

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





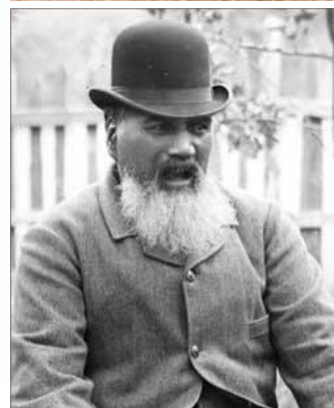
nga ara
tohungatanga
o te hauora

Defining professional pathways in health promotion

Health Promotion Forum Symposium 2011



www.hauora.co.nz






"all that separates, whether of race, class, creed, or sex, is inhuman, and must be overcome."



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Challenges for the Health Promotion Workforce

-  Changing social, economic & political environment
-  Vulnerability of unregulated workforce
-  Ensuring New Zealand has an effective, well-informed, sustainable, and comprehensive public health service and workforce



Challenges for the Health Promotion Workforce



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Challenges for the Health Promotion Workforce

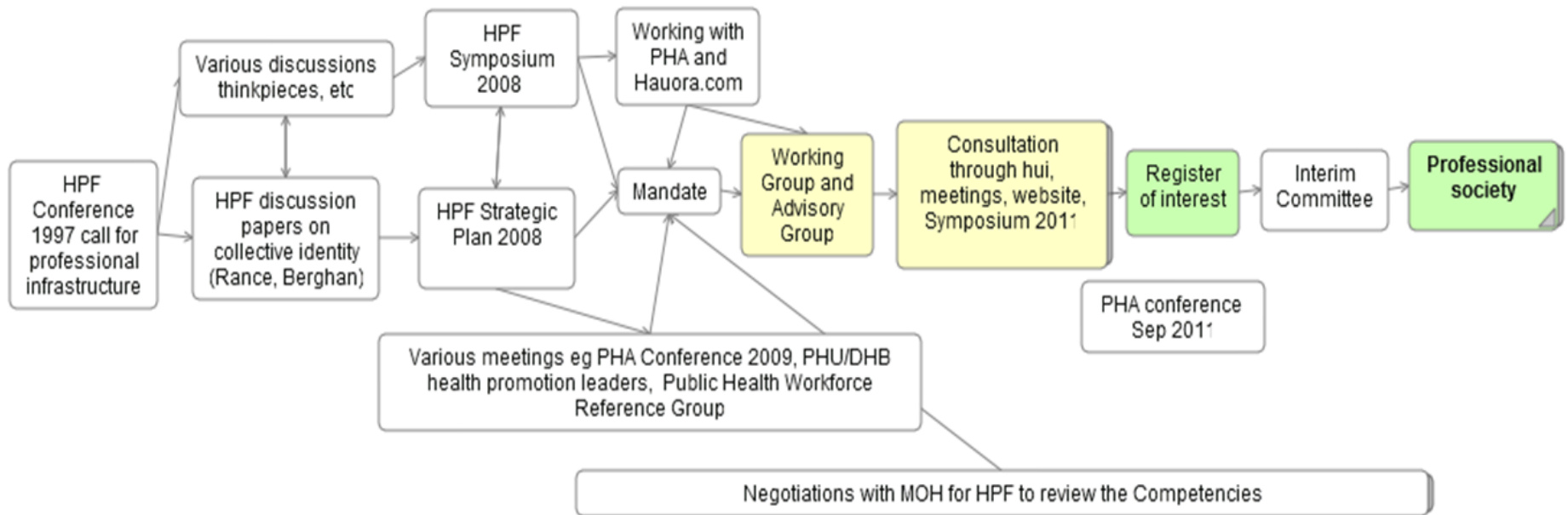
- ✿ Ensuring New Zealand has an effective, well-informed, sustainable, and comprehensive public health service and workforce
- ✿ Health promotion needs to participate



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

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The (western) history of professions



Doctors, judges, priests, military officers



The deal



Potential for abuse of power



Characteristics of a profession (a eurocentric view)




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



Problems with professions



-  Potential to increase inequity if
- 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

 Take hard work and resources to establish and maintain



Potential benefits



Share body of expert knowledge and commitment to common ethics



Agree to support each other, and act ethically and competently



Protect the best interests of the people and communities served



Gain the trust of people and communities served



Receive (some) autonomy and recognition of expertise by society



A way to help keep people and communities safe



Support professional development



Establish good practice and standards



Protect members from being told to act unethically



Advocate for the sector and the people served



Take greater responsibility



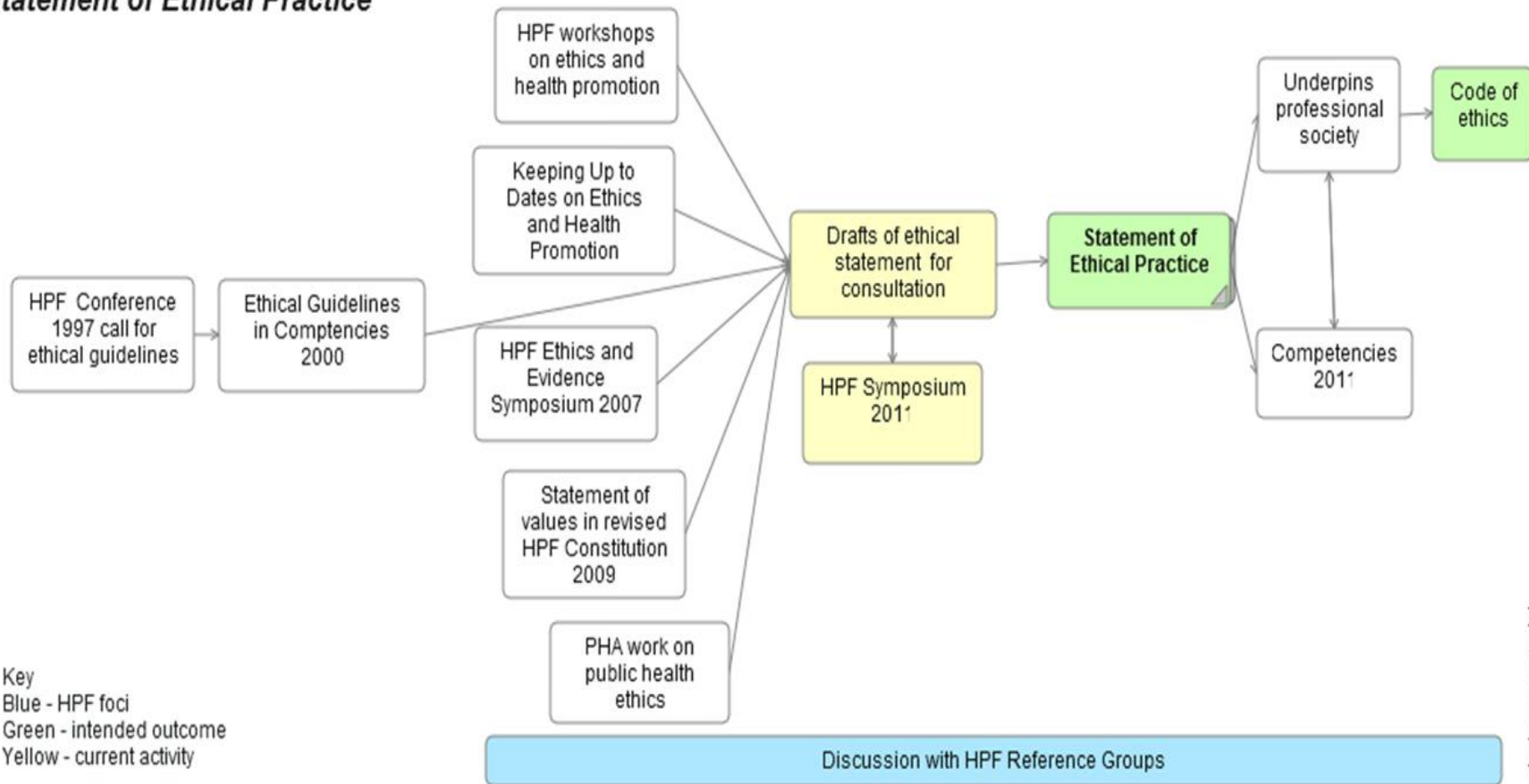
Opportunities

To develop a professional society that:

- ✓ Is true to different worldviews and health promotion values
- ✓ Increases equity
- ✓ Promotes hauora



Key points towards a Statement of Ethical Practice



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

doview.com model



Ngā Tikanga Manaaki – Values and Ethics



Where to from here.....

 Communications Plan

 Register of Interest

 Form initial committee





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