


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/)



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
-



Ottawa Charter (WHO, 1986)

- 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

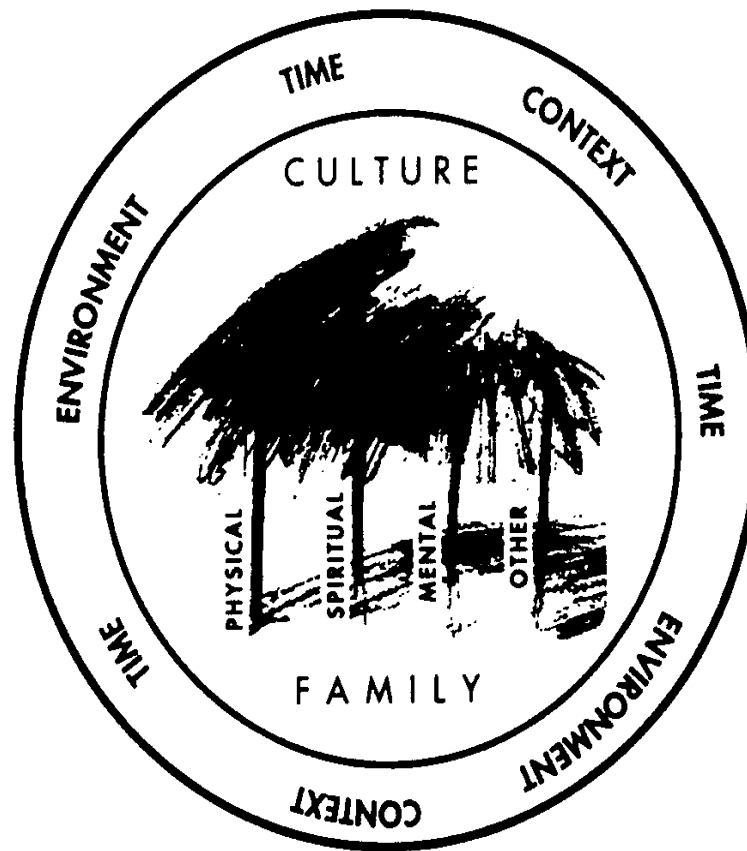
- ❑ Some Pasifika health models have been developed since 1990s
 - ❑ Some are pan-pacific, models which are relevant and applicable to some if not most Pacific ethnic communities in New Zealand
 - ❑ Others have ethnic-specific intent though may still have pan-pacific relevance
 - ❑ These have contributed 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'afaletui 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

- Agnew, F., Pulotu-Endemann, FK., Suaalii-Sauni, T., Warren, H., Wheeler, A., Erick, M., Hingano, T., & Schmidt,-Sopoaga, H. (2004). *Pacific Models of Mental Health Service Delivery in New Zealand*. Auckland: Health Research Council of New Zealand.
- Health Workforce Advisory Committee [n.d]. *Building Pacific health workforce capacity*. New Zealand Workforce Discussion Document.
- Ministry of Health, (2004). *Pacific Health and Disability Workforce Development Plan*. Wellington: Ministry of Health.
- Ministry of Health, (2008). *Pacific Cultural Competencies: A literature review*. Wellington: Ministry of Health.
- Tones, K & Green, J. (2004). *Health Promotion: Planning and Strategies*. Thousand Oaks: Sage Publications Inc.
- World Health Organisation (1978). *Declaration of Alma Ata*. International Conference on Primary Health Care, Alma Ata. 6-12 September. Geneva: WHO.
- WHO, (1984). *Health Promotion. A Discussion Document on the Concepts and Principles*. Copenhagen: WHO.
- WHO, (1985). *Targets for Health for All*. Copenhagen: WHO Regional Office for Europe.
- WHO, (1986). *Ottawa Charter for Health Promotion*. First International Conference on Health Promotion, Ottawa: 17-21 November, Copenhagen. WHO Regional Office for Europe.
-