

No part of the candidate's evidence in this exemplar material may be presented in an external assessment for the purpose of gaining an NZQA qualification or award.

SUPERVISOR'S USE ONLY

3

91465



Draw a cross through the box (☒) if you have NOT written in this booklet

+



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.

Merit

TOTAL 05

Page 1

Make sure you have the paper Resource Booklet 91465R.

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

B I U    

Advantage of the SE: empowering individuals, teaching necessary skills to make informed decisions can be applied to a range of health issues allowing the model to have a long term effect, enhancing well-being through building a sense of self worth and independency.

Disadvantage: despite the desire to change, people may lack resources such as the social support, good role models, access to services (helplines, may not have a landline phone or reception) to be able to make change, feelings of guilt, despair, inequality.

CA, linking with the treaty of Waitangi - participation, Active protection and partnership. By providing advertisements in both Te Reo Maori and English, it links to the principle of active protection. By expanding the resources so that it is easily accessible and understandable to the Maori community, and by including Maori stakeholders, it enhances the well-being of Maori because they feel that their needs are being valued and respected, because of this the well-being of society as a whole is enhanced because communities are more harmonious and inclusive towards diversity in the community.

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).

B I U    

The Amohia Te Waiora campaign reflects on the Treaty of Waitangi mainly through their Collective Action strategies. The supporting documents, provided in resource C, explain the principle "Active Protection", that the crown needs to be proactive in health promotion strategies. This is highly relevant to Amohia Te Waiora's campaign because they provide information and advertisements related to alcohol use in both Te Reo Maori and English.

By providing advertisements and information on their website both available in Te Reo Maori and English, it provides equality for both Maori and those who speak English. This enhances the well-being of Maori because by expanding the resources so that it is easily accessible and understandable, they feel that their needs are being valued and respected equally. The result of this campaign enhances the society as a whole because a more harmonious and inclusive community is formed.

Because of this, Amohia Te Waiora also links with the Bangkok charter. The Bangkok Charter principle (Resource C) "Regulating and legislating to enable equal opportunities for the well-being of all people" resonates with the campaigns inclusivity. By offering advice and information in both Maori and English promotes the idea of social justice because it creates an equal opportunity for Maori people to access the same, quality information so that they can also change their attitudes, values, and lifestyle behaviours towards 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 self empowerment model is present in the Amohia Te Waiora campaign's message (provided by resource A) "We're stronger without alcohol" reinforces the idea that alcohol is not something that should overtake individuals, relationships, and communities. By reinforcing this idea, it shifts the attitudes and beliefs towards alcohol, and highlights the worth of self and well-being. The strategy that best represents the self empowerment model are the informative tools, and the support for individuals provided on their website who want to make a change about their behaviours.

Amohia Te Waiora, according to resource A "call for change that can be owned, championed and raised by communities to reduce harm" Through this quote, the collective action model is heavily represented as it holds the whole community accountable rather than one person. The strategies that best display collective action are; Community consultation around what support is required to help local communities, support and advice for regulatory agencies to meet legal requirements, along with television and radio advertisements that promote their message across communities. this is because these both require the partnership between various organisations, and also emphasises the idea of using community empowerment to improve the attitudes and beliefs towards alcohol.

The behavioural change model, is shown through the strategies used by Amohia Te Waiora to spread awareness about the harms of alcohol. this is shown through providing research-data about alcohol related harm and creating informative posters for society to see. These strategies lie within the Behavioural Change Model because they provide the information needed to make the change however it is up to the people themselves to change rather than being encouraged or empowered to make the decision.

(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).





With the information, advice, and helplines provided on their website, the self empowerment model enables people to develop the skills necessary towards making informed decisions not only towards drinking but to a range of health issues as well which gives the model a more ensuring, long lasting effect. By learning these skills, the individual's well-being will be enhanced as their sense of self-worth and autonomy is introduced and built upon. The disadvantage of the Self empowerment model is that it does not fully consider the socio-ecological aspects that can heavily influence the outcomes of the health issue. Depending on the accessibility to alcohol, the role models surrounding the individual and the knowledge of those who know alternative stress relieving strategies for alcohol, the outcome of this model can vary. The lack of consideration for these socio-ecological perspective, especially for those who cannot access the website or live in an unhealthy environment can feel a sense of inequality, guilt and out-of-control of their life.

One of the major differences, and advantages of the collective action model compared to the other two health promotion models, is that it places the least blame on individual people. By holding a community accountable, it also reinforces the idea that a community should tackle it together. With a sense of togetherness, the well-being of individuals is enhanced as they can broaden their social networks, while also having role to play as part of a community, providing a sense of self worth.

A disadvantage of the Collective Action Model is that conflicts and disagreements between the organisations and communities. It is important to consider that not everyone in the community has the same attitudes and beliefs towards alcohol, with the differences in these perspectives, or deciding who gets what role, can lead to conflicts, delays in the message, or even the community opposing to change due to the cultural determinants around them. The advantage of the behavioural change model is that Amohia Te Waiora can target a large number audience with ease. This is crucial to Amohia Te Waiora and Te Whatu Ora, as they both aim to spread awareness of the negative impacts of alcohol New Zealand wide.

The disadvantage however, is that the behavioural change model often victim blames the audience and uses a scare tactic to prevent the audience who have yet to use alcohol to use it. This has a negative impact on the audience who already have an addiction to alcohol, and can negatively impact their well-being as they may feel a sense of guilt and shame for already facing the health issue. This model by providing harmful information to those who struggle to quit can damage those who use's self worth, and most likely feel discouraged from participating due to the blame that they feel is being put on them.

- (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.

B *I* U    

Amohia Te Waiora provides a range of strategies that lie in all three models of health promotion allowing it to be extremely effective. Amohia Te Waiora places a value on everyone in the community equally and reinforces the idea of not only spreading awareness about alcohol related harm, but also to engage with those who struggle with alcohol use, and prevent those from using alcohol. Amohia Te Waiora is likely to receive a large number of positive outcomes based on their interactive and diverse range of strategies. Because of this, whether on an individual or community scale, their strategies can be easily tailored to match the values and beliefs of other people towards alcohol and change them easily without discouraging or discriminating their audience.



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

If you need help during this assessment, please contact the supervisor.

Blank screen

[Help guide](#)

Merit

Subject: Health

Standard: 91465

Total score: 05

Q	Grade score	Marker commentary
One	M5	This response is at merit level as it explores the links between the three models for health promotion that are evident within the Amohia Te Waiora campaign. It effectively draws reasoned conclusions about the effectiveness of the models for improving New Zealanders well-being in relation to alcohol related harm.