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91465



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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Health 2023

91465 Evaluate models for health promotion

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.

Do not write in any cross-hatched area (⊘). This area will be cut off when the booklet is marked.

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

Achievement

TOTAL 03

INSTRUCTIONS

Before you begin, read ALL parts of the question. Support your answers with **specific and relevant evidence** from **Resource Booklet 91465R**, and your own understanding of aspects of models for health promotion, as they relate to the **harm caused by alcohol use**.

PLANNING

Waitangi evidence - Māori and English Online info, resources
radio and tv

BC

SE

CA

quick, cheap

Can be done
in an individual's
own time

reaches alot of people
and is very effective

doesn't reach
alot of people
and isn't very
effective

relies on one
to take individual
action which can
be very unreliable
for some

expensive, time consuming

QUESTION

Te Whatu Ora Health New Zealand's Amohia Te Waiora – We're stronger without alcohol health promotion campaign has been designed to prevent and minimise the harm caused by alcohol use.

- (a) Explain how the Amohia Te Waiora – We're stronger without alcohol campaign (Resource A) reflects the principles of the Treaty of Waitangi and The Bangkok Charter (Resource C).

The Amohia Te Waiora - We're stronger without alcohol health promotion campaign reflects the Treaty of Waitangi in multiple ways. Amohia Te Waiora provides "Online information and resources including interactive tools in te reo Māori and English", They also provide "Resources for health services to use with community members, in te reo Māori and English" as well as "Radio and television advertisements in both te reo Māori and English". ~~The~~ The above quotes from the Amohia te waiora campaign state that they are providing resources in both māori and English. This shows/reflects the Treaty by including participation, Partnership and active protection. The Amohia te Waiora campaign also reflects the Bangkok Charter. The Bangkok Charter states ~~that~~ "Investing in sustainable policies, actions, and infrastructure to address the determinants of health," this is reflected in the Amohia te Waiora campaign when they say they provide "support for individuals provided on website and social media campaigns providing information on how to make a change, help to make a plan, thinking about cutting back, or easing up on alcohol."

- (b) Explain how EACH of the three models for health promotion (Resource B) are represented in the Amohia Te Waiora – We're stronger without alcohol campaign strategies.

The behavioural change^(BC) model is represented in the Amohia Te Waiora campaign when it says "★ Online information and resources including interactive tools in te reo maori and english". This reflects the BC model as it seeks to persuade individuals to adopt healthy lifestyles and to use preventative health services. The self empowerment (SE) model is represented in the Amohia Te Waiora campaign when it says they provide support ~~and~~ for individuals through information on how to make a change and/or a plan. This reflects the SE model as it seeks to develop an individual's ability to control their own health status. The collective action model (CA) is represented in the Amohia Te Waiora campaign when it says they provide "advice and support for communities wanting to take on alcohol-related harm at a local level." This reflects the CA model as it shows a strategy that encompasses ~~the~~ ideas of community empowerment and commitment to improve the societal structures that have powerful influence on peoples health status.

- (c) Compare the advantages and disadvantages of the three models for health promotion identified within the Amohia Te Waiora – We're stronger without alcohol campaign strategies in (b).

An advantage on the behavioural Change model is that its very cheap and can happen very quick. In the Amohia Te waiora campaign we see this in the online information and resources strategy. It is easy to set up and provide informations. On the other hand The Collective action model takes time and is more expensive, which is a disadvantage. This can be seen in the strategy that

involves a community consultation as this is an ongoing use of time and money. The website with information is put up and then it stays up which doesn't cost people time or money. A disadvantage of the behavioural change model is that it isn't as effective. This is because it can be quickly missed and relies on someone taking interest which can be hard. On the opposing side the collective action model is very effective as it is reaching out to entire communities and is more put on people than them having to rely on themselves. This comparison is seen in the community support and advice as it is seen reaching the entire community. The self empowerment model has the disadvantage of people having to rely on themselves to make change. This can be bad as many people need motivation and encouragement to make change. On the other hand the collective action model helps spread the workload out. It does this by giving help to the community but also after that the community helps themselves to.

- (d) Considering the three models for health promotion and the Treaty of Waitangi, discuss how effective the Amohia Te Waiora – We're stronger without alcohol campaign could be in improving alcohol-related harm to New Zealanders.

The Amohia Te Waiora campaign could be very effective at improving alcohol-related harm in NZ. It provides a large variety of resources and strategies that suit everyone's lifestyles. From someone who needs a bit of help to get started or someone that likes to do it by themselves. They also include the Bangkok charter and Te ~~Tea~~ Tiriti o Waitangi. It does this by including te reo Māori resources and investing in ~~best~~ positive sustainable policies. They see alcohol as a very important problem that leads to many other health problems in NZ, they believe that by improving alcohol related harm they will overall improve the health of NZ.

Achievement

Subject: Health

Standard: 91465

Total score: 03

| Q | Grade score | Marker commentary |
|-----|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| One | A3 | This response has secured an A3 by comparing the three models for health promotion and drawing conclusions about how they are effective within the Amohia Te Waiora Campaign. To reach merit level the candidate would need to further explore the links between the models for improving well-being. |