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91465



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

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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Health 2024

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 the margins (//////). 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 04

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 improving the well-being of New Zealanders through meningococcal disease immunisation.

PLANNING

Behavioural change - easy to get information out → but not as effective
collective Action
- costly
Self empowerment

QUESTION

- (a) Identify and explain **TWO** of the models for health promotion that are represented in the 'Be Safe In Our Space' campaign (Resource A) strategies.

Model of health (1): Social Media Platforms is a behavioural change approach, this is because ~~it~~ Social media is seen as a way to advertise ~~an~~ and promote all things. In this case it is ~~to~~ to spread awareness about Meningococcal disease as well as the campaign 'Be safe in our space'. ~~This~~ The reason as to why this is a behavioural change approach is because ~~it~~ it caters towards the individuals affected, behavioural change also speaks from a medical point of view only considering the medical aspect, leaving out ecological, societal and cultural views and perspectives. Especially ~~to~~ due to the fact that 'Be safe in our space' is directed for youth from age 13 to 25', ~~this~~ Social Media makes it a quick and easy way

Model of health (2): Community events is a collective action approach as it is made to spread information through a community, as well as the fact that there is a lot of people involved and interested. This also because collective action model brings forward the ideas of community empowerment ~~and in this case it~~ and commitment to improve the societal structures that hold great value to people's thoughts on health and their own health status. In this case it is community events that will allow/ encourage ~~discuss~~ discussions about about the immunisation. It would also help to ~~a~~ eliminate any false accusations or stigmas around the disease and immunisation allowing for there to be a chance where ~~they~~ people!

- (b) Using the **TWO** models identified in part (a), evaluate how effective they are at improving the well-being of New Zealanders through meningococcal disease immunisation. In your response, consider the advantages and disadvantages of each model.

Advantages through using the behavioural change approach which they have decided to use Social Media Platforms, is that ~~it~~ is a very quick, easy and efficient way for their program to reach out to people as well as having their information shared through Ministry of health channels. ~~on social media~~ It is also a smart way in terms of wanting to reach their target audience because as mentioned this disease ~~is~~ is most likely affecting for young people who ~~accommodate~~ find themselves accommodated in large groups such as boardings or university halls as they have a greater risk of catching the disease. Therefore Social Media would be a good opportunity to get the information ~~out~~ out and spread awareness. A disadvantage of behavioural change and in this case of using Social Media to ~~spread~~ spread awareness is that it is not ~~going~~ ^{the} most affective way with the hopes of creating change. This is because most ~~4~~ viewers would see it, watch it however they may refuse to take action upon it which is the case for a lot of Social media advertisements. Advantages ~~at~~ ~~use~~ taking the collective Action approach and organising events is that ~~it~~ ~~is~~ is very affective. Through those community events there is a safe space for there to be discussions on the topic, people are ~~about~~ able to go ask different questions and gain

Answers about the disease and the immunisation which allows for there to be a deeper level of understanding about the disease and immunisation. Which in comparison to behavioural change model and social media, there is not that opportunity which still leaves people uneducated on the topic.

A disadvantage for collective action which in this case is organising community events is that it may be quite costly to do so. This is because there will

- (c) What aspects of the Bangkok Charter and Te Tiriti o Waitangi / the Treaty of Waitangi are evident in the strategies for the 'Be Safe In Our Space' campaign?

How effective are these aspects in improving the well-being of New Zealanders through meningococcal disease immunisation?

The campaign 'Be safe in our space' has many relations to following the Bangkok charter firstly ~~and~~ having it evident that they are building capacity for policy development leadership, health promotion practice, knowledge transfer and research and health literacy through the use of their poster which contains critical information about the disease as well as where to find help. ~~also~~ including ~~their strategy strategies~~ Also they had also mentioned that ~~immune~~ immunisation is free for those ~~at~~ aged 13 to 25 living in their first year of boarding school, hostel, or in a hall of residence which then links to knowledge transfer and health promotion as part of the Bangkok charter. 'Be Safe in Our Space' also follows Advocating for health, and based on human rights and solidarity as ~~the~~ in their ~~poster~~ campaign's poster they had

More space for answer

a number which is a helpline for the disease. This is so ~~anyone has the~~ it is made aware that anyone can ~~to~~ phone that number and can expect help regarding the disease and getting immunised. ~~which is a~~ Other parts of the Bangkok Charter ~~is that they~~ evident in 'Be Safe in Our Space' Campaign ~~is a~~ is regulating and legislating to enable equal opportunities for the well-being of all people. They implemented this through their strategies of their ~~for~~ radio promotions allowing key messages from their campaign to be told through local radio stations (Commercial, community, iwi, Pacific and Student). Through this they are providing information to all sorts of communities, ~~g further to~~ furthermore giving them the opportunities to find more about eventually reaching a ~~variety of people~~ audiences from all backgrounds. 'Be Safe in our Space' also follows through with following the Te ~~taki~~ tiriti o Waitangi, the Treaty of Waitangi, through ~~at~~ having the involvement of Māori with ~~the~~ including local iwi leaders to co design and implement immunisation initiatives that address the unique needs of their diverse community.

Participation

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

Cont Question ~~1~~ (a) - to get information out considering that ~~the~~ the age group mentioned fits into a generation where ~~at~~ it almost everyone has social media with a phone stuck into the palm of their hand.

Cont Question ~~1~~ (a) Model of health 2 - communities are provided the correct information about the immunisation and the meningococcal disease.

Cont Question (b) - be venue's to pay for and to also pay for ~~resources~~ the resources involved to help create the event. For the overall improvement and more equitable health outcomes ~~community~~ community events and / collective action model is the better ~~approach~~ approach considering that people would get further educated on it and it brings ~~common~~ ~~pe~~ ~~people~~ Kiwis together creating communities to help ~~teach~~ ~~the~~ ~~spread~~ spread information about the disease and immunisation and help ~~at~~ them to avoid it.

Achievement

Subject: Health

Standard: 91465

Total score: 04

Grade score	Marker commentary
A4	The response attempts to compare and contrast the models, and draws limited conclusions about the effectiveness of two models for health promotion that are evident within the campaign. To reach merit level the response would need to explore the links between the models for improving well-being in greater depth.