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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.

Merit

TOTAL

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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)

Go - strategies include BC/SE/CA models

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.

Some crucial strategies that the Health Promotion Agency (HPA) could include to ensure that its campaign is as effective as possible are the use of media / social networking sites and host / take part in events that people (young adults around the age of 18–24 attend). HPA could firstly start off with the basic method of advertisement, which are posters / flyers / persuasive text that can either be handed out or posted on social media. Such as the "Say Yeah, Nah" campaign hosted by the HPA in collaboration with comedian Guy Williams. They can also however start with posters and flyers that show young adults the negative aspect of hazardous drinking. The reason posters and flyers are useful is because it focuses on lifestyle behaviour that impact health (The Behavioural Change Model for Health promotion). This model seeks to persuade individuals to adopt healthy lifestyle behaviours.

HPA can also refer people (young adults) to places where they can receive help, such as websites or clinics. This will help HPA to fulfill the self-empowerment model. As this model seeks to develop the individual's ability ^{over} their ^{own} health status. This is more useful ~~than~~ ^{than the} posters and flyers because in these get help sections, HPA are allowing people to make their life better ~~with more resources~~ ~~that can help them change~~ (continued pg 8)

Including some in to the 5 include in the sort of promotion as well as give an additional

- (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.

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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 model that is currently being recommended in the HPA's campaign is the Behavioural Change model (BC). This is very helpful and very cost-effective for the organisers. As posters such as these are eye-catching and the phrase "say Yeah, Nah" is very catchy. This would mean that young adults are most likely to remember the campaign for the slogan. ~~The fact that they are young adults~~ ~~that they are young adults~~. However, the disadvantage of these sort of models is that people tend to feel as if they were being 'preached' to. As the posters tend to be everywhere and people tend to not take them seriously. Posters are ~~also~~ cost-effective as it reaches out to people around New Zealand without much hassle. Behavioural Change model doesn't have much result in making sure people who are affected by alcohol related harm get help. As posters are usually just facts or in this ~~very~~ context a speech / thought-bubble, he doesn't say much. ~~from the~~ The end moral they are saying no to alcohol not to you. BC model isn't very effective in these sort of situations when you require more information to stop with hazardous drinking. We know this hasn't been effective for HPA due to the campaign being almost 5 years old and in the 2015/2016 survey for health the numbers are still 1 in five for 18-24 years old. It's okay but it's still very high.

The self-empowerment model is one of the most effective models for Health Promotion. We see that in the MPA's campaign there is no sign of the self-empowerment model (SE). SE model is made to make sure the targeted audience have information on where and how they can get help. This is usually done through the use of a get help section on a website or links / places to visit on a flyer. There are a lot of advantages for SE, as this means that no one feels 'preached' to like in the BC model. This also puts the option of getting better into the hands of the individual who is not doing well, in this case someone who has been harmed due to alcohol. This is also much more cheaper than the BC model, as websites are free to make and it doesn't charge to put a get help section. The main disadvantage of a SE model is that not everyone wants to change despite having all the information on why they should get help.

The third model of Health promotion is Collective Action (CA). This is the most effective models as this empowers communities and works alongside them to make sure that who ever is suffering has a place to go and get help. CA model can be seen through the times when organisation attend an event and there they are able to talk to people face to face and create a small community of people who want to get better from their addiction to alcohol. This means the CA works to improve the environment the specific individual

is in (continued pg 8)

- (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 evident in the strategies I have recommended are the ~~principle~~ principles of partnering and building, regulating and legislating, building capacity and advocating for health. This is seen in my first strategy which are posters that give more information of hazardous drinking and its side-effects and making sure that there are some in Te reo. The partnering and building principle is evident in the strategy for hosting / taking part in events where young adults are most likely to attend. Which would help HPA to partner with young adults and create a community where they are built to overcome their addiction to alcohol. Regulating and legislation ensures that the whole community has equal opportunities to get help, which is evident in the Get help strategy where they are able to find information and help in Te reo and go to places they are comfortable visiting. Which means that no one is left without the information. Building capacity is shown in both my strategy for posters as well as HPA strategy in working with others to research alcohol use. As there is knowledge transfer and research of the impacts of alcohol on 18-24 year olds. Advocating is seen overall for both my strategies and HPA's strategies as they both cover the importance of human rights and $\frac{1}{2}$ equal health opportunities of all ~~the~~.

The Treaty of Waitangi principles that are evident in

Māori and HPA's strategies are Active protection ~~and~~ and participation. Active protection is seen through my recommendation for strategies as there is an inclusion of making sure all information are available in Te reo as well and that when they do seek help there are places for them to visit ~~where~~ where they feel safe and comfortable. This allows them to have equal health status as the non-Māori. HPA seems to be working with the government which means that there is a partnership between HPA and the Māori, as the main goal of partnership is to have a relationship. However, HPA doesn't include any Active protection as there is no resources in Te reo. //

The inclusion of these principles are essential as they will help improve the well-being of New Zealanders. Due to the fact that these charters are un-biased which means everyone is seen as an equal to receiving health care without any hindrance. Having a health promotion that includes all of the principles ensures that the promotion will be effective and useful for the people of New Zealand. If a health promotion campaign is able to provide health access to even the minority groups such as the Māori in a country, they are able to reduce the numbers of hazardous drinkers much more rapidly. //

Extra space if required.

Write the question number(s) if applicable.

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1a As the national marketing campaign doesn't have any current get help areas for New Zealanders to go to, having that extra information on flyers / posters / social media will make sure that young adults are ~~very~~ equipped with the correct information to stop them from hazardous drinking. To take it one step further to make the MPA have the most effective campaign would be to host events directed towards 18-24 year olds. MPA currently gives advice to government, agencies, industry, communities etc. However just giving advice and making recommendations isn't enough. Having the ability to host / take part in events allows young adults to change from hazardous drinking habits. As the collective action model ~~brings~~ brings in the whole community and equipping each other with the alcohol-related solutions ~~to the whole community~~ ~~is essential to make better decisions~~. Having a big range of strategies ^{help} to get the message across to young people. ^{This} will help balance out any disadvantages faced by each of the models. It will also help with reducing the numbers of hazardous drinkers in New Zealand.

Including
n. To help
and other
local places
where they
feel safe
to go and find
help.

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It allows
them to be
in a more
supportive
community
of people

b As CA works to build a more positive environment around the individual, the results of community based actions are seen to be the most successful. The disadvantage of these models are that they are very expensive and they take a longer time, as MPA will have to be there and make sure that the people ~~that~~ are part of their community are getting better.

Supervisor **must** print name

CA model is the most effective when it comes to improving the well-being for those affected by alcohol-related harm. This is due to BC and SE models relying on the individual to take the step for getting help, whereas CA model ensures that everyone in a community is equipped with the information on what happens, how to get better and where they can go. This means a whole community of people are empowered to make a decision. It is not just the individual but a wider community.

The strategies that I've recommended are a range of different ones which HPA are able to do and ~~are~~ promote their message to people across New Zealand. The three models are represented in the strategies I've listed to improve the well-being for those affected by alcohol-related harm. I would have to say that the effectiveness for improving well-being for those affected by alcohol-related harm is seen mainly in a Collective Action model. As even though CA is the most expensive, it tends to give a better success rate compared to BC and SE models.

Merit Exemplar 2018

Subject	Health	Standard	91465	Total score	06
Q	Annotation				
a, b and c	<p>The models for health promotion and the supporting documents were accurately compared.</p> <p>The candidate's conclusions on the effectiveness of the models considered how well-being for those affected and the well-being of New Zealand would be improved.</p> <p>In order to develop from merit to an excellence mark, this candidate would have needed to provide connections to the underlying concepts.</p>				