

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 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.**

**Excellence**

**TOTAL 07**

# Page 1

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** [List Icon] [List Icon] [Undo] [Redo] [Help]

collective action  
behavioural change

equity  
social justice  
not just sick  
health promo  
preventative models  
hauora  
values and attitudes

## 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** [List Icon] [List Icon] [Undo] [Redo] [Help]

This campaign of 'Pink Shirt Day' is an anti bullying campaign which aligns with the collective action model as it is a socioecological approach that not only takes account the individual but also their own environment. It is a community based approach where the health determinants also operate largely outside of the control of the individuals. This is evident in this campaign as it the aim of it is to reduce bullying by raising awareness about bullying prevention, funding education workshops, and also supplying thousands of free resources in order to promote anti bullying communities such as workplaces, schools and communities; to promote inclusivity (Resource A). Therefore this campaigns furthuraligns with the collective action model as it is a socio-ecological approach that takes account of the interrelationships between the individuals and their surrounding environment. This model aligns with the idea of community empowerment and the commitments to improve the societal structures that have such a powerful influence on people's health status (Resource C). Which can be seen in this campaign as mentioned on how each year, workplaces, schools, organisation and individuals join the movement to make a stand against bullying (Resource A). Meaning that this campaigns helps to educate individuals on preventatives of bullying and promotes health promotion by celebrating diversity and creating safe valued and respectable environments for individuals by using the collective action model.

## Model of health promotion 2: Behavioural Change

B I U ☰ ▼ ☰ ▼ ↶ ↷ Ⓞ

This campaign not only uses the health promotion model of collective action but also aligns with the behavioural change model. This is because this approach is a preventative approach and focuses on lifestyle behaviours that impact health of individuals as mentioned, bullying is a serious issue in New Zealand and it has found that one in four workers have reported to have been bullied in the workspace and also the bullying in schools are very high, which increase has resulted in many individuals having a more likelihood of developing mental health issues such as depression and anxiety due to bullying (Resource A). Therefore the aim of this campaign is to promote lifestyle behaviours such as providing a website where there is a large amount of resources and real stories of individuals who have experienced bullying in order to also persuade these individuals to adopt healthy lifestyles such as celebrating kindness through approaches such as complimenting each other in order to successfully have health promotion by using the behavioural change model; it seeks to persuade individuals to use these resources and the information on them such as having quizzes of workplace bullying, informing on what bullying looks like in order to prevent those situations, celebrating kindness (Resource B ii). By using approaches such as in this campaign it uses social media, branded T-shirts, posters, print and websites to spread the message in order to get involvements to this campaign as it persuades individuals to step up and use these preventative approaches by adopting lifestyles and to take responsibility on their own health (Resource A). Specially collaborating with others in order to enable them to be upstanders and having individuals openly share their experiences further more persuades individuals to adopt healthy lifestyle behaviours and to use preventative health services and to take responsibility of their own health (Resource C) as it all aligns with the behavioural change model and furthermore helps to enhance health promotion by persuading individuals to take responsibility of their own actions by adopting to these lifestyle in order to prevent bullying.

- (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 Collective action model used in this campaign for health promotion results in both advantages and disadvantages for the wellbeing of New Zealanders. Using a collective action model is an advantage in this promotion as it not only focuses on individuals but also the wider community as it uses a socio-ecological approach that regards the interrelationship of the individual and the environment/ community. In this campaign an advantage is that this model actively prevents bullying by using approaches such as education workplaces, schools, organisations, and individuals. One large aspect of this campaign is the pink shirt day which is done throughout many workplaces and most schools across New Zealand in order to spread awareness of bullying and increase the inclusivity within school environments (Resource A). By using pink shirt day, this campaign is able to collect donations which reach over 2700 schools and kura within the nation, every single year and is able to provide them with information and resources and classroom activities that help to promote wellbeing and prevent bullying. Additionally also providing information of bullying prevention on for parents, teachers, students and workplaces can help to change their values and attitudes around bullying by helping communities create environments where bullying can't thrive and promoting anti bullying as a health promotion in order to ensure individuals are respected and treated equally. This is an advantage as it can help to reduce bullying and prevent bullying and also create safer environments by having individuals take collective actions in order to create fairer and much more welcoming and respectable environments and to overall prevent bullying. This is an advantage for the wellbeing of New Zealanders as this approach can help reduce anxiety and depression and enhance hauora (physical, mental, spiritual, societal) within individuals and communities as it also encompasses the idea of empowerment and commitment to improve the societal structures that have such influences on people's health status by involving teacher, students, parents and workplaces and having empowerment within communities by furthermore enhancing the prevention of bullying and to create a safe and inclusive environment in order to have a positive impact on the wellbeing of New Zealanders.

A disadvantage of this campaign is that it does not reach all of New Zealand as not all workplaces are provided with these resources and information, which limits the amount of people this campaign reaches as it will only be limited to a certain number of individuals each year, specially since in this campaign they do the same thing each year and only reach the exact same audiences. Which can limit the effectiveness of this collective action and furthermore affect the societal aspect of hauora by limiting this information and the resources of this campaign to a limited number of individuals only.

The Behavioural Change model used in this campaign for health promotion results in both advantages and disadvantages for the wellbeing of New Zealanders. An advantage of this behavioural change model is that it uses advertisements such as social media, posters, print and branded T-shirts in order to prevent bullying by trying to persuade individuals to adopt health lifestyle behaviours by encouraging them to take responsibility for their own health. It is an advantage for the wellbeing of New Zealanders as this increases the awareness that individuals have on bullying and furthermore by using these advertisements of pink shirt day, social medias, posters and even prints it aims to persuade individuals to adopt to these healthy lifestyles behaviours and to use these preventative health services and to take responsibility which is an advantage for the wellbeing of New Zealanders as it enhances their knowledge on bullying and increases the bullying awareness meaning that individuals will be more aware of the preventative approaches and can increase the wellbeing as it affects hauora; it affects the societal and mental wellbeings of new Zealanders as it allows individuals to take responsibility for their own health and also focuses on the lifestyle behaviours that impact health.

A disadvantage of this campaign of the behavioural change model that affects the wellbeing of new Zealanders is how this model does not effectively make all individuals and communities to come together in order to prevent bullying and it can affect the hauora as it impacts all aspect of physical mental, spiritual and societal. This is because behavioural change model is a preventative approach which aims to try and persuade others however is not the most effective method as individuals may not be influenced by these ads and t shirts which can affect the campaigns goal due to individuals not adopting to lifestyle behaviours. In conclusion this is an disadvantage in the behavioural change model as it may fail to fully reach it's aim and so affects the wellbeing of new Zealanders as it can make this approach non-preventative and furthermore not be able to create environments which are inclusive and safe.

(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 ☰ ▼ ☷ ▼ ↶ ↷ Ⓞ

There are many aspects of both the Bangkok charter and Te tiriti o Waitangi/ the treaty of waitangi used in this Pink shirt Day campaign.

From the Bangkok charter (Resource D) it uses health promotion aspects of advocating for health, based on human rights and solidarity, for example in this campaign they use both collective action model and behavioural change model and both of these health promotion models advocate for health using both human rights and solidarity. Specially since in this campaign they have many strategies and approaches that have been used such as raising awareness on bullying prevention, funding education workshops and supplying many free resources in order to educate individuals on the preventions of bullying and to persuade them to adopt healthy lifestyle behaviours. Another health promotion of Bangkok charter that has been used in this campaign of Pink shirt day is regulating and legislating to enable equal opportunities for the wellbeing of all people (Resource D) as mentioned on the donation outcomes it is stated how this campaign has engaged with thousands of workplaces and schools across New Zealand every single year in order to create much more fairer, welcoming and respectful environments for individuals. This affects many aspects of hauora such as societally it can enhance the way that society views bullying and how communities take action accordingly to have a more preventative approach in order to reduce the bullying and stop. Mentally it can help individuals who may have gone through these experiences to feel less anxious and to furthermore enhance their physical wellbeing along side (Resource B iii). Another aspect of Bangkok charter that aligns with this campaign of Pink Shirt day is partnering and building alliances with public, private non-governmental organisations, and civil society to create sustainable actions (Resource D). This principle furthermore can align with the pink shirt day campaign as this campaign uses partnering such with the other organisations such as the Inside Out in order to donate and educate individuals and communities on preventative and spread more awareness on bullying. They furthermore help shape values and attitudes that can be around bullying for individuals and also promotes social justice by creating sustainable actions that can furthermore create safe environments and fairer surroundings for all.

From the Te Tiriti o Waitangi it aligns with both participation and active protection as this pink shirt day campaign emphasises Maori involvement in all aspects of society within Aotearoa New Zealand (Resource D). Within health promotion we can see how it in this campaign of Pink Shirt day they aim to have collaborators with who have higher rates of bullying including communities of rainbow, Maori, Pasifika, Asia and disabled people and by using this campaign of pink shirt day it can furthermore celebrate diversity, fairness and connection within communities and individuals (Resource B iii). This can furthermore affect the mental wellbeing of individuals as it can help them feel safe and connected and which furthermore creates a safer environment with more inclusivity and fairness. This aspect also aligns with the active protection where it recognises that the Crown needs to be proactive in health promotion and the development of preventative strategies (Resource D) as both the health promotion models of collective action and behavioural change both use preventative strategies such as seeking to persuade individuals to adopt to lifestyle behaviours through social media, branded T-shirts, ads and posters. Similarly using the collective action model to encompass community empowerment and the commitment to improve the societal structures by having workshops in schools and engaging with many workplaces to really have an impact and to have an influence on people's health status by educating them (Resource C).

All these aspects can be very effective when improving the wellbeing of New Zealanders as they all have the same aim and in this campaign it uses equity in order to promote health promotion through both collective action and behavioural change model and to help individuals of all diverse groups and to create a safe/ environment which is inclusive, safe, fair and respectful.

## Excellence

**Subject:** Health

**Standard:** 91465

**Total score:** 07

Q	Grade score	Marker commentary
One	E7	This response is written coherently and concisely and demonstrates how the two identified health promotion models relate to the underlying concepts, while drawing reasoned conclusions informed by the relationships between the models and these concepts.