign to actually reach individuals AND strike a change would be very unlikely unless it had more support, with a more personal focus ie 'Self empowerment model' and a more societal focus ie 'Collective Action model'. Then this campaign would be more successfully in making a change of choice with the individuals AND be able to deal with social, cultural, economical and political issues that influence an individual to eat unhealthy. That as a whole would be way more effective but this campaign lacks both the use of the self empowerment model and the use of the collective action model and is why this isn't as effective as the 'Healthy families' campaign which uses all three models. The 'Healthy families' campaign has a clear collective action, socioecological approach. Working on all levels/sectors of society to improve the societal structures that have such powerful influence on people's health status. This model is the most effective out of the three and in turn will provide the most improvement in well-being of the New Zealanders. This campaign gives the community a collective responsibility to not only improve their own health but to support the others around them too. By targetting everyday, populated environments (schools, workplaces, sports clubs, maraes) and making them health promoting, it takes affect on the people of the community, making them social agents. For an individual to make a successful change in lifestyle, they need support and that support.

- (b) Compare and contrast the "5+ A Day" and "Healthy Families" Campaigns, in relation to the principles of the Bangkok Charter and The Treaty of Waitangi.

ASSESSOR'S  
USE ONLY

Evaluate how the inclusion, or lack of inclusion of these principles within both initiatives, will affect the well-being of New Zealanders.

The "Healthy families" campaign involves both the Bangkok charter and The Treaty of Waitangi in its approach. In contrast to this, the "5+ a day" Campaign lacks both of these. The "Healthy families" campaign withholds a numerous initiatives that relate to the principles of the Bangkok charter. For example, 'investing in sustainable policies, actions and infrastructure to address the determinants of health.' The government has allocated 40 million dollars in support of this campaign that encompasses the collective action model which addresses the ~~deter~~ determinants of health. This campaign is also all over ~~with~~ partnering and building alliances ~~with public~~ as it states a range of locally based organisations have been selected to lead Healthy Families New Zealand in their communities, including iwi organisations, local government authorities, Pacific primary health care organisations and regional Sports trust. This campaign reaches out to a range of organisations that promote healthier living and are bringing them together to lead this, its said two heads are better than one, in this case having all these organisations in charge, maximum knowledge and skill will be used in leading this campaign. ~~The campaign is also closely related to the~~ 'Healthy families' also involve the Treaty of Waitangi, through partnership and



participation with Māori and Pacific peoples. This campaign initiative emphasises Māori involvement through community leadership (Ngā manukura). It states that the organisations chosen to lead included the iwi organisations and the Pacific primary health care organisations. This proves involvement of Māori and Pacific identity in the campaign ~~where they~~ ~~will be able~~ where they will be able to represent their own to their right in respect to the Treaty of Waitangi. In addition to this it also involves a key aspect of the Treaty of Waitangi, being partnership: ongoing relationships between the Crown and Māori. They will both be involved in leading this organisation. ~~responsibility~~

The "5t A Day" campaign fails to acknowledge the Treaty of Waitangi and does not involve ~~the~~ principles of the Bangkok charter. If done so, the campaign could have been spread to a more ~~societal~~ societal, large scale but ~~because~~ because of its focus on behavioural change and not collective action, it remains ~~as~~ as a small campaign to raise awareness rather than make change on a societal level and regard the treaty. Doing this in the "Healthy Families" campaign gives it a large scale <sup>(societal)</sup> focus, on the economical and political system. Also because of its regard to the treaty, it includes the cultural aspect.

This makes it an effective campaign to regard the Determinants of Health, have the right knowledge and resources to make change and improve the health and well-being.

Extra space if required.

Write the question part(s) if applicable.

ASSESSOR'S  
USE ONLYQUESTION  
PART

A) will be reinforced throughout not only the people around them, but the community and the environment they live in. The government has allocated 40 million dollars in support of this, ~~creating~~ creating an easier and more accessible route to good health for kiwi's. Working at such a large scale isn't only beneficial in the fact that it's so reinforcing, but ~~it~~ also because since everyone is involved, there will be equitable outcomes for everyone and they are trying to resolve the problem from where it actually is rather than blaming the individual for their choices and treating them as the problem. ~~This whole campaign uses this and some Behavioural change to raise awareness which would now be effective as it's not limited and self empowerment is encouraged through the community. This campaign proves to be effective however the only downside to this is that it takes a lot of time, money and effort to implement. Nothing good ever comes easy though, and using this approach will definitely prove effective and improve the well being of All New Zealanders & making it worth it.~~

→ This model considers the determinants of health

Extra space if required.

Write the question part(s) if applicable.

ASSESSOR'S  
USE ONLYQUESTION  
PART

A which looks into the social, cultural, economical and political factors that ~~may~~ influence an individual's lifestyle, in this case, to ~~not~~ live a healthy one. Because this campaign takes account of the interrelationship that occurs between the individual and the environment, it sees that health can be determined by factors outside of the control of individuals. Resolving this would resolve a lot the influence in having an unhealthy lifestyle and will prove to be effective in change unlike the behavioural change model that doesn't look into the determinants of health //

91465



## Annotated Exemplar

### Merit exemplar 2017

<b>Subject:</b>	<b>Health</b>	<b>Standard:</b>	<b>91465</b>	<b>Total score:</b>	<b>05</b>
<b>Q</b>	<b>Annotation</b>				
a and b	<p>The candidate provides a detailed and mostly accurate comparison and contrast of the models for health promotion evident in each health initiative.</p> <p>The candidate's evaluation of the effectiveness of the Bangkok Charter and the Treaty of Waitangi for improving well-being was less detailed.</p> <p>Some detailed supporting evidence is included.</p>				

91465



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High  
Merit

TOTAL

6

ASSESSOR'S USE ONLY

**INSTRUCTIONS**

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**PLANNING (OPTIONAL)**

## QUESTION

ASSESSOR'S  
USE ONLY

Read and refer to **ALL of the resources** on pages 2–5 of the resource booklet, when answering (a) and (b).

- (a) Compare and contrast the effectiveness of the “5+ A Day” and “Healthy Families” Campaigns, in relation to the models for health promotion that are present within each.

Evaluate the advantages and disadvantages of these different models for health promotion, along with their effectiveness for improving the **well-being** of New Zealanders.

The behavioural change model is present and self empowerment model are present within the '5+ A Day' campaign. This is because the behavioural change model is about providing information that may persuade an individual to change their behaviours to lead to a healthier lifestyle. (Resource C) In this campaign this is evident due to it being based around education. This education shows the effects of not eating 5+ A Day and helps to understand why it is important. An advantage to this model is that it is able to reach a large and diverse range of people, due to the resources being free. However, it doesn't create a ~~st~~ sustainable change because it doesn't give the people the tools to change their behaviour around healthy eating. It only convinces them to change. Also behavioural change often focuses on negatives and is preventive. Unhealthy eating is already a problem so therefore it is ineffective. The self-empowerment model focuses on giving people the tools, in the form of 'life skills' and personal identity, to make changes that promote

Part (a) continues on the next page

their health with their environment. (Resource C) The 5+ A Day campaign includes this model because it provides recipes and articles about healthy eating. This allows families to build up the skills they need to continue to eat healthy. An advantage to this model is that it is more likely to get people to change their behaviour and maintain this change. However, this is only an individual level therefore if the determinants of health influence changes the change in behaviour will not be sustainable. These models of health promotion are not very effective in improving the well-being of NZ's. This is because although when used together they can create change, it is not sustainable. Therefore a family may begin to eat 5+ a day but could soon forget about it because their influences have changed. Also families may feel as though they are being blamed <sup>for children eating bad</sup> because behavioural change focuses on the negatives. This could lead to them feeling guilty.

A more effective health promotion model is collective action, as seen in the Healthy Families Campaign. Collective Action takes into account the influence the determinants of health have, and brings together all different types of people and empowers communities to create a sustainable change. (Resource C) Healthy Families looks at the "underlying causes", or determinants of health, and how they contribute to the poor health of NZ's. The campaign also uses a diverse number of organisations to help, such as Iwi.



- (b) Compare and contrast the "5+ A Day" and "Healthy Families" Campaigns, in relation to the principles of the Bangkok Charter and The Treaty of Waitangi.

ASSESSOR'S  
USE ONLY

Evaluate how the inclusion, or lack of inclusion of these principles within both initiatives, will affect the **well-being** of New Zealanders.

As the '5+ A Day' Campaign uses behavioural change and self empowerment models of health promotion it doesn't fully include principles of the Bangkok Charter or the Treaty of Waitangi. Whereas the Collective action model in healthy families does. For example the Treaty of Waitangi states that Māori have a relationship with the crown (Partnership) they are actively involved in society (Participation) and ~~then values~~ they have the same amount of ~~the~~ health as non-Māori. (Protection) (Resource D) The '5+ A Day' campaign doesn't state anywhere that Māori are included ~~at or~~ involved in the campaign. Instead it is focussed at the general public. This doesn't reflect the values of social justice as Māori aren't included. ~~and~~ This can effect the well being of NZ's because health is not being fully promoted as only some of the population can relate to the campaign. ~~no~~ In contrast to this the 'Healthy Families' campaign uses the Treaty of Waitangi by including iwi as part of the organisations that lead the campaign. By having these spokes people Partnership, participation and protection will occur because the unique needs of Māori people will be known. This ensures that well being throughout society is equal and everyone has the same opportunities to improve their health. As well

as the Treaty of Waitangi 'Healthy Families' also includes aspects of the Bangkole Charter. This is important in creating better well being because it is a guide to effective health promotion. The Bangkole Charter states that equal opportunities should be enabled for all people as well as alliances being built between different organisations. It Also talks about investing in sustainable policies. Healthy Families shows these 3 principles through the government investing \$40 million in the campaign, working with government and non-government organisations and including people from all walks of life to make equal opportunities. This affects well being because it creates a more sustainable change, meaning families will continue to be healthy instead of doing it for a short time. Unlike Healthy Families, 5+ A Day only uses advocating for health from the Bangkole Charter. This ~~was~~ is ineffective in improving well being because it doesn't make a change to policies and influences that cause us to be unhealthy instead it creates talk and advocates for a better life style. This doesn't help change it just makes a person want to change. The more principles that are used the more effective it is.

mb

Extra space if required.  
Write the question part(s) if applicable.

ASSESSOR'S  
USE ONLY

QUESTION  
PART

a. government and sports trusts. By using collective action healthy families is more effective in creating sustainable change because it ~~focuses~~ focuses on socio-ecological perspectives and decreases what influences us to eat ~~else~~ unhealthy, compared to self-empowerment and behavioural change. It is not just one person being empowered it is the whole community. This creates a more effective improvement on well being. By decreasing the influence disease is less likely to occur. ~~we are less likely to eat unhealthy.~~ Also by empowering communities supportive environments are created which is a key action in the Ottawa Charter. ~~Thus~~ By having these environments it makes it ~~easier~~ easier to make healthy ~~est~~ choices.

Extra space if required.  
Write the question part(s) if applicable.

ASSESSOR'S  
USE ONLY

QUESTION  
PART

91465

## Annotated Exemplar

### Merit exemplar 2017

<b>Subject:</b>	<b>Health</b>	<b>Standard:</b>	<b>91465</b>	<b>Total score:</b>	<b>06</b>
<b>Q</b>	<b>Annotation</b>				
a and b	<p>The candidate accurately compares and contrasts the models for health promotion evident in each health initiative.</p> <p>The candidate evaluates the effectiveness of the models for health promotion and the inclusion, or lack of inclusion, of the Bangkok Charter and the Treaty of Waitangi principles for improving well-being.</p> <p>Detailed supporting evidence is included.</p>				