

# GP 4:3

Question  
number

Assessor's  
use only

4 Health promotion is defined as creating a supportive physical and emotional environment so individuals can make a positive contribution to their own well-being and that of their communities and environments. A taking action process is vitally important when engaging in health promotion to ensure it is highly effective.

The first process as shown in the resource is identifying an issue. This forms the whole process, as it shows who is the population group and what needs to be done in order to effectively promote health to them. During our school year we identified there was an issue, a lack of participation in physical activity in the year nine students at our school. We came to this conclusion after researching into the trend of number of sports teams in year 9, over consecutive years, we found a declining trend.

The most effective way to ensure maximum benefit is researching and developing knowledge of your target population beforehand. This must be done as every individual is different. A holistic 'one-size



4 'fits all' action needs to be avoided as individuals have different needs. There are a number of factors that could influence an individual. The first of these socio-cultural factors is economic, if the action comes with a financial burden this may limit participation as families do not have the available funds. The second is social, does the action allow for development of interpersonal skills and does it cater to different levels of confidence. Factors such as these need to be considered when planning to ensure maximum effect of the health promotion action.

★ GO TO PAGE 16

A study done by SPARC in 2009 into physical participation found a number of results. One being the key enablers and key barriers to participation in physical activity amongst New Zealanders. These were key motivations; desire for a good body shape, desire to be healthy and experience the benefit of health, and the want to be a good role model for a healthy lifestyle. Whilst the key barriers were; lack of motivation and encouragement, lack of time and effort/energy and health problems. These factors will obviously change between groups however they need to be identified before the

W

SE

EX

R

ST

CC



Question  
number

4 process starts. This knowledge and insight can often be gathered by way of a survey.

"Without goals there is nothing to achieve, if there is nothing to achieve, nothing will be achieved" CEO, NZ Institute of Hockey development. This quote shows the need for a vision in the process. There needs to be a vision and goals for the organisers. For our year 9 activity it was to increase the sport registration to at least 150 pupils the following year. There also needs to be clear, specific, achievable goals for the participants. They need something to work towards, and a barrier that once they surmount, will provide a great deal of self-worth and achievement.

Often when people are planning a health promotion action they fall into the concept of technocentricity, the idea that the body is just like a machine and that fed the right 'fuels' eg exercise it will turn into a well oiled beast.

However this view ignores all socio-cultural factors. Us humans are more than just a physical body! Therefore we must understand the situation and



4 implement this into the planning process. Another concept that organisers often use is scientism, this is the belief that knowledge can only be gained through scientific facts. ~~Key~~ Again ignoring socio-cultural factors. If these concepts are used as a base for the program a significant number may be negatively impacted, thus reducing participation. In our group of year 9's two participants couldn't ~~play~~ be involved because it was on a Saturday and this conflicted with their cultural, Seventh day Adventist beliefs. Thus it is vital all these factors are recognised in the planning process.

The next step in the taking action model is acting. This step needs to be done in a way that it encompasses and respects all aspects of ones well being. Factors such as communication appropriate to the age or gender will impact on the success of the action and eventually their future participation in physical activity. The actions need to be well run and organised to create maximum enjoyment, as according to SPARC's full list this is also a major enabler to participation.

Question  
numberAssessor's  
use only

EV

PO

Q

PT

JPO

4 The final and arguably most important step in the Health Promotion process is reflecting and evaluating. This shows you who was advantaged and disadvantaged by the particular action, what aspects went well and what aspects didn't. As a result of this feedback, actions can be taken to ensure the next health promotion action minimizes barriers and maximizes enables to a further extent. Leading to an increase in the effectiveness of the next program.

In order to effectively engage in health promotion, a taking action process is vitally important. Organisers need to recognize individuals, recognize that the body is not just physical and recognize socio-cultural factors that influence participation. If these are recognized and acted on in the taking action process the activity will be most effective in promoting health.



Question  
number

\* FROM PAGE 7

Assessor's  
use only

4 There are three models used when undertaking a health promotion activity. The behavioral change model, the self empowerment model and the collective action model. These can help to ensure the action is the most effective. The behavioral change model was the oldest and has proven to be ineffective however I believe the other two should be implemented in the planning process. The self-empowerment model focuses on equipping the individual with the support and motivation to change their health, whilst the collective action model encompasses the community ie the school to provide individuals with a supportive environment to contribute positively to their health.

ST

CW

CT

EX

RD

4