



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

Strategic Plan 2022 – 2027¹

Introduction

For thirty-four years now the Health Promotion Forum (HPF) has been the leading health promotion organisation in Aotearoa New Zealand. The Forum builds leadership, relationships, the workforce, and the sector in health promotion consistent with the articles of Te Tiriti o Waitangi and the Ottawa Charter, and subsequent charters of the World Health Organization (WHO) such as the 2021 Geneva Charter for Well-being. The Forum takes a broad approach to health promotion and is committed to improving the determinants of health and equity. It is an incorporated society and a registered charity that is made up of over 100 organisations committed to improving the health and well-being of fellow New Zealanders. In line with its constitution, it has a national focus, while reaching out to the regional and international levels, because we live in a one global, interdependent society where humanity is inextricably one with the whenua, Mother Nature.

Alignment with Te Tiriti o Waitangi and Whakamaua

As an over-arching framework, this work plan is aligned to, and guided by with the expression of Te Tiriti o Waitangi in “Mana” Terms, and Whakamaua, Māori Health Action Plan 2020-2025, as follows:

Te Tiriti Expression in Mana Terms

Mana whakahaere: effective and appropriate stewardship or kaitiakitanga over the health and disability system. This goes beyond the management of assets or resources.

Mana motuhake: Enabling the right for Māori to be Māori (Māori self-determination); to exercise their authority over their lives, and to live on Māori terms and according to Māori philosophies, values and practices including tikanga Māori.

Mana tangata: Achieving equity in health and disability outcomes for Māori across the life course and contributing to Māori wellness.

¹ This strategy builds on the previous HPF 2017-2022 Strategy

Mana Māori: Enabling Ritenga Māori (Māori customary rituals) which are framed by te ao Māori (the Māori world), enacted through tikanga Māori (Māori philosophy & customary practices) and encapsulated within mātauranga Māori (Māori knowledge).

Whakamaua Approach

Tino rangatiratanga: The guarantee of tino rangatiratanga, which provides for Māori self-determination and mana motuhake in the design, delivery, and monitoring of health and disability services.

Equity: The principle of equity, which requires the Crown to commit to achieving equitable health outcomes for Māori.

Active protection: The principle of active protection, which requires the Crown to act, to the fullest extent practicable, to achieve equitable health outcomes for Māori. This includes ensuring that it, its agents, and its Treaty partner are well informed on the extent, and nature, of both Māori health outcomes and efforts to achieve Māori health equity.

Options: The principle of options, which requires the Crown to provide for and properly resource kaupapa Māori health and disability services. Furthermore, the Crown is obliged to ensure that all health and disability services are provided in a culturally appropriate way that recognises and supports the expression of hauora Māori models of care.

Partnership: The principle of partnership, which requires the Crown and Māori to work in partnership in the governance, design, delivery, and monitoring

More specifically, these principles will inform all aspects of the plan, from goal setting and implementation to measuring of outcomes and evaluation.

A Statement of Intent

This plan is a statement of intent. It sets out our key goals, priorities, and actions that we will take over the next five years to achieve our Vision.

Our Vision

Hauora - Everyone's Right through Health Promotion

Hauora is a taonga, a fundamental human right founded on respect for the mana of people. For all people to enjoy their right to Hauora, they need to be treated with fairness and respect, participate in decisions affecting their health, and live in a healthy environment.

Health promotion is a discipline within public health, a framework and process to improve health which can be used by communities and people throughout and beyond the health sector, and an approach to social justice and social change.

HPF has set its priorities, and will measure its progress, against the principle of *Hauora – Everyone's Right through Health Promotion*. The Forum will prioritise its activities to benefit those people and communities who are the least advantaged. The whakatauki which guides this is:

Hauora: Takoha Mai

Takoha Atu.

With your effort and our effort we will overcome all odds

With your gift and our gifts we will achieve great success.

Our Values

- Respect for, and commitment to Te Tiriti o Waitangi
- Respect for, and commitment to hauora as everyone's right through health promotion.
- Commitment to improving hauora
- Recognition of the interdependence of individuals, families and communities with the environment
- Respect people's rights to aroha, awhi and hauoratanga
- A commitment to acting honestly, ethically and with dignity

Goals and actions for 2022 – 2027

HPF's overall goal is to promote Hauora as everyone's right through health promotion. To achieve this, the Forum will give effect to the following inter-related goals and actions:

GOAL ONE: Leadership

The Health Promotion Forum is the leading organisation in health promotion in Aotearoa/New Zealand.

HPF is seen to be the centre of excellence. A centre of excellence is a team of shared facility or an entity that provides leadership, best practice, research, support and training for a focus area². The centre is a network of organisations and partnerships with others with a common set of values.

HPF will be a repository of health promotion information, built upon our local, evidence-based indigenous health promotion, for dissemination to our NZ audience – share our excellence in NZ. HPF will be the 'go to place' for Health Promotion expertise and advice.

- 1.1 Advocate for a sustainable workforce and sector
- 1.2 Mediate across the public sector and other sectors
- 1.3 Enable this by providing tools, guiding and evidence
- 1.4 Communicate health promotion knowledge and information

GOAL TWO: Unity

² https://en.wikipedia.org/wiki/Center_of_excellence

Retrieved July 17, 2017

HPF will unite the collective professional and community voice that is uncompromising, authentic, and professionally assertive for collective impact

2.1 Contribute to unite health promotion groups and health promotion practice, locally and globally

2.2 Create partnerships and collaborate with public health and health promotion professional groups such as the Public Health Association (PHA), College of Public Health Medicine (CPHM) Health Coalition Aotearoa (HCA), and Whanau Ora providers

2.3 Contribute to collective leadership for equity and collective impact

2.4 Identify and strategically respond to emerging issues relevant to the practice of health promotion and the achievement of public health outcomes

GOAL THREE: Sector Development

3.1 Re-orient health promotion to align with the emerging field of planetary health and wellbeing

3.2 Collaborate with the health promotion sector to enhance collective capacity

3.3 Collaborate with other sectors that utilise health promotion approaches

3.4 Communicate and disseminate health promotion knowledge to the health promotion sector and other relevant sectors

GOAL FOUR: Sustainability

The HPF is a strong and sustainable organisation.

4.1 Increase and maintain the HPF membership

4.2 Grow existing resources

4.3 Demonstrate healthy strong workplace and workforce.

4.4 Live and embed the values of Health Promotion