

*Indigenous health promotion
competency and workforce
development to address social
determinants of health in Aotearoa
New Zealand*

Karen Hicks

Senior Health Promotion Strategist
Health Promotion Forum of New Zealand

HPF priorities and work

Vision: Hauora – Everyone's right

Te Tiriti and equity

- Māori health
- Pacific health
- Activities which benefit those who are least advantaged

Leadership

Distributed, networked, forward looking, courageous

Relationships

Collaborative, strategic

Development

Education and training

Communications and information

Professional infrastructure

- Society
- Ethical practice
- Competencies



Māori Population 2013

- Māori population 690,300
- Total population 4.47 million
- Estimated Māori proportion of total Aotearoa New Zealand population 15%
- Statistics New Zealand. <https://www.govt.nz/>





Māori Health Status

Māori adults report high rates of most health conditions and more unmet need for health care:

- ✓ asthma
- ✓ ischaemic heart disease
- ✓ stroke
- ✓ diabetes
- ✓ psychological distress
- ✓ all cancers –except melanoma
- ✓ lack of transport
- ✓ unable to pay for a prescription

Ministry of Health. 2013. *New Zealand Health Survey: Annual update of key findings 2012/13*. Wellington: Ministry of Health.






Health Promotion: an effective approach to addressing social determinants of health

..health promotion is a field of action that has a vital role in the continued effort to improve policies and programs that aim to tackle the SHD.

(Key Messages From The International Union For Health Promotion And Education On The Social Determinants of Health ,IUHPE, July 2012)





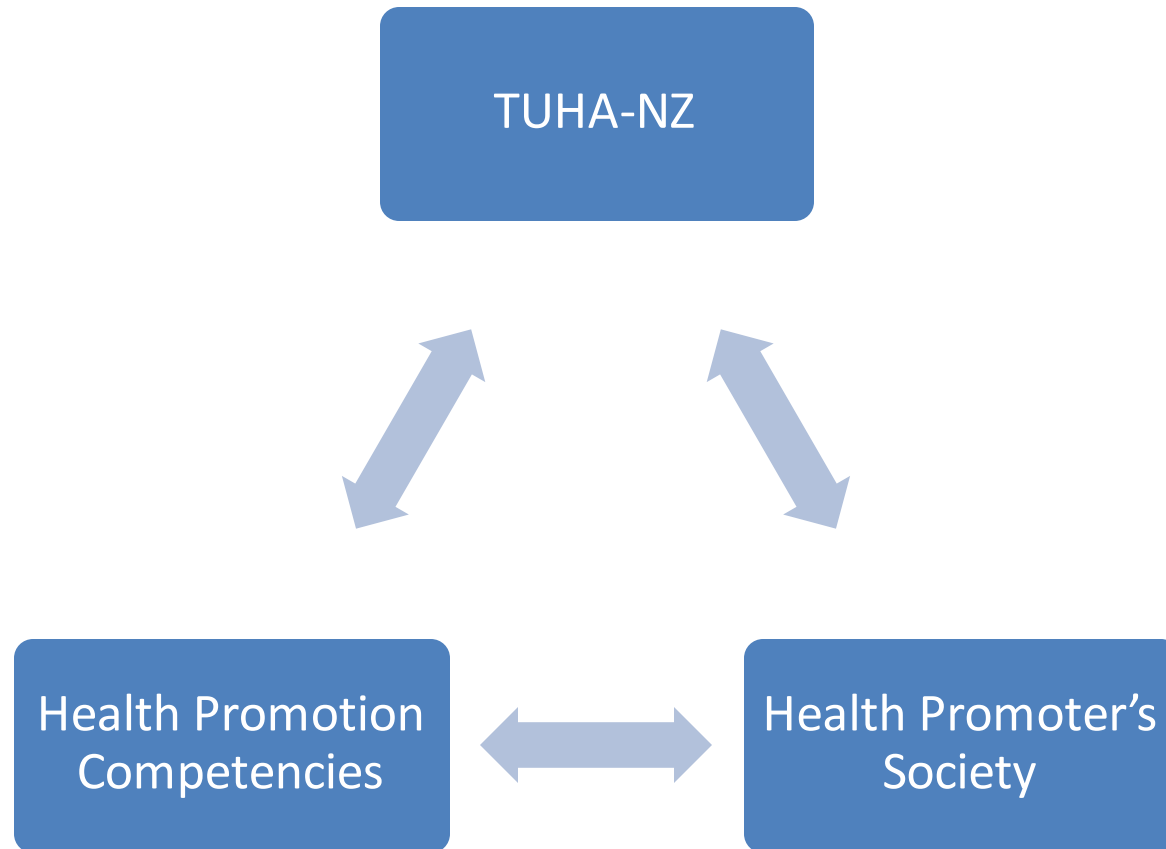
To meet the challenge of increasing social justice through social determinants of health

- IUHPE calls for increased support for:
 - Tools that support action on health equity
 - Building workforce capacity

(Key Messages From The International Union For Health Promotion And Education
On The Social Determinants of Health ,IUHPE, July 2012)



Competency & Workforce Development in Aotearoa New Zealand



Te Tiriti o Waitangi

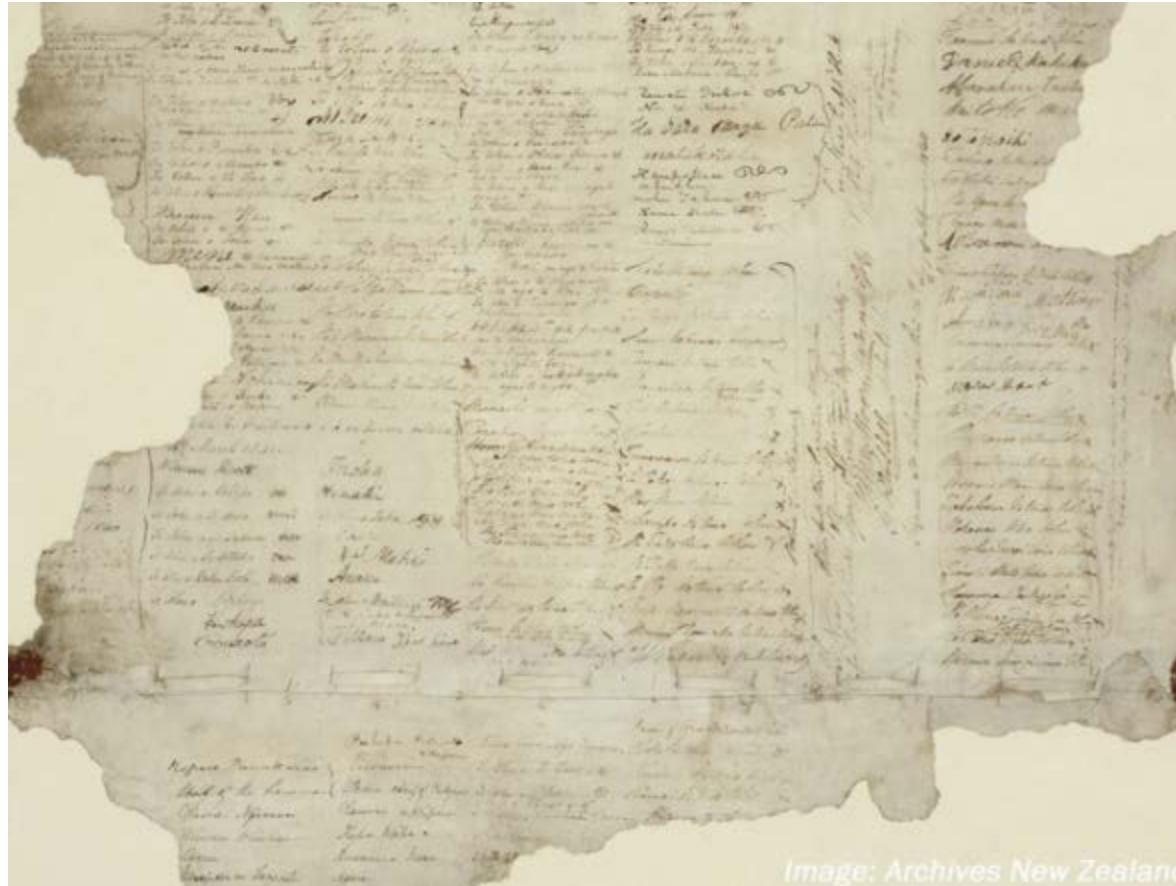


Image: Archives New Zealand





Te Tiriti o Waitangi

- 3 articles contained within the Māori text:
- Article One: Kawanatanga –Governance
- Article Two: Tino Rangatiratanga –Māori control and self determination
- Article Three: Oritetanga -Equity





TUHANZ: a Treaty Understanding of Hauora in Aotearoa New Zealand

What is the relationship of the treaty and health promotion practice?

What does treaty based practice mean in my work?

How do each of the three treaty articles relate to health promotion?

How can they be translated into everyday planning and practice?



Health Promoter's Professional Society:

Is true to different worldviews and health promotion values

Increases equity

Promotes hauora



Characteristics of a profession

(a eurocentric view)



- Recognised group
- Common body of knowledge
- Can Ways to ensure members act ethically, competently and safely
- Self-regulated or state-regulated

Potential to increase inequity:

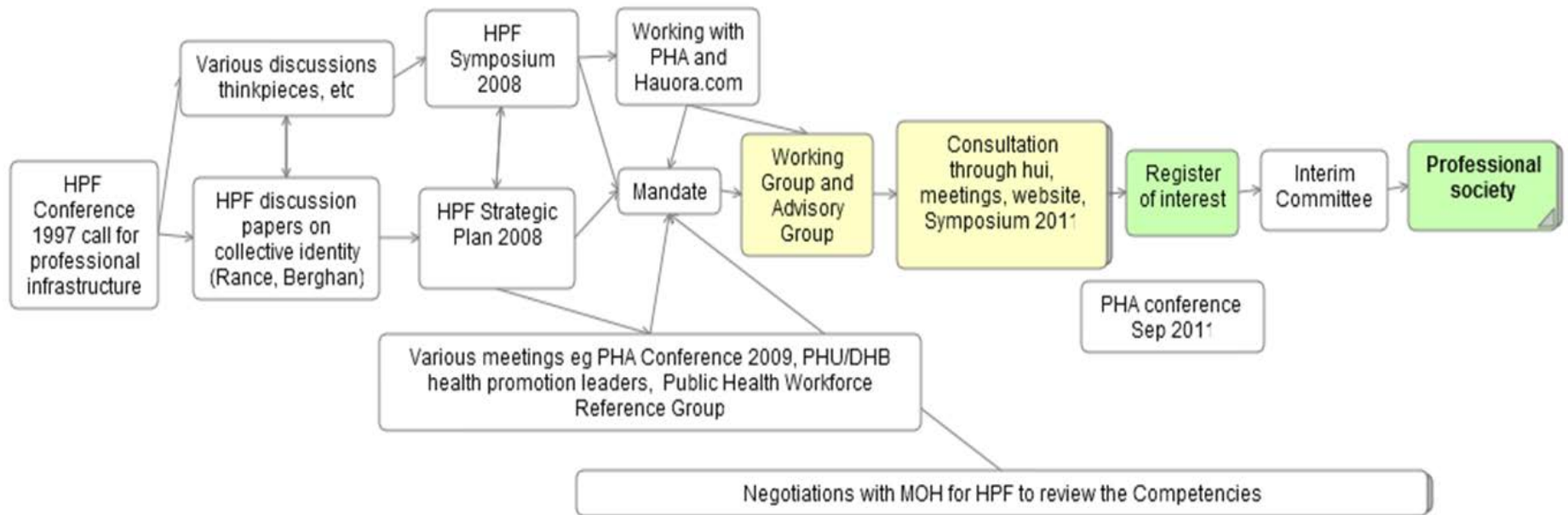
- Based on self-interest and exclusion
- Are another form of colonisation
- Claim ownership of the knowledge of peoples and communities
- Are dominated by those with more privilege



HPF commitment to Te Tiriti O Waitangi

HPF promotion of human rights

Key points in the development of a Professional Society



Key
Blue - HPF foci
Yellow - current activity
Green - intended outcome

Discussion with HPF Reference Groups

Te Uru Kahikatea & MoH Public Health Workforce Development Programme



www.hauora.co.nz

Health Promotion Competencies for Aotearoa

Clusters

- 1 Enable change
- 2 Advocate for health
- 3 Mediate through partnership
- 4 Communication
- 5 Leadership
- 6 Assessment
- 7 Planning
- 8 Implementation
- 9 Evaluation and research

Knowledge

Values and ethics

*Te Tiriti o
Waitangi*





Example: Competency cluster 1

Whakamana- Enable

Underpinned by values, ethics and a knowledge base

Enable individuals, groups, communities and organisations to build capacity for health promotion action to improve health and address inequities

A health promoter is able to:

1.1 Work with the principles of Te Tiriti o Waitangi integrating Māori values of identity, collective autonomy, social justice and equity into health promotion action





Results & Implications:

Capacity building tools inform workforce development & best practice health promotion

Increased value associated with indigenous health promotion knowledge & practice

Tools developed to inform indigenous health promotion globally



Kia ora and Thank you



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

PO Box 99 064 Newmarket Auckland 1149 | www.hauora.co.nz