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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.**

Merit

TOTAL 05

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

behavioural change  
anti-bullying campaign

**QUESTION**

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

Model of health promotion 1: Behavioural change

B I U

Model of health promotion Behavioural change is used in the Pink Shirt Day campaign. The Pink Shirt Day campaign is trying to prevent and focus on a life style behaviour in this case Pink Shirt Day campaign is an anti bullying campaign that celebrates diversity and creates environments where all people can feel safe, valued, and respected. To to speak out against bullying in New Zealand. The Pink Shirt Day campaign uses posters that say "speak up, stand up together, stop bullying", well as each year workplaces, schools, organisations and individual join the stand in the movement to stand against bullying, by wearing a pink shirt day top, that says speak up, stand up together, stop bullying. The Pink Shirt Day campaign also provides free resources and information about bullying prevention on the the Pink Shirt Day website, to help parents, teachers, students, and workplaces know how to create environments where bullying can't thrive. The pink Shirt Day campaign uses social media, branded t-shirts, psoters, and print , as well as its website to spread its message where individuals can take in the information and act on it. The Pink Shirt Day campaign uses these stragies to help people in the community understand about this lifestyle behaviour, bullying. To help people change and make people aware about this behaviour, bullying ,so it can be prevented in schools, workplaces, communities and individuals and to speak out against bullying in New Zealand.

Model of health promotion 2: collective Action

B I U

Model of health promotion collective action is used in the Pink shirt campaign. The Pink shirt campaign uses the model of collective action, so all communities can help and come together to speak out against bullying in New Zealand. The Pink shirt campaign reaches more than 2,700 schools and kura nation wide each year, providing them with free information, resources, and class room activities that help promote wellbeing and prevent bullying, to educate and help people with their wellbeing , such as there spirtual well-being, physical well-being, mental well-being etc. When it comes to bullying, to help people understand bullying and help people understand they are safe, valued and respected in their communities, and to reach out if they feel they are being bullied. The Pink shirt campaign also engage with thousands of workplaces each year, helping them create farier, more welcoming, and respectful environments. Also each year, workplaces, schools, oraganisations and individuals join the movement to make a stand against bullying, by wearing a pink shirt, or a pink shirt day that says "speak up, stand up together, stop bullying". All these strategies help communities get to together to help "speak up, stand up together, stop bullying, and to speak out against bullying in New Zealand, so it can be prevented in schools, workplaces, communities and within individuals.

- (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 model for behavioural change advantages for the well-being of New Zealanders in the Pink Shirt Day campaign in part (a) is that it uses simple and clear focus information like social media, branded t-shirts, posters, and print, as well as websites to spread its messages. This helps individuals interpret the information and change their behaviour towards bullying and to speak out against bullying in New Zealand. Another advantage is that it is usually quite quick, for the Pink Shirt Day campaign to persuade and give insightful information for individuals to act on. For in this instance to speak out against bullying in New Zealand. This helps more individuals be more kinder and friendly towards people at their school, workplace or even in the community. But the behavioural change disadvantage for the well-being of New Zealanders is that the Pink Shirt Day campaign provides clear focus information like social media, branded t-shirts, posters, and print, as well as websites to spread its messages. But individuals might not care or worry about bullying, as the people around them bully, so they want to fit in and bully as well. Another disadvantage could be that if individuals don't work or are not on social media, so they are unable to find information and know about the Pink Shirt Day campaign. Also for behavioural change "blame the victim comes in", meaning that individuals get blamed for being the bully, maybe because they think it's okay because of these circumstances, and people have bullied them so they think it's okay to bully people. Also people have different circumstances like poverty, income, family issues. So it's hard to change someone's perspective if they have been bullied or have been brought up differently.

The model for Collective action advantages for the well-being of New Zealanders in the Pink Shirt Day campaign in part (a) is that each year, work places, schools, organisations, and individuals join the movement to make a stand against bullying and by schools and kura taking part in pink shirt day, this helps promote the community in collectively speaking out against bullying in New Zealand. To try change individuals' actions towards people, as people who are bullied can result in higher chances of mental health issues, such as depression and anxiety. As individuals at schools, community or work places wear the pink shirt and speak out against bullying in New Zealand. More people are more likely to follow the steps of the community, to stop bullying and be more kind, caring and considerate of other individuals in the community. As people do not know what other people go through in their daily lives. Another advantage for Collective action is that the Pink Shirt day campaign is that it makes anti-bullying a wider recognition, so more people are likely to change their actions within the community. Also when the community donate towards a good campaign the Pink Shirt Day support the mental health foundation in New Zealand it reduces the bullying, through raising awareness about bullying prevention, funding education workshops, and supply thousands of free resources that promote inclusive workplaces, and schools and communities so we can make a wider impact on the community through anti-bullying and to speak out against bullying. To try and prevent it from happening so individuals won't have to experience bullying behaviour frequently. The model for Collective Action, disadvantage for the well-being of New Zealanders in the Pink Shirt Day campaign in part (a) is that it says that bullying is already a serious issue in New Zealand so this, speak out against bullying in New Zealand and bullying in general could take a long time, like years for the percentage of serious bullying to be decreased. Or there will still be some bullying happening because individuals don't change their behaviour and have been brought up differently, which is not their fault. Also for collective act to prevent bullying is that it says in part a that people who identify as part of the rainbow community experience higher rates of bullying, and studies show people who are bullied are more likely to experience mental health issues, such as anxiety and depression. We cannot change this, so we have to all collectively be there for one another, and start being kinder and considerate towards those who find bullying and daily lives challenging.

Collective action, is more likely to be more effective than behavioural change. In contrast collective action helps the community to change the health promotion all together as a community. Making their actions more stronger as there are a lot more individuals to try help and speak out against bullying in New Zealand. The collective action uses better strategies within the pink shirt day campaign by reaching more than 2,700 schools and kura nation wide each year, providing them with free information, resources, and classroom activities that help promote wellbeing and prevent bullying, to educate and help people with their wellbeing, such as their spiritual well-being, physical well-being, mental well-being etc. When it comes to bullying, to help people understand bullying and help people understand they are safe, valued and respected in their communities, and to reach out if they feel they are being bullied. Unlike Behavioural change although it is a lot faster by using simple and clear focus information like social media, branded t-shirts, posters, and print, as well as websites to spread its messages. It does depend of the person, and how they take in the information to act and change their behaviour towards anti-bullying. So the collective action is more effective for the health promotion, which is bullying.

(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 ☰ ▼ ☷ ▼ ↶ ↷ ☹

The aspects of the Bangkok Charter is most likely improving the well-being of New Zealanders. As in the pink shirt day campaign, it says that it supplies thousands of free resources that promote inclusive workshops, schools and communities. Which this reflects one of the Bangkok Charters health promotion. Which is that all people should have human rights for information of health. In this instance the resources about are about anti-bullying and celebrating diversity to create environments. As it says in the pink shirt day campaign that all people can feel, safe, valued, and respected. It also says in the Pink Shirt campaign is that each year, workplaces, schools, organisations, and individuals join the movement to make a stand against bullying Which this reflects another of the Bangkok Charters health promotion, which is investing in sustainable policies or actions to address the determinants of health. As the pink shirt day campaign promote an action for workplaces, schools, organisations, and individuals to wear a pink shirt day t-shirt to promote bullying to help the wider community take action to spread the message on bullying to try prevent bullying from happening at schools, work places and in the community.

The aspects of the teTiriti o Waitangi / the Treaty of Waitangi is most likely improving the well-being of New Zealanders as used in the pink shirt day campaign as it says in the pink shirt day website, that they collaborate though who experience higher rates of bullying including, Maori, Pasifika, Asian and disabled people so we can uplift and celebrate diversity, fairness, and connection. Which this examples reflects on the active protection one of the Treaty of Waitangi health promotion. As the pink shirt day website is providing additional resources to Maori, and etc. So maori are able to enjoy equitable support, for in this instance to stop anti bullying. Another aspects of the teTiriti o Waitangi / the Treaty of Waitangi that is most likely to be improving the well-being of New Zealanders is that the Pink shirt day campaign uses Maori words at the bottom of their shirts and posters for example kōreoro Mai, kōreoro atu, mauri tū, mauri ora. Which this examples reflects the participation. Which in the Pink Shirt campaign it involves māori in their promotion, which helps with māori feeling a sense of inclusion and identity in their culture. The Pink Shirt Day Campaign also collaborates with our friends at sparklers to hear tamiriki and kaiako korero about what enables them to be the best upstanders for pink shirt day and beyond and in their website is says "finding identity and joy through te ao Moari and kapa haka. Which this examples also reflects the participation. As it acknowledges Māori involvement in the pink shirt day campaign. It talks about the te ao maoru and kapa haka to show equal opportuinites for the wellbeing of māori individuals.

## Merit

**Subject:** Health

**Standard:** 91465

**Total score:** 05

Q	Grade score	Marker commentary
One	M5	This response explores the links between two models for health promotion that are evident within the campaign and effectively draws reasoned conclusions about the effectiveness of the models for improving New Zealanders' well-being concerning harm related to bullying.