

Assessment Schedule – 2014**Health: Evaluate models of health promotion (91465)****Evidence Statement**

See *Appendix* for possible responses.

N1	N2	A3	A4	M5	M6	E7	E8
Partial answer, but does not analyse the health issue.	Insufficient evidence to meet the requirements for Achievement.	The evaluation generally meets the requirements for Achievement, but the answer may be inconsistent across the criteria.	The evaluation meets the requirements for Achievement, including use of the resource material provided.	The in-depth evaluation generally meets the requirements for Merit, but some aspects of the answer may be inconsistent across the criteria.	The in-depth evaluation meets the requirements for Merit, including use of the resource material provided.	The perceptive evaluation generally meets the requirements for Excellence, but one aspect of the answer may be inconsistent across the criteria.	The perceptive evaluation meets the requirements for Excellence, including insightful connections to the underlying health concepts.

N0 = No response; no relevant evidence.

Cut Scores

	Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
Score range	0 – 2	3 – 4	5 – 6	7 – 8

Appendix

Question	Possible evidence for the analysis of the 'Yeah, Nah' Campaign (not limited to these examples)
(a)	<p>Which models of health promotion have been included in the 'Yeah, Nah' Campaign, how the models will be represented, AND why the team has chosen to include them, eg:</p> <ul style="list-style-type: none"> • The Behavioural Change Model could be included within the 'Yeah, Nah' Campaign through television and newspaper advertising because it, eg: <ul style="list-style-type: none"> - provides information to a wide audience about the harm that excessive drinking has on individuals and on others around them - targets a large number of people with ease, relatively inexpensively - provides people with the necessary information to raise awareness that there is an issue with their behaviour, and then this realisation will motivate them to seek further help (self-empowerment) to be able to change their behaviour - shows a preventative approach, ie if you drink without considering the consequences and show particular behaviours in relation to your drinking, then you should not do it, as you do not have the self-control to be able to drink sensibly and say no to others when they are trying to persuade you to drink. • The Self-empowerment Model could be included within the 'Yeah, Nah' Campaign through a 'Yeah, Nah Health Fair' because, eg: <ul style="list-style-type: none"> - people could come with their families or friends and have some fun, but at the same time, also talk to the support agencies present providing information and access to help for people affected by excessive drinking - people would be encouraged to take ownership of their own behaviour by accessing services and support on offer to them, ie the individual is the one offered support and strategies to overcome their problem drinking - people would be provided with the skills to develop strategies to deal with the feelings and issues that they have in relation to risky drinking, ie empowering and developing resilience at an individual level - people may feel more comfortable accessing help in this kind of environment, ie the attitudes and values of the community in relation to problem drinking are still very important in determining what level of support people are comfortable accessing, due to the reaction and stigma that is placed on them being seen as responsible for the problem that they have. • The Collective Action Model could be included in the 'Yeah, Nah' Campaign through collaboration and networking within individual communities, where the person and the environment are both considered because, eg: <ul style="list-style-type: none"> - each community would be encouraged to become empowered to look at its own individual issues and needs, and then to work as a group to create strategies to overcome the peer pressure and social norms surrounding the need to drink to excess to have a good time - communities could form groups with various representatives who look at the bigger picture in relation to what is causing the issues - a range of community representatives who have the opportunity to investigate what should happen are encouraged to form and then all parties decide a plan, therefore it is democratic - committees can use the action competence process in their planning - collaboration and networking are holistic and look at all the needs (hauora) of the various individuals within the community - individual community networks that are specific to that community are formed, involving all people (SEP) - the specific attitudes and values that that community sees as important (A+V) are taken into account in an attempt to create a more socially just society - all stakeholders have a vested interest in it continuing when they have invested time and energy in creating strategies and support to prevent

	<p><i>problem drinking within their community, ie it is more inclusive and sustainable.</i></p>
<p>(b)</p>	<p>How the inclusion of these models for health promotion within the 'Yeah, Nah' Campaign will improve the well-being of those affected by drinking, eg:</p> <p><i>The 'Yeah, Nah' Campaign needs to include the use of all three models within the campaign strategies to be as effective as possible in relation to improving well-being.</i></p> <ul style="list-style-type: none"> • <i>Media coverage serves to highlight the problem to a wide audience by, eg:</i> <ul style="list-style-type: none"> - <i>showing people who are struggling to cope with the stress of dealing with addiction and also the associated problems that come from risky drinking, that it is possible for people to make positive change to improve their physical health</i> - <i>changing the situation so that families are no longer affected by not having any money left after excessive drinking to provide the necessities for themselves and their families, thereby creating more harmonious families where people's needs are met</i> - <i>showing relationship breakdowns can occur when people are having to deal with the stress of living with a problem drinker, so making changes could help improve people's mental health</i> - <i>showing people in the adverts that others can relate to, those affected can see how some of their experiences may be similar, ie realising that there are other people going through the same thing through humorous adverts, may mean that feelings of isolation and failure are less, making individuals feel more confident to access help.</i> • <i>The 'Yeah, Nah Health Fair' provides an opportunity for people to, eg:</i> <ul style="list-style-type: none"> - <i>identify that they need to develop some strategies to overcome the issues that they are having</i> - <i>develop new relationships within their community, leading to them being emotionally happier, as they have more support networks to draw on</i> - <i>access more supportive environments to continue to become resilient and empowered in dealing with risky drinking behaviour</i> - <i>support others displaying risky drinking behaviour, whilst also improving their own well-being by developing confidence and usefulness in sharing their skill set, and broadening their social networks</i> - <i>strengthen the personal skills of a number of people within the community, and develop a more connected and skilful society where people's feelings of self-worth are improved</i> - <i>feel valued for the attributes they have and can share, encouraging a greater sense of community, which builds resiliency and pride.</i> • <i>Community collaboration and networking allows for, eg:</i> <ul style="list-style-type: none"> - <i>inclusiveness</i> - <i>critical thinking in terms of what needs to change to improve the well-being of all people in the community</i> - <i>greater understanding by individuals that risky drinking behaviour is not the fault of those individuals who are addicted, but that it has some causes that are outside of an individual's control</i> - <i>less blaming and more constructive attitudes towards what a community can do to rectify the problem</i> - <i>individuality within each community, so they can then look at the causes of the issue, rather than the results</i> - <i>the specific impacts that risky drinking is having on well-being within each community to be identified and dealt with</i> - <i>strengthened bonds within a community</i> - <i>people being empowered with the knowledge that what they are doing is going to have a positive impact on them, their families, and those who live in their community</i> - <i>all ethnicities and cultures to be included as stakeholders who are therefore involved in all aspects of the action plan, ie this improves the</i>

	<p><i>well-being of all, as each specific group can see that their needs are being considered and valued, and therefore everyone in the community is seen to be equally important</i></p> <p><i>- the values and beliefs of all being upheld and as a result, a more harmonious society developing.</i></p>
(c)	<p><u>How the principles of The Bangkok Charter and The Treaty of Waitangi are incorporated into the ‘Yeah, Nah’ Campaign, and the consequent improvements in well-being for all New Zealanders, eg:</u></p> <p>The Bangkok Charter:</p> <ul style="list-style-type: none"> • Building capacity is linked to collaboration and networking, where communities are encouraged to develop networks that create their own individualised initiatives, and whole communities are encouraged to be involved in solving or preventing risky, drinking-related harm problems. • Investing in sustainable policies and actions is linked to communities and alcohol service providers, raising awareness and empowering people through providing support and resources. This improves well-being for all New Zealanders, because people feel that their culture is valued, and they feel connected to their community / country. • Partnering and building alliances is linked to individuals and communities working with agency support to raise community awareness, thereby improving well-being by working together to reduce the physical costs on individual’s health and mental health in relation to risky drinking. <p>The Treaty of Waitangi:</p> <ul style="list-style-type: none"> • Partnership is linked by the Crown being proactive in the delivery of health promotion and development of preventative strategies, such as the ‘Yeah, Nah’ Campaign, and within the representatives from the crown, there are a range of ethnic groups including Māori. • Participation is linked to each community being encouraged to develop their own formal networks with Māori stakeholders to implement strategies to change attitudes and behaviours specific to Māori. • Active Protection could be represented to a greater extent within the campaign, where the crown recognises the need to provide specific resources that reflect Māori culture, such as a model where Māori are involved in educating fellow Māori using values and beliefs founded in Māori Culture, eg holistic well-being (hauora). This improves well-being for all New Zealanders, because people feel that their culture is valued and important, which in turn improves self-confidence and pride.