



Runanga Whakapiki Ake i te Hauora o Aotearoa  
Health Promotion Forum of New Zealand

## Ngā Tikanga Manaaki Statement of Ethical Health Promotion Practice in Aotearoa New Zealand

June, 2011

*This draft statement is based on Ngā Tikanga Manaaki - Values and Ethics section in the 2000 report, Nga Kaiakatanga Hauora mo Aotearoa Health Promotion Competencies for Aotearoa-New Zealand and the statement of values from the 2008 revisions to the Health Promotion Forum's Constitution, other work (including the 2007 Symposium, workshops and Keeping Up to Dates) that HPF has been doing around the ethics of health promotion, and is informed by the work of the Public Health Association on developing a code of ethics for the whole public health sector.*

### Whakatūwheratanga – Introduction

Values and ethics guide health promotion action and practice. Health promotion competency involves a willingness to continually reflect on our values in pursuit of ethical practice and provides a foundation by which the workforce can determine what is legitimate, expected and acceptable behaviour within our practice.

In Aotearoa-New Zealand, the traditional values inherent within whānau, hapu and iwi social structures are important aspects of health promotion action. These core values and ethical practices are consistent with the provisions, principles and articles of Te Tiriti o Waitangi.

### Ngā Kaupapa Whaihua - Health Promotion Values

The values that are central to health promotion practice in Aotearoa New Zealand are:

- **Te Tiriti O Waitangi** - Respect for, and commitment to, and protection of Te Tiriti o Waitangi, including the application of Te Tiriti o Waitangi to the actions and every day practice of health promotion
- **Human rights** - Respect for and commitment to hauora as everyone's right based on the mana and dignity of people, communities and individuals; everyone being able to realise their human rights; and respect for and commitment to rangatiratanga, manaaki, tapu and noa.
- **Equity** - Commitment to improving health equity and the fair distribution of the determinants of health and wellbeing, taonga tuku iho, tinana, wairua, hinengaro and mana.
- **Determinants** - Commitment to improving the social and environmental determinants of health which include social justice, equity, participation - whakamana tāngata, whai oranga, whai wāhi, taiao me nga mea katoa e whakapiki ake i te hauora.

- **Interdependence** - Recognition of the interdependence of individuals, families, communities and the broader environment. This includes recognition of te ao turoa, whakawhānaungatanga, whānau, whānau ora, kotahitanga and whatumanawa.
- **Aroha** - Respect for peoples' rights to aroha, awhi and hauoratanga.
- **Integrity** - Commitment to acting honestly, ethically and with integrity – he mahinga i runga i te mahi tika me te mana tāngata me he ngakau tapatahi.

## Ngā Kaupapa Matatika - Ethical Foundations

### Ethical health promotion practice as recognised globally:

- Is committed to health as a fundamental human right central to human development;
- Demonstrates respect for the dignity and human rights of individuals and groups, including respect for diversity of age, gender, ethnicity, culture, language, religion, migration experience, sexual orientation, ability/disability, and family status;
- Addresses health inequities and social injustice, and prioritises the needs of those experiencing discrimination, poverty and social marginalisation;
- Acts to improve the social and environmental determinants of health, i.e. the social, economic, political, and environmental conditions in which people live that determine their health;
- Empowers people and communities to increase control over and improve their health and wellbeing;
- Recognises the importance of the early years of life as a time when nurturing, protection and care lays the foundation for life-long wellbeing;
- Is committed to being beneficial and not causing harm;
- Is honest about what health promotion is, and what it can and cannot achieve; and
- Is committed to a culture of evaluation and learning, evidence informed practice, and the development of a well-informed, effective and sustainable workforce.

### Additionally in Aotearoa ethical health promotion action:

- Is founded on commitment to Te Tiriti O Waitangi and recognises Māori as tangata whenua;
- Reflects the hopes and aspirations of Māori for self-determination in respect of their own affairs;
- Recognises that the traditional values inherent within whānau, hapu and iwi social structures are important aspects of health promotion action;
- Empowers whānau and communities to realise their full potential;
- Respects the special historical, cultural and political relationship that Aotearoa New Zealand has with Pacific people and Pacific nations; and
- Respects that people have come to Aotearoa New Zealand from many different circumstances, places and countries.

A health promoter will demonstrate their commitment to ethical practice by acting according to the code of ethics for health promotion practice (yet to be developed<sup>1</sup>) in Aotearoa New Zealand.

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<sup>1</sup> Codes of ethics are usually more detailed than this statement and say what is acceptable behaviour for individual practitioners in some particular situations.