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91465



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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Health 2025

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 03

Make sure you have the paper **Resource Booklet 91465R**.

INSTRUCTIONS

Read **Resource Booklet 91465R** before answering the question.

In your answer, refer to the resource booklet and apply your own understanding of aspects of models for health promotion as they relate to **bullying**.

The questions in this assessment will require you to recommend and evaluate health promotion models and strategies that can be used as part of a campaign (such as Pink Shirt Day) to speak out against bullying in New Zealand.

Space for planning is provided below. Note that planning is not assessed.

PLANNING

B I U

red food
cheese pud
rice teeth
health, power, team

QUESTION

(a) Identify and explain TWO models of health promotion used in the Pink Shirt Day campaign.

Model of health promotion 1:

B I U

The Pink Shirt Day is a collective action model as it is a socio- ecological approach that takes account of the interrelationship between student and the environment. Collective action educates people for health. It is a model that require small steps to be taken to make a big change. As said in resource A it is celebrated across the Aotearoa, at work, school and communities, to prevent bullying. Resource B states that pink shirt day have a website which provides resources and helps to get support. They have given number and access to Youthline, lifeline, Samaritans, crisis helpline, to talk to someone and to share the problem or support needed. They also have online support such as thelowdown.co.nz and netsafe.org.nz to provide help through online systems. This shows that they have a holistic approach and try to reach to every individual to help them and support them . It is based on authentic needs, is complex and costly as it is hard to provide resources to the individual according to their needs and situation, but they are trying to help as many individual as they can by providing resources online on their website, by providing online support and number to access help when needed. They takes student centred constructivist approach to action, students and teachers are viewed a social agents. The management system of pink shirt day takes DOH (determinants of health) into consideration. However by providing resources for free on their website they are educating for health. They use the strategy encourages all for all, by encouraging everyone to take step against bullying and supporting anti bullying system, helping others and speaking up for those who cannot speak up for themselves. This is an effective approach as many people share their real stories on pink shirt day website, and there are many resources that people can have access to for free according to their needs.

Model of health promotion 2:

B I U

The Pink Shirt Day is also a self-empowerment model as it develops the ability of an individual to control their own health status as far as possible within their own environment. This model also focus on enhancing an individual's sense of personal identity and self worth, and on the development of "life skills". According to resource B (1), B(2), B(3) the pink shirt day campaign is a self empowerment model as it provide many of the resources for free to people to stand against bullying, it also provide links to online support and number to talk to someone. Self-empowerment model helps in clarifies value. This model also tell people how, when, why and where to seek help when needed. Evidence of this is the resources provided on their website and individuals can go and access them when required. Encourages independence at societal level, by helping individuals know how to seek help they are helping them building their self-confidence, and helping them to speak up for themselves at societal level. They are helping people to develop a sense of identity by upgrading their personal skills. It also emphasise empowerment. This model may not be effective as collective action but still is able to help many people by providing resource and right way to use them.

- (b) Explain how the models identified in part (a) could result in advantages and disadvantages for the well-being of New Zealanders. Draw conclusions on the effectiveness of the models used in the Pink Shirt Day campaign.

B I U ☰ ▼ ☰ ▼ ↶ ↷ ⓘ

The advantages of the self-empowerment and collective action models improves the well-being of New Zealanders. By implementing the collective action and self-empowerment model we can decrease the number bullying happening in New Zealand.

Advantages of self-empowerment model:
By providing information to wider areas and running workplaces can improve the knowledge of people on bullying. Other ways are to stop bullying are playing fun activities, or supplying free resources that promotes inclusive workplace, schools and communities can help stop bullying and create an anti-bullying and peaceful environment.
The individual is provided with the resource they needed such as online resources, help and steps to take when they are bullied.

Advantages of collective action model:
By educating kids from a young age about bullying and not to treat others differently based on their background, gender, ethnicity or culture. If kids are educated from young age that not to bully the chances of getting or bullying someone in the future are pretty low and bullying will not happen at first place.
While passing on information about how to prevent bullying.
By spreading the information to wider community especially to the rural areas or where people are not much educated will prevent bullying.

Some of the disadvantages of self empowerment model are:
The pressure is still on the individual, they still have to make the change happen.
The individual might not get the support and help that they need to overcome the bullying and build confidence.
Their might not be enough resources present, or resources are not that helpful for the individual based on their needs and according to their situation.
The action might take time and they might not have enough support form their family.

Some of the disadvantages of collective action model are:
It takes a lot of time for change to happen. The progress is slow as wider community is also involved and the change need to considered the benefits and harm for other individuals also.
They cannot change anything to just support one individual. The decision made should be beneficial for all.
Seeking help might take a long time as it is long process, the additional help need take time as someone has to listen to your situation and then provide help according to that.
The effectiveness of both models is pretty high when used correctly, if low-moderate bullying is happening self-empowerment model can be used, and is no improvements are seen switching to collective action, seeking more help from experts and implementing their strategies will help.

- (c) Identify aspects of the Bangkok Charter and Te Tiriti o Waitangi / the Treaty of Waitangi used in the Pink Shirt Day campaign. How effective could these aspects be in improving the well-being of New Zealanders?

B I U ☰ ▼ ☰ ▼ ↶ ↷ ⓘ

Te Tiriti o Waitangi / The Treaty of Waitangi is more actively participating in the pink shirt day campaign. As on the posters, games, activity and on their website 3P's of treaty are clearly seen. We can see the active partnership between the crown and the Maori as Mental Health foundation supports the pink shirt day, showing active partnership between crown and and Maori. On the poster under, "Speak up Stand Together, Stop Bullying" their is translation in Maori which states, 'Korero Mai, Korero Atu, Mauri Tu, Mauri Ora", this shows the active participation of Maori language. By recognising the proactive need in health promotion and the development of preventative strategies; for example in resources A and B the pink shirt day campaign provides a lot of resources online on their website and sell many t-shirts, posters and many new updates on their website all reflect that the Maori are included and are receiving the equitable health benefits compared to non-Maori. The aspects of Bangkok charter are also seen in this health promotion, as they are advocating for health, based on the human rights and solidarity. They are investing in resources, policies, and taking action when needed to improve the determinants of health. By regulating and legislating to enable equal opportunities for the well-being of all the people. Pink shirt day is also partners with the mental health foundation of New Zealand and has/is building alliances with public, private and non-governmental organisations and civil societies to create sustainable actions. All of these principle are seen in the pink shirt day campaign which shows that Bangkok charter and Te Tiriti o Waitangi / The Treaty of Waitangi was considered while the campaign was build.

Achievement

Subject: Health

Standard: 91465

Total score: 03

Q	Grade score	Marker commentary
One	A3	This response compares and contrasts the models and makes conclusions about how effective two health promotion models are within the campaign. However, it does not reach Merit level because the connections between the models and their role in improving well-being, are not examined in sufficient depth.