

**Health Promotion Forum - Symposium 2011**  
**NGA ARA TOHUNGATANGA O TE HAUORA**  
**Defining Professional Pathways in Health Promotion**

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**A DECADE TWO FRAMEWORK FOR  
CONSIDERING THE PRACTICE OF  
HEALTH PROMOTION**

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# Health Promotion Decade 2

- **Principles** for practice
- The **Scope** of practice
- **Elements** of practice
- The **Outcomes** of practice

# Three Principles for Health Promotion

- Integrated solutions
- Distinctive pathways
- Goals that empower

# Principle 1 Integrated Solutions

'No single sector or discipline has all the answers'

'Health promotion must become part of a comprehensive set of actions - globally, and nationally

- ✓ health and education
- ✓ community and environment
- ✓ social and economic development
- ✓ cultural and technical competence
- ✓ indigenous leaders, community leaders & health leaders
- ✓ tribal organisations, NGOs, the private sector, statutory services, and global agencies

# Integrated Solutions

## Mental health and physical health

- ❑ Distinctions between mind and body are outdated
- ❑ Divisions between mental health and physical health are becoming less and less tenable
- ❑ Co-morbidities are the rule rather than the exception
- ❑ Health promotion that does not take account of mental health is flawed
- ❑ Mental health promotion that does not take 'health' into account is equally flawed

# Principle 2 Distinctive pathways

- Diverse populations understand wellbeing in different ways
- Culturally based systems of knowledge are not identical to scientific systems of knowledge
- Cultural knowledge may be based on religious beliefs, ethnic customs, or indigenous world views
- Health promotion need not be based on a single system of knowledge or a single knowledge highway

# Distinctive pathways – matching the goals with relevant world views

- The health sciences
- Indigenous knowledge
- Local wisdom
- Folklore
- Religious beliefs

# Principle 3 Goals that Empower

- 'Health promotion is about empowering people to take control of their own lives in ways that are adaptive, responsible, satisfying and rewarding'

- 'a sense of mastery'

De Marco 2000

- 'control of destiny'

Syme 2004

# Goals that Empower: Transformational shifts

1985 - 2010

- Recognition of cultural identity as a foundation for health service delivery
- Identification of health risks
- Building health workforce capability



2011 - 2035

- Recognition of identity as a basis for self determination & self management
- Identification of pathways to unleash human potential
- Building the capability of **families & communities**

# Health Promotion Decade 2

- Principles for practice
- The scope of practice
- Elements of practice
- The outcomes of practice

# The Scope of Practice

- 1 Global reach
- 2 National relevance
- 3 Community impacts

# The Scope of Practice: Global Reach

## Global climate change

- Droughts & floods
- Cyclones & tsunami

## Global inequalities

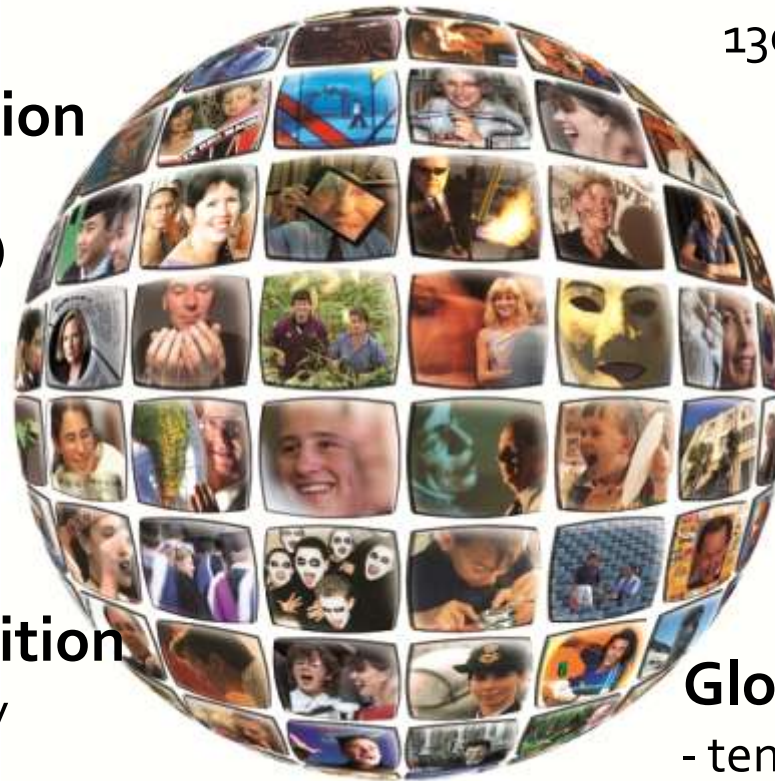
130 m live in extreme poverty

## Global colonisation

Identity diffusion  
95 % of the world's  
7,000 languages extinct  
by 2100

## Global competitiveness

- tension between groups
- marginalised urban dwellers



## Global over-population

9 billion by 2050  
(from 6.4 billion)

## Global resource attrition

Water, food, energy

# THE SCOPE OF PRACTICE: GLOBAL REACH THE MILLENNIUM DECLARATION (2000)

- 'An environment – at national and global levels alike – which is conducive to development and to the elimination of poverty'
- 8 goals (2000 – 2015)
- 18 targets
- 48 indicators (16 directly related to the health sector)

## UN Millennium

### Development Goals (MDGs)

- 1 Eradicate extreme poverty & hunger
- 2 Achieve universal primary education
- 3 Promote gender equality and empower women
- 4 Reduce child deaths
- 5 Improve maternal health
- 6 Combat HIV/AIDS, malaria & other diseases
- 7 Ensure environmental sustainability
- 8 Partnership for development

# MDG Targets (health)

## some examples

Target No.

4 underweight children (under 5 yrs)

13 under 5 mortality rates

14 infant mortality rates

15 measles immunisation (at 1 year)

18 HIV in 15-24 yrs pregnant women

24 tuberculosis death rates

46 Proportion population with access to affordable essential drugs

# Scope of Practice National Relevance NZ Demographics

1,000,000

6m

5m

4m

3m

2m

1m

2010

2015

2020

4.37m

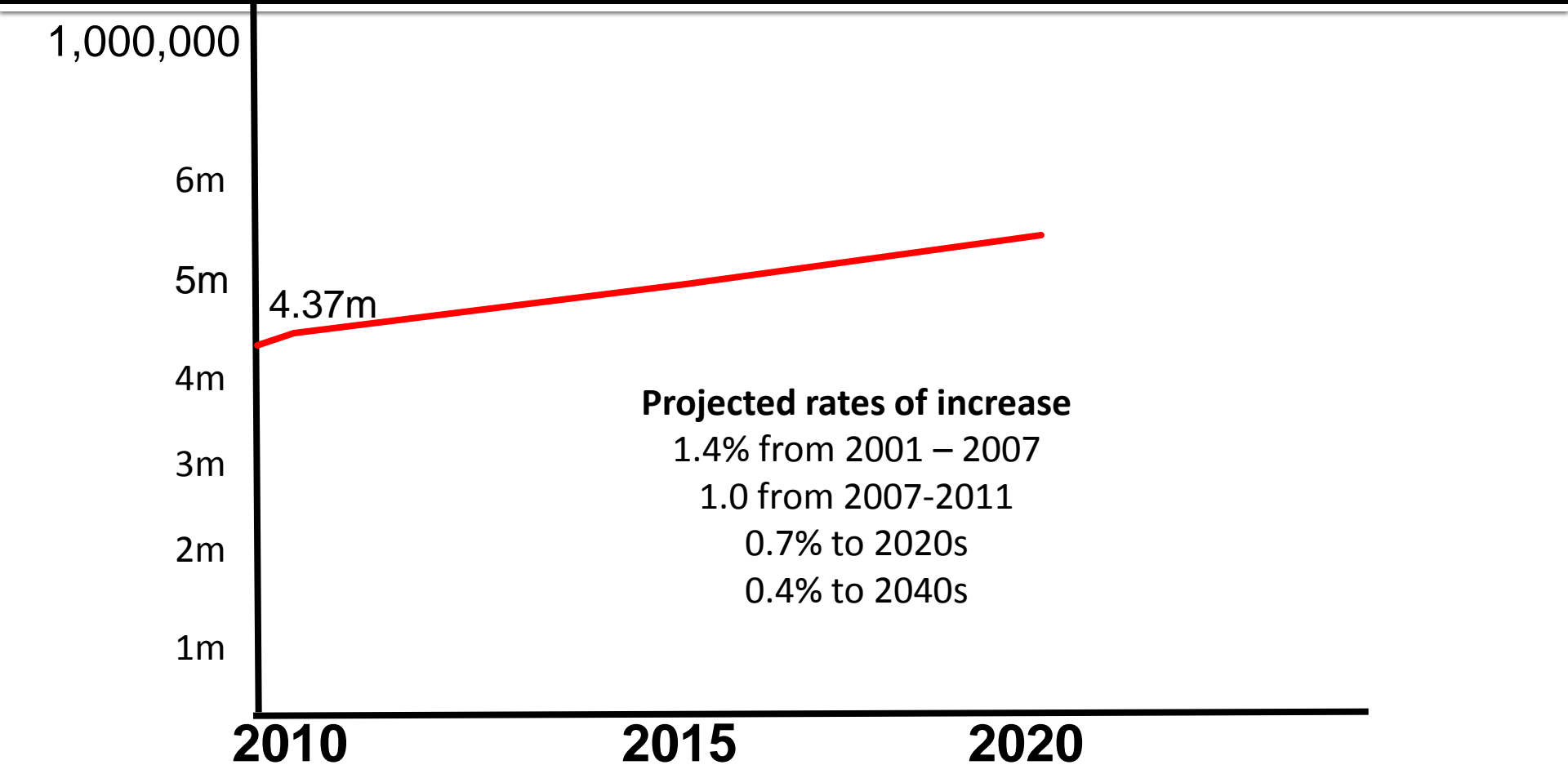
**Projected rates of increase**

1.4% from 2001 – 2007

1.0 from 2007-2011

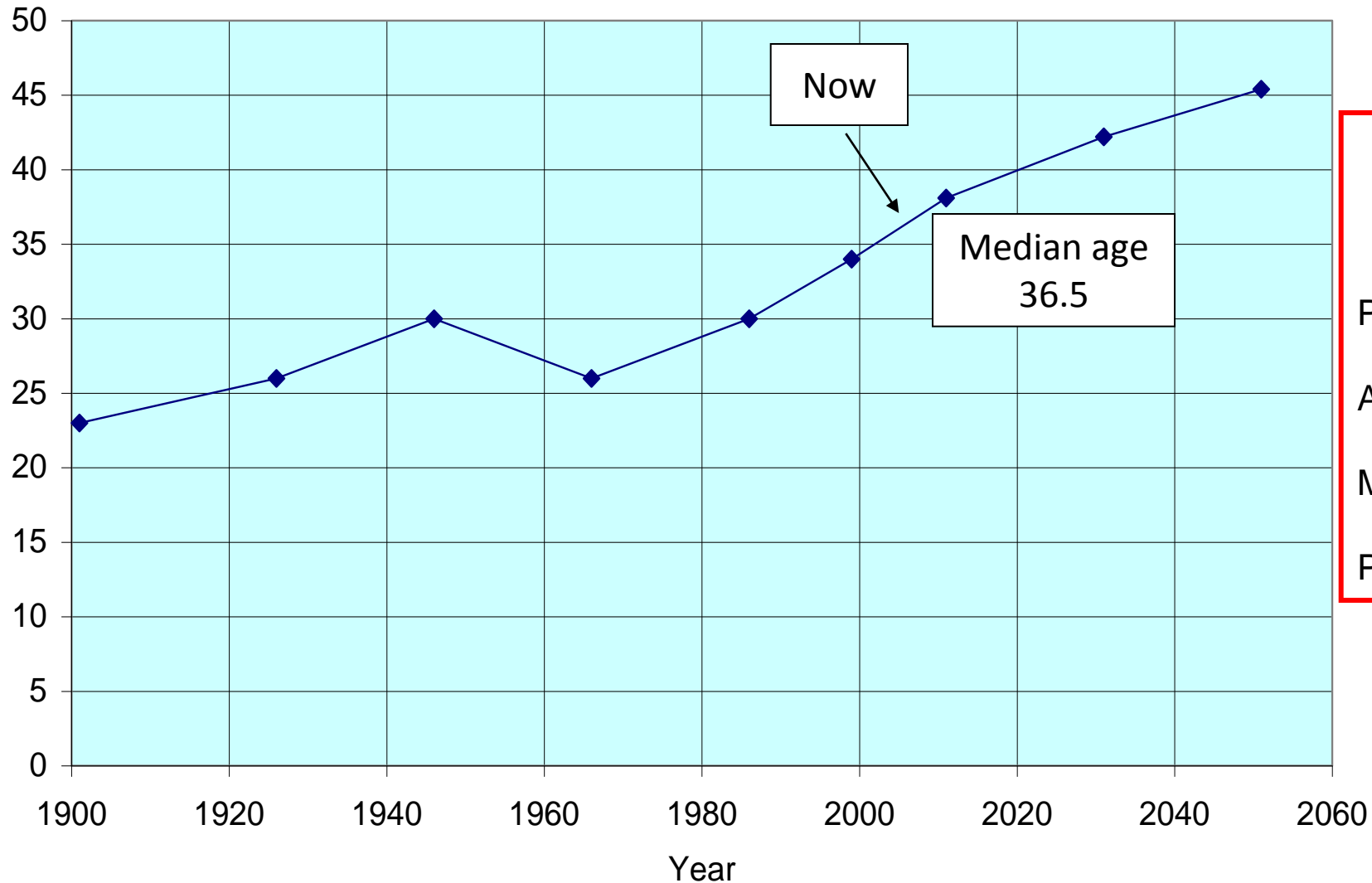
0.7% to 2020s

0.4% to 2040s



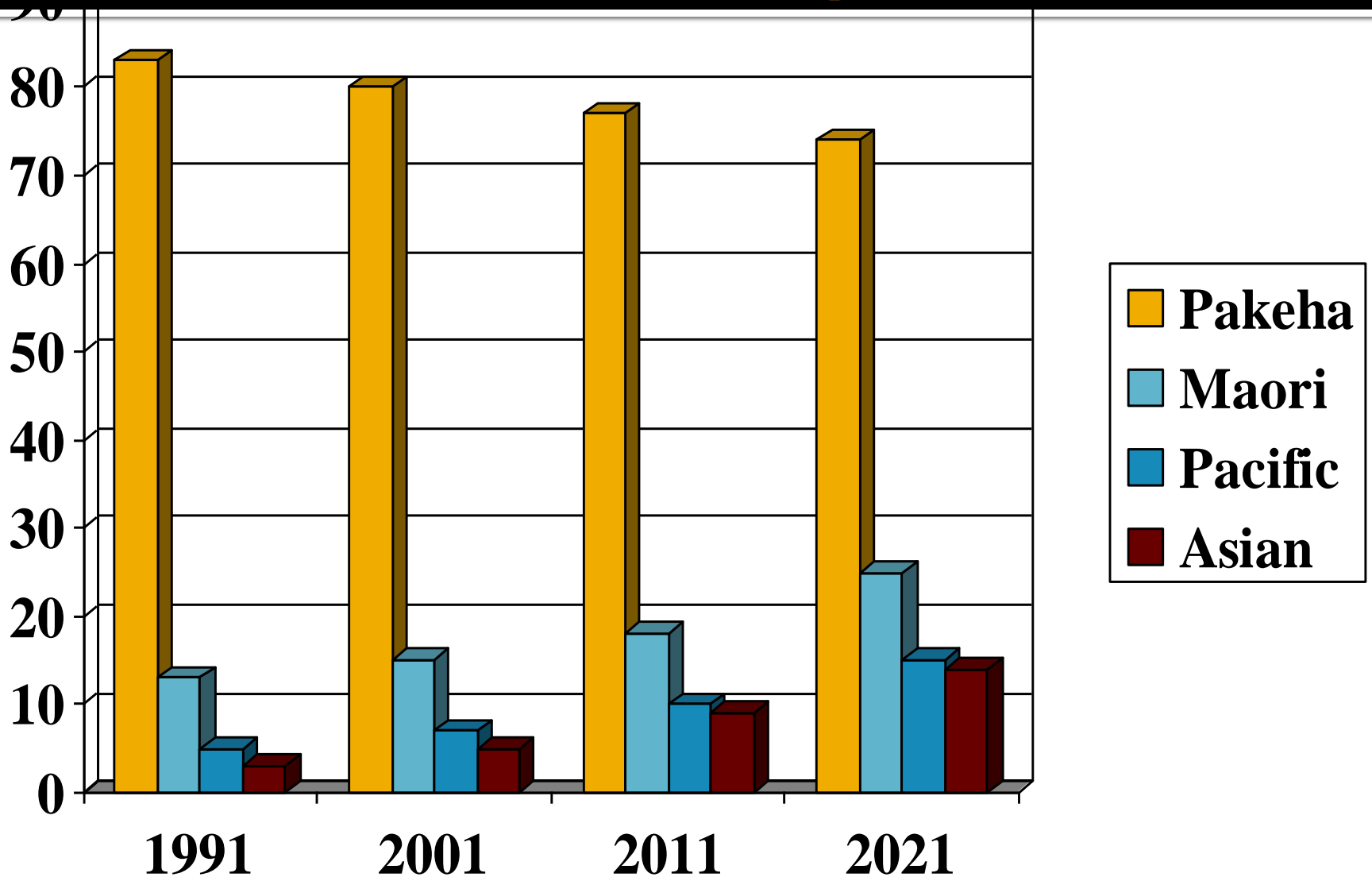
# Changing Age Structure (NZ)

## Median Age of Population



Median Ages (yrs) 2021	
Pakeha	44
Asian	36
Maori	26
Pacific	24

# National Relevance Ethnic Diversity in NZ



# Scope of Practice: National Relevance

## Community Impacts

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- Reduction of risk factors
- Increased exposure to protective factors
- Environmental sustainability

# Community Impacts

## Avoidance /reduction of RISK FACTORS

- Alcohol and drugs
- Disadvantage - Social and economic
- Displacement (e.g. refugees)
- Discrimination and stigma
- Disability
- Educational under-achievement
- Environments – unsafe, polluted, overcrowded, poorly resourced
- Family – dysfunctional, fragmented, child neglect,
- Food – too much and too little (of nutritious foods)
- Genetics
- Homelessness
- Isolation and Exclusion
- Natural & man made disasters
- Peer rejection
- Political repression
- Physical illness
- Physical inactivity
- Poverty
- Racism
- Unemployment – insecure, conditions
- Violence – interpersonal, intimate & collective; war and torture
- Work – stress and strain

# Community Impacts

## Protective factors

- Arts and cultural engagement
- Childhood – positive experiences, quality parenting
- Cultural identity – secure, strong
- Diversity – difference is welcomed, diversity is valued
- Education – accessible and effective
- Environments – safe and nurtured
- Empathy
- Empowerment and self determination
- Family – resilient, competent, multiple capabilities, cohesive
- Food – nutritious, adequate
- Housing – affordable, accessible
- Income – accessible & safe employment
- Personal resilience & social skills
- Physical health
- Respect
- Social participation
- Sport and recreation
- Transport
- Services – health, social, justice
- Spirituality

*The Melbourne Declaration  
2008*

# Community Impacts

## Environmental sustainability

- Clean rivers
- Safe water supplies
- Fresh air
- Ecologically safe sanitation
- Sustainable land utilisation
- Limits on insecticides, herbicides
- Carbon farming and carbon neutrality
- Green zones
- Seismic proofing

# Health Promotion Decade 2

- Principles for practice
  - Integrated solutions- distinctive pathways – goals that empower
- The Scope of practice
  - Global reach - national relevance – community impacts
- Elements of practice
- The outcomes of practice

# Elements of Practice

- Synthesising the evidence
- Targeting the message
- Navigating the journey

# Elements of Practice

## Synthesising the evidence

- Evidence from science
- Evidence from key informants
- Evidence from experience
- Evidence from other world views
- Evidence from multiple disciplines
  - Health, education, economics, social policy etc

# Elements of Practice

## Targeting the Message

- Targeting spheres of action e.g. **Under-developed countries**  
**Affluent societies**  
**Ethnic minorities**  
**Indigenous peoples**
- Targeting specific age groups **Children**  
**Whole families**  
**Older people**
- Targeting health problems **Diabetes**  
**Mental health**  
**Cancer**  
**Risks to health**
- Targeting health determinants **Risk and/or protective factors**  
**inequalities**  
**Racism**

# Elements of Practice

## The Navigator Role

- Relationship building
  - Sustainable & positive relationships**  
Whanau, provider groups, communities of interest, whole populations (virtual & real)
- Mentoring
  - Skill transfer**  
Passing on health promotional skills to others
- Brokering
  - Arranging best options for people, communities**  
Health care, schooling, iwi resources, justice, IT appliances, information, employment
- Advocacy
  - Promoting community health interests**  
Town planning, alcohol outlets, food outlets, recreation.
- Planning
  - Converting aspirations to a plan of action**  
Short term objectives; medium & long term goals
- Mediation
  - Facilitating the resolution of disagreements**  
between sectors, public-private, community division

# Health Promotion Decade 2

- Principles for practice
  - Integrated solutions- distinctive pathways – goals that empower
- The Scope of practice
  - Global reach - national relevance – community impacts
- Elements of practice
  - Evidence – targeting - navigation
- The outcomes of practice

# The Outcomes of Practice

- Equity
- Prevention of illness and injury
- Wellbeing

# The Outcomes of Practice Equity

- Reduction of disparities between:
  - Ethnic groups
  - Men and women
  - Urban and rural populations
  - New migrants and permanent residents
  - Regions within New Zealand

# Life Expectancy – Regional Variation

## *The Social Report 2007 Regional Indicators*

	Male 2000-2002	Female 2000-2002
<b>Northland</b>	<b>74.0</b>	<b>80.1</b>
Auckland	77.5	82.1
Bay of Plenty	75.4	80.5
<b>Gisborne</b>	<b>72.6</b>	<b>78.9</b>
Taranaki	75.9	<b>80.6</b>
Wellington	76.5	81.5
Canterbury	77.0	82.2
Otago	76.8	81.7
<b>West Coast</b>	<b>74.2</b>	<b>81.4</b>

# Commission on Social Determinants WHO 2008

Three principles to underlie action for health equity:

1. improved living conditions of daily life
2. equitable distribution of power, money and resources
3. measures to understand the problem and assess the impact of action

# The Outcomes of Practice

## Prevention of Illness and Injury

Reduced incidence and prevalence of:

- Preventable injuries
  - Motor vehicles, workplace injuries, injuries at home
- Chronic diseases
  - diabetes, renal failure, arthritis
- Lifestyle disorders
  - obesity, alcohol misuse, cancer
- Childhood diseases
  - rheumatic fever, otitis media, conduct disorders
- Mental disorders
  - affective disorders, addictions, conduct disorders

# The Outcomes of Practice

## Wellbeing – Te Whare Tapa Wha

A model for understanding health & wellbeing

A method for addressing health problems

A framework for measuring health outcomes

A basis for evaluating Māori wellbeing

**Wairua**

**Hinengaro**



**Tinana**

**Whanau**

# Understanding Wellbeing

## Te Whare Tapa Wha

### **Taha Wairua**

- Spiritual links with wider environment
- The soul
- Being Māori
- Cultural identity

### **Taha Tinana**

- Mobility
- Freedom from pain
- Level of fitness
- BMI

### **Taha Hinengaro**

Ways of

- Thinking
- Feeling
- Behaving

### **Taha Whānau**

- Relationships with
- whānau,
- friends,
- society

# The Outcomes of Practice- Wellness

## TE PAE MAHUTONGA



Mauri Ora  
Te Ao Māori



Waiora  
Environment



Te Oranga  
Participation



Toiora  
Lifestlyes



Ngā Manukura Leadership



Mana Whakahaere  
Autonomy

# Health Promotion in Action

## The 'Whanau Ora' case study



# Whanau Ora

## A New Zealand approach to Maori family health and wellbeing

A response to:

- Indigenous disadvantage and dependency
- Service fragmentation
- Cultural mismatch
- Disappointing results

# *Whanau Ora ... enabling families to be strong, self managing, and adaptive.*

Requires significant attitudinal changes:

<i>From</i>	<i>To</i>
➤ an examination of deficits	✓ the discovery of strengths
➤ a focus on individual inputs	✓ a focus on outcomes for whanau
➤ uncoordinated and fragmented services	✓ integrated models for funding and delivering services

# Whanau Ora: Integrated Solutions

- Integrated solutions



Alignment between state agencies

- Distinctive pathways

A single 'Whanau Ora' agency: integrated whole-of Government contracts

- Goals that empower

# Whanau Ora: Distinctive Pathways

- Integrated solutions

- Distinctive pathways



Builds on indigenous world views  
language & culture,  
networks, leadership

- Goals that empower




# Whanau Ora: Distinctive Pathways

- Integrated solutions
- Distinctive pathways
- Goals that empower



Fosters self management,  
self determination & the  
realisation of individual  
and collective potential

# Whanau Ora: Principles

- Integrated solutions  Whanau-centred services
- Distinctive pathways  Cultural alignment & connections
- Goals that empower  Self determination

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# A Decade 2 Framework for Considering the Practice of Health Promotion

