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91465



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## Level 3 Health, 2018

### 91465 Evaluate models for health promotion

2.00 p.m. Wednesday 28 November 2018

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 ALL 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.**

**Achievement**

**TOTAL**

**A**

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**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 the information given in the scenario below, as well as applying your own understanding of aspects of the models and supporting documents, as they relate to **alcohol-related harm**, when answering (a)–(c).

Space is provided below to help you plan your answers.

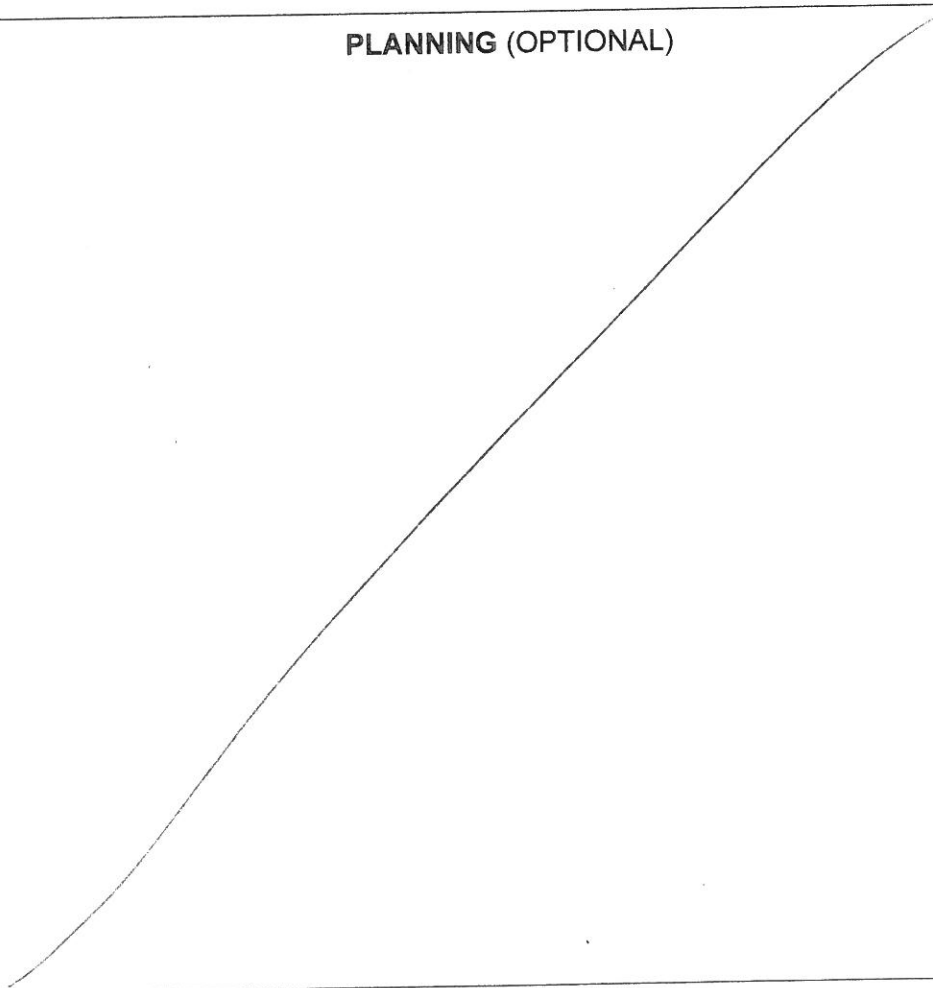
Begin your answers on page 3.

**The Health Promotion Agency's Scenario**

The Health Promotion Agency (HPA) of New Zealand has a strategic goal of reducing drinking within certain target groups. One of these groups is 18- to 24-year-olds.

The agency has approached you to be a member of its research panel, as you are within its target age group, and have studied health promotion in your Health studies.

The HPA is interested in the recommendations you would make to ensure that its campaign is as effective as possible in improving well-being, in relation to alcohol use amongst 18- to 24-year-olds.

**PLANNING (OPTIONAL)**

## QUESTION

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Read and refer to **ALL of the resources** on pages 2–4 of the resource booklet, when answering (a)–(c).

- (a) Recommend a range of strategies that the Health Promotion Agency (HPA) could include to ensure that its campaign is as effective as possible.

The HPA of NZ has a strategic goal of reducing drinking within a certain target group. One of these are 18–24 year olds. Strategies are necessary in order for a campaign to be successful as much as possible. The main type of strategies that should be used are preventive strategies which are aimed to help prevent individuals from making the same mistakes. Health promotion is a strategy used in a population by providing individuals, groups and communities necessary tools to ~~can~~ take control and improve their wellbeing. In relation to stopping alcohol consumption (abuse) in young adults strategies such as ~~reducing~~ increasing the age to buy alcohol may see benefits as many people who do turn 18 would have a goal to buy alcohol for the first time. Increasing the time would delay this response and allow adults to gain more understanding before buying alcohol. Another strategy is through the use of social networking and campaigns. Social media today is such a big platform to spread ideas and this because almost everyone is on social media, it is a great platform to use and ~~discuss~~ discuss such issues of alcohol abuse. Having short but deep meaningful messages and videos really touches the heart of many people. Also social media allows them to share and save these videos so a wider audience may be targeted. 2011 saw a famous kiwi advertisement where the catch phrase was "yeah nah". This drinking ~~ad~~ ad became popular which many people today still talk about. This an example of how social networking and TV campaigns even can be utilized as a strategy to spread awareness. (see back page) //

- (b) Compare and contrast the different models for health promotion that are evident in the strategies you have recommended in (a), and those that are currently in place in the HPA's campaign.

In your answer:

- explain the advantages and disadvantages of the models currently represented
- draw conclusions about their effectiveness for improving well-being for those affected by alcohol-related harm.

The two main health promotion models which are evident in the HPA campaign are the behavioural change (BC) and the self-empowerment (SE) models. The behavioural change model uses a prevention approach and focuses on life style behaviours that impact health. The advantages of this model is that it seeks individuals to adopt a healthy life style behaviour and allows individuals to take responsibility for their own health. Changing behaviour is very difficult and takes time for many people so if individuals are able to change such behaviours, they can adopt better life choices and decision making so they continue to improve their health. Behavioural change model seeks to use murals which is an advantage because it allows people to decide for themselves. TV campaigns and advertisements are all included in the behavioural change model. This is good because such health promoting strategies are visually intriguing and can be shared to a larger audience. Disadvantages of this model is that you can only do a certain amount eg have advertisements but the main way to seek improvement is by the individual themselves seeking to make improvements. Also such advertisements and campaigns are very generic and may not specifically connect to an individual, due to mass media. An individual may not have a long term connection to the campaign rather forget about it after a few days (because it's designed to attract a range of people). The self-empowerment model (SE) seeks

to develop the individual's ability to control their own health status as far as possible within their own environment. An advantage of the model is that it focuses on enhancing individual's sense of identity and self worth, it also shows their perseverance and allows them to take pride in their progress as a result they are able to make good life skills and continue to make improvements to their health (wellbeing). Another advantage of this model is that it requires all the mental and physical strength of the individual to make this model successful. Yes, we may provide therapy or a support programme to help them, but the main driving factor is the individual themselves. Also this model would take longer depending on the individual along with that it requires a lot of steady positive progress from the individual so they don't lose focus and continue to empower themselves. I believe both models are very effective in improving the wellbeing of those who are affected by alcohol related harm. BC and SE are the main health promotion models when it comes to alcohol. Alcohol is very addictive and many people in New Zealand face this issue  $\Rightarrow$  many people find themselves in a "hazardous" drinking pattern which is hard to get out of. Both models emphasize the idea of an individual making good life choices and changing their beliefs, attitudes and values when it comes to alcohol abuse. Self-empowerment allows a person to regain their status and use a lot of mental ability to throw and push themselves to do better. Behavioural change allows many to always think what is good and bad. It can allow them to remember catch phrases and key messages so they can stay on track. Both models are the main promoting strategies in alcohol care as they both have a more positive effect on individuals to break such habits and seek help to make improvements to their health.



- (c) Explain which principles of the Bangkok Charter AND the Treaty of Waitangi are evident in the strategies you have recommended in (a), and those that are currently in place in the HPA's campaign.

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How will the inclusion of these principles improve the well-being of New Zealanders?

The principles of the Bangkok charter and the Treaty of Waitangi are currently evident in the ~~plan~~ HPA campaigns. "Investing in sustainable policies, actions to address the determinants of health", "building capacity for policy development, leadership, health promotion practice" and partnering and building alliances with public, private, NGO and civil society to create ~~action~~ sustainable actions are all seen in the BANGKOK CHARTER. ~~Participation~~ Participation can be seen in the Treaty of Waitangi as a principle in the HPA programme. //

For the principles of the Bangkok charter and Treaty of Waitangi, they can be seen in the strategies I have recommended. They are "investing in sustainable policies, action and infrastructure to address the DOH." "Building capacity for policy development, health promoting practice, knowledge transfer and research and health literacy". Along with "enabling equal opportunities for wellbeing for all people" and partnering and building alliances with public/private and NGO. This is because many of my strategies would involve more than one party being involved which means there must be a lot of collaboration and teamwork required in order to make a successful campaign. The Bangkok Charter help show how there is an advocate to make improvements to health and wellbeing but the involvement from a variety of people and companies eg NGO will be required to //

have a group partnership and use a lot of shared resources to spread such ideas and messages. The Treaty of Waitangi focuses a lot on the Maori people and how to make improvements to their health. Active protection is a principle in the Treaty which shows how "providing additional resources ~~to Maori~~ so that Maori are able to enjoy equitable health status with non-Maori. Being facing alcohol harm related problem isn't just a problem to one group of people, but to a variety of different groups. That is why this principle helps show that in my strategies of programmes, campaigns and videos on social media they are able to include Maori people and even support them more (if they are living in poorer communities than others)."

The inclusion of these principles will improve the wellbeing of New Zealanders as it focus on a lot of the required action which is needed to make such changes. WAI is very important to Maori people and thus we are able to provide additional support to Maori people who may be facing other issues or living in poorer environments than others. These principles hold a lot of values or self value ~~and~~, advocacy and using teamwork /alliances to work together and help seek improvements to the health of New Zealanders. The Treaty of Waitangi is a sacred document in NZ history and thus such principles are still being used shows how non-Maori and Maori can both work together for the common goal of making New Zealand a better place for all and improving the lives of everyone living in this country.

Extra space if required.

Write the question number(s) if applicable.

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- a) other strategies include reducing the alcohol consumption limit for when adults decide to drive. Have pamphlets and banners around the community, give more value into rehabilitation programme which help young people break their old habits (B&B models), introduce 0% alcohol drinks eg Heinekken as introduced their zero% alcohol beverage which many people can use as a way of slowly breaking their behaviour if they are tempted. ~~Other~~ <sup>another</sup> strategy may be educating young people when they are in their early teens to late late teen. Because if they are educated when they are younger, then they will be less likely to make mistakes when they are older. These are the various strategies the HPA can include in their campaigns.

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## Achievement Exemplar 2018

<b>Subject</b>	Health	<b>Standard</b>	91465	<b>Total score</b>	04
<b>Q</b>	<b>Annotation</b>				
a, b and c	The candidate provided accurate comparisons of the models for health promotion and explained the advantages and disadvantages of the models. This is an achieved answer because there was little explanation of the supporting documents. A lot of the information had been directly copied from Resource D which resulted in very little explanation being provided. The Treaty of Waitangi had a number of inaccuracies in the explanation.				