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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.

Merit

TOTAL 06

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): Behavioural Change Model

One model that is represented in the campaign is behavioural change model. For example, their campaign strategies are posters, radio promotions and also advertising across all social media platforms. According to resource A, there is a poster displaying how vital it is to protect yourself against 'meningococcal disease'. With healthlines provided at the bottom of the page. This allows the public to understand that the importance of immunisation is key, especially being in Aotearoa where healthcare is free or a reasonable price. Allowing young people, ranging from the ages of 13-25 to resonant with this campaign, as they are particularly impacted by this disease.

Model of health (2): Collective Action Model

Another model that can be seen throughout this campaign is collective action. According to Resource A, this particular campaign has made an effort to organise community events that encourage these discussions around immunisation to occur. While also recognising the importance to be culturally responsive, hence the use of multi language resources, which includes pamphlets in Te Reo Maori alongside other languages other than English. By establishing these strong networks in the community, this campaign has effectively used the collective action approach to provide resources for those in need of education upon these discussion topics, such as immunisation.

- (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.

Weighing both models identified throughout this campaign, it is evident that there are both advantages and disadvantages. In terms of Behavioural change, it has both its pros and cons. Due to the fact that ^{the} behavioural change model is a preventative approach, it majorly looks at blaming the victim. An example of this would be that the advertisements posted may only blame the individual for not getting immunised, overlooking the determinants of health that may heavily influence their actions. However on the upside, the behavioural model approach is a quick and effective way to spread the message. As social media plays a huge role in today's generation, this is an effective way of getting the message across to their target audience, individuals aged from 13 to 25. Overall the behavioural change model can work, however only if combined with another model like Collective Action. An advantage of ^{the} ~~collective~~ ^{collective} action model, is how effective it is in improving the well-being of New Zealanders. As this approach ^{is socioecological and} focuses on taking action from a larger lens, this campaign has recognised how crucial it is to get everyone involved, including family, friends, and their communities. With this campaign taking a collective action approach, it is evident how beneficial it is for those involved to grow their communities and networks within these circles, as it allows for conversations with their loved ones about the importance of immunisation to ~~occur~~ ^{happen}. However, on the downside the collective action model takes a lot of time

for it to be highly effective. As it includes organising community hui (meetings), establishing high quality advertisements. Another disadvantage would be that in order for this health model to be effective in improving the well being of New Zealanders, the collective action model can only work if people are willing to change. Therefore, if communities are adamant in not actively participating within this campaign, it will not be as effective as anticipated. Ultimately, the collective action model can work effectively, however it takes a lot of time and effort.

- (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?

Both aspects of the Bangkok Charter and the Treaty of Waitangi have been heavily implemented in the strategies for the 'Be safe in our space' campaign. For example, the Bangkok charter prioritises 'advocating for health', which can be seen in the campaign as previously mentioned in resource A they have established peer support group networks, 'where individuals can share knowledge and experiences'. This highlights how the campaign strives to build strong connections throughout their communities on an interpersonal level, advocating for health safety and prioritisation. Similarly with the Treaty of Waitangi, the aspect of Maori participation is evident throughout this campaign. As an example, one of the campaign strategies that they implemented was the ~~use~~ ^{easy} accessibility to multi-language resources. As they provide pamphlets translated into Te Reo Maori. It is evident that

More space for answer

Maori involvement in all aspects of society within Aotearoa, New Zealand is important in today's day and age. Both these aspects of the Bangkok Charter and the Treaty of Waitangi work hand in hand to effectively improve the overall well-being of New Zealanders through meningococcal disease immunisation. With the Bangkok Charter prioritising solidarity within advocating for health, this can be reflected in this campaign as they promote protection against this infectious disease. With the use of workshops purely delegated to facilitate conversations about immunisation across the country. Similarly with the Treaty of Waitangi, highlighting the importance of Maori involvement in this campaign is highly important. As it allows for cultural organisation, local iwi to distribute the necessary resources stating the importance of having these conversations. Additionally, these traditional views that having such vulnerable conversations may come across 'weak', yet this campaign defies that social norm. This decolonised approach allows all individuals to safely speak about these topics without feeling judged or unsafe. Ultimately, both the Bangkok Charter and the Treaty of Waitangi have effectively worked together in improving overall well-being across all New Zealanders, through advocating for health while also taking a decolonised perspective on this particular issue. Essentially, all aspects previously discussed have created social agents within communities, overall empowering them to ~~continue~~ ^{continue} to make a change.

Merit

Subject: Health

Standard: 91465

Total score: 06

Grade score	Marker commentary
M6	The response explores the links between two models for health promotion that are evident within the campaign. The response effectively draws well-reasoned conclusions about the effectiveness of the models for improving the well-being of New Zealanders in relation to meningitis-related harm.