



Runanga Whakapiki Ake I Te Hauora O Aotearoa  
**Health Promotion Forum of New Zealand**

**Working Group Terms of Reference**

***A Professional Association for Health Promoters in Aotearoa- New Zealand***

8 June 2010

**1. Background**

(Adapted from *Collective Action to Strengthen and Unify Health Promotion in Aotearoa-New Zealand- written by Helen Rance, 2010*)

“The health promotion sector is exploring the notion of a Collective Identity/Professional Association as a unification mechanism through which to enable purposeful action and progress (particularly in respect of workforce and other health promotion developmental aspirations and obligations).” Grant Berghan 2007.

In 2007 Grant reflected that the debate has been ongoing for several years. In 2010 the discussion continues but there are indications that the Health Promotion workforce is now ready to take action and develop a professional association.

The proposal to form a Working Group builds on earlier discussion papers ‘*A Collective Identity for Health Promotion in Aotearoa-New Zealand*’ written by Helen Rance, 2006, a companion paper ‘*What does a collective identity mean from a Māori point of view?*’ written by Grant Berghan, 2007 and ‘*Collective Action to Strengthen and Unify Health Promotion in Aotearoa-New Zealand*’ A New Discussion Paper, January 2009. All papers are available on the Health Promotion Forum (HPF) web site [www.hauora.co.nz](http://www.hauora.co.nz) and they provide a clear picture of the journey so far.

The terms “Collective Identity” and “Collective Entity” were used for a time reflecting that there was no preconceived format for the entity. The entity will be based on respect for everyone’s right to hauora, collective rights and individual perspectives. It will support and encourage ethical health promotion practice, and model and mediate understanding, respect and goodwill within the workforce, all the while grounded on collective aspirations, shared values and an agreed purpose.

In 2010 the terms ‘Collective Identity’ and ‘Collective Entity’ are replaced by ‘Professional Association’. An initial format, structure and focus for the association will be decided after further consultation by the *Working Group* and the final format will evolve over time.

As this journey has progressed, feedback from the health promotion workforce has broadly supported the concept, encouraged the development of a professional association and mandated HPF to take the lead.

In the past some feared that a professional body might exclude practitioners without appropriate qualifications but in 2010 the talk is about the need for a professional organisation to protect practitioners, provide mutual support and to challenge our own practice.

## **2. Purpose:**

To form a Health Promotion Professional Association for Aotearoa/ New Zealand

## **3. Values (adapted from the Health Promotion Forum Constitution):**

- Respect for, and commitment to, Te Tiriti o Waitangi, which includes commitment to the application of the principles of the Treaty of Waitangi in the actions and every day practice of the Working Group.
- Respect for mana and dignity of each and every person. This includes respect for, and commitment to, rangatiratanga, manaaki, tapu and noa.
- Commitment to improving hauora, health and wellbeing.
- Recognition of the importance of social justice, equity, taonga tuku iho, tinana, wairua, hinengaro and mana.
- Respect for peoples' rights to aroha, awhi and hauoratanga.
- He mahinga i runga i te mahi tika me te take mana tangata me he ngakau tapatahi – commitment to acting honestly, ethically and with integrity.

## **4. Ways of Working:**

The Working Group for a Professional Association for Health Promoters in Aotearoa- New Zealand will adopt and align efforts to the following ways of working:

- Equitability
- Transparency
- Consultative
- Promote best practice

## **5. Membership (of the Working Group):**

The Working Group will be formed of individuals who have the following attributes:

- A knowledge and skill in relation to health promotion
- Expertise in public health research and policy
- An involvement with health promotion networks
- Knowledge of Māori and Pacific health promotion issues

- The ability to provide a broad and complementary overview

An initial group comprised of interested organisations and individuals have been brought together and have generously agreed to participate in an initial working group. This will be formed of the following people and organisations:

1. Grant Berghan- Hauora.com
2. Katherine Clarke- Nominee of Health Promotion Forum
3. Maggie McGregor- Nominee of the Public Health Association
4. Trevor Simpson- Health Promotion Forum of New Zealand (secretariat only)

Four additional members (approx) will be inducted to the Working Group via an Expression of Interest (EOI) process. Groups, organisations and individuals who have participated in the discussions to date, together with wider health promotion and public health organisations will be invited to proffer an interest in joining the Working Group. Although a process for selection has not been formalised an adherence to the 'ways of working' will be a foremost consideration.

EOI's will be invited after the initial Working Group has met and the TOR is formally accepted.

#### **6. Objectives:**

1. To develop and put in place an organisational structure that ensures the 'ways of working' as described in Section 3 above are up-held
2. To maintain a commitment by the Working Group and the Association to te Tiriti o Waitangi
3. To communicate to the workforce the coverage and benefits of the Association.
4. To advocate for health promotion as a profession

#### **7. Responsibilities:**

1. The working group is responsible for establishing organisational structures for the development of the association
2. The working group is responsible for identifying the criteria for membership
3. The working group is responsible for formulating recommendations to the health promotion workforce and communicating benefits
4. Minutes of meetings will kept and will be available to members (HPF to cover secretariat duties in initial stages)

#### **8. Financial Considerations:**

Funding for the initial Working Group activities will be provided via the Health Promotion Forum/ Ministry of Health (Public Health Operations Group) contract. This funding does not extend to time costs for Working Group members.

HPF appreciates that members understand that HPF has budgetary limitations and is a not for profit organisation.

#### **9. Meetings:**

Generally the Working Group will operate by consensus, but recognise and respect that there may be different views and disagreement.

Generally minutes and meeting papers will be available for sharing with people outside the Working Group, unless it is indicated that the minutes and meeting papers are confidential. Members will indicate if they wish a discussion to be confidential.

Other than physically meeting together, various fora for meetings will be considered including Skype and media conferencing.

#### **10. Conflicts:**

Members may at times have conflicts of interest. Members are asked to declare any conflict of interest at each meeting, and this will be recorded.

#### **11. Records:**

The Health Promotion Team member providing secretariat services for the Working Group will be responsible for maintaining records. These include:

- Terms of Reference
- Current membership and contact details
- Meeting agenda and papers
- Minutes of meetings
- Records of key discussions by email and / or teleconference
- Provision of information to the Workforce and records of this information.

#### **12. Milestones:**

The following milestones are provided as a basis to move the initial efforts of the Working Group forward and may be reviewed and altered as needed.

1. Review TOR and the structure of the Working Group
2. Define key areas for membership and membership categories
3. Carry out a brief consultation with stakeholders
4. Draft key constitution document
5. Develop Association image and logo