Pacific models and health promotion

Ieti Lima
Health Promotion Forum Workforce Workshop
In collaboration with Pasifika@Massey Directorate
Massey University
Monday 7th September, 2009

Executive Seminar Suite, Massey University
Wellington Campus
Outline

- Background
- Health defined
- Health promotion
- Role of WHO in shaping health promotion
- Health promotion model
- Indigenous Pasifika models
- A case for Pasifika models
What is health?

WHO definition:

Health is not only the absence of infirmity or disease but also a state of physical and mental and social wellbeing.
Health defined …

- Maori (and Pacific peoples) more holistic in their definitions of health.
- *Hauora* – incorporates into the WHO broader definition concepts of *wairua* (spiritual), *whanau* (family) and *hinegaro* (mental) aspects as well as cultural elements such as land, environment, language and extended family (Durie, M (1994))
Health promotion defined …

“… the process of enabling people to increase control over their health and its determinants, and thereby improve their health” (WHO, 2005)
WHO - a major voice in shaping development of health promotion

- **Declaration of Alma Ata** (WHO 1978):
  - identified primary healthcare as primary means of attaining “Health for All” targets
  - emphasised importance of a holistic view of health

- **WHO New Programme (1984):**
  - health promotion as a ‘unifying concept’ bringing together ‘those who recognise the need for change in the ways and conditions of living, in order to promote health’ (Tones & Green, 2004)
WHO role in health promotion

... (contd)

Document outlined key principles of health promotion as:

- the involvement of the whole population in the context of their everyday life
- Tackling determinants of health
- Utilizing a range of different, but complementary, methods and approaches
- Effective public participation, which may require development of individual and community capacity
- Role of health professionals in education and advocacy for health

(WHO, 1984 cited in Tones and Green, 2004)
The Pacific Health and Disability Action Plan (PHDAP)

Priority Two:

- Promoting Pacific healthy lifestyles and wellbeing
  - A strong theme was the recognition by Pacific communities they have important role in improving their own health and wellbeing
  - Recognition that health promotion is the key to the PHDAP (MoH, 2002)
What is a health promotion model?

- A subclass of a theory. It provides a plan for investigating and or addressing a phenomenon.
- Does not attempt to explain the processes underlying learning, but only to represent them.
- Provides the vehicle for applying the theories.

(HSC Public Health Agency [www.publichealth.hscni.net/](http://www.publichealth.hscni.net/))
What is a model?

For the purpose of this presentation, a model is a framework or structure that informs and shapes health promotion work by providing a set of values, tools (knowledge and skills) and practice.
The global model of Ottawa Charter is guided by values such as social justice and equity, and provides 5 action strategies:

- Building healthy public policy,
- Creating healthy environments,
- Strengthening community action
- Developing personal skills
- Re-orienting health services
What is Indigenous Pasifika Models?

- Models that are based on indigenous Pasifika concepts, knowledge, values, and practices
- Indigenous means pertaining to first or original inhabitants of a place. For example, Maori are the indigenous people (tangata whenua) of Aotearoa New Zealand
- Pasifika refers to the diverse ethnic groups in New Zealand that trace their origins to indigenous peoples of the island nations of the Pacific
Why the need for Pasifika models of health

- Increasing recognition that Pacific models of health care are preferred by Pasifika peoples and produce better health outcomes than other models (Ministry of Health, 2008)

- But there is concern that Pacific models of health privilege Pacific island-born adult perspectives. Some Pacific people argue for the need to include ‘New Zealand-born’ Pacific youth issues and perspectives within these models (Agnew, et al. 2004)

- There is also growing advocacy for Pacific models of care to be evaluated and critiqued to strengthen evidence base and identify what works well for Pacific peoples (HWAC, 2002)
A case for Pacific models

- Diverse cultures means there is need for diverse tools in order to be effective; ‘one tool for all’ is a recipe for disaster
- Pacific peoples see the world through their own eyes and experience
- To provide tools that are culturally appropriate and effective for Pacific peoples in order to improve and maintain their material and spiritual health & wellbeing
- Pacific peoples have special relationship with New Zealand Government
- Cultural democratic rights – UN 1948
- Indigenous knowledge enriches our basket of knowledge
- Conducive to promoting ‘by Pacific for Pacific’ approach
Some Pasifika health models

- Some Pasifika health models have been developed since 1990s
- Some are pan-Pacific, models which are relevant and applicable to some if not most Pacific ethnic communities in New Zealand
- Others have ethnic-specific intent though may still have pan-Pacific relevance
- These have contributed to building a range of Pacific health models created by, and available to Pacific communities
Pacific health models (cont’d)

- Te Vaka Atafaga – A Tokelauan assessment model
- Tivaevae model – A Cook Is model (Teremoana Maua-Hodges)
- Kakala model – Tongan (Konai Helu-Thaman)
- Fa’aafaletui model – Samoan model (Carmel Peteru & Kiwi Tamasese)
- Ta and Va – Tongan model – (‘Okusitino Mahina)
- Fonua model – Tongan (Sione Tu’itahi)
- Fonofale model – pan-pacific & Samoan (Fuimaono K Pulotu-Endemann)
Fonofale model
Acknowledgements

- Sione Tu’itahi for permission to use background material for this presentation
- Fuimaono Karl Pulotu-Endemann for agreeing to participate, and share his insights and expertise with us this morning
References


