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TE TINI ROTO
TE TINI ORA

Health Promotion: Purchasing
Health Gains for Maori

R.J.T. NIA NIA
2000
Health Promotion: Purchasing Health Gains for Maori

A thesis submitted in fulfilment of the requirements for the degree of Masters of Philosophy in Maori Studies at Massey University

by

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2000
ABSTRACT

The health reforms of the 1990's were in part implemented to develop a more effective, efficient and responsive health system. The reforms were to see major changes introduced into public sector management with a growing emphasis on accountability and responsibility. Competition at all levels of the health sector was to produce more effective purchasing of services, better delivery, and quality health services. More proactive emphasis was to be placed on the Government's goal for Maori health to achieve more equitable health standards for Maori. The reforms saw a greater emphasis being placed on public health strategies including health promotion as an effective means to prevent poor health outcomes, thus improving standards of health including those for Maori.

The primary focus of this thesis is an evaluation of the health sectors ability to effect positive changes in Maori health outcomes. Health promotion activities implemented by mainstream public health units are used as a focus point, and to provide some useful detail around the relevant issues. The view presented is that health promotion as an approach at both a provider and policy level - when implemented following effective principles of community development - provides a useful framework for progressing better health outcomes for Maori.

The main finding of this study is that health promotion has potential for improving Maori health but needs to focus more on actual outcomes, and community development, with greater local control over priorities.
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DEDICATION

Ki oku matua me o raua mokopuna. This thesis is dedicated to Mum, Dad and their grand children Tevita, Sela, Kahungunu and Awhiora

To Mum and Dad for their unconditional support, and to Tevita, Sela, Kahungunu and Awhiora for making this thesis worthwhile.
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# CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABSTRACT</td>
<td></td>
<td>ii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td></td>
<td>iii</td>
</tr>
<tr>
<td>DEDICATION</td>
<td></td>
<td>v</td>
</tr>
<tr>
<td>COPYRIGHT</td>
<td></td>
<td>vi</td>
</tr>
<tr>
<td>CONTENTS</td>
<td></td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td></td>
<td>viii</td>
</tr>
<tr>
<td>APPENDICES</td>
<td></td>
<td>ix</td>
</tr>
<tr>
<td>CHAPTER ONE</td>
<td>MOVING TOWARD A MORE EFFECT, EFFICIENT AND ACCOUNTABLE HEALTH SYSTEM</td>
<td>1</td>
</tr>
<tr>
<td>CHAPTER TWO</td>
<td>DEFINING MAORI HEALTH</td>
<td>11</td>
</tr>
<tr>
<td>CHAPTER THREE</td>
<td>THE STATE OF MAORI HEALTH AND WELL-BEING</td>
<td>27</td>
</tr>
<tr>
<td>CHAPTER FOUR</td>
<td>MAORI EXPECTATIONS OF GOOD HEALTH</td>
<td>50</td>
</tr>
<tr>
<td>CHAPTER FIVE</td>
<td>HEALTH PROMOTION</td>
<td>74</td>
</tr>
<tr>
<td>CHAPTER SIX</td>
<td>UNIVERSAL THEORIES THAT SHAPE SOCIAL POLICY IN NEW ZEALAND</td>
<td>121</td>
</tr>
<tr>
<td>CHAPTER SEVEN</td>
<td>THE HEALTH REFORMS AND THE HEALTH SECTOR</td>
<td>148</td>
</tr>
<tr>
<td>CHAPTER EIGHT</td>
<td>HEALTH SECTOR RESPONSIVENESS</td>
<td>172</td>
</tr>
<tr>
<td>CHAPTER NINE</td>
<td>PUBLIC HEALTH DELIVERY</td>
<td>185</td>
</tr>
<tr>
<td>CHAPTER TEN</td>
<td>DISCUSSION</td>
<td>216</td>
</tr>
<tr>
<td>CONCLUSIONS</td>
<td></td>
<td>227</td>
</tr>
<tr>
<td>REFERENCES</td>
<td></td>
<td>229</td>
</tr>
</tbody>
</table>
LIST OF TABLES

TABLE
1. Interview participants ......................................................... 5
2. Approaches to defining being Maori ....................................... 13
3. 1991/96 Census - number of Maori ........................................ 14
4. Number of Maori and Non-Maori suspensions/expulsions 1992 – 97 .... 32
5. Percentage of Maori/Non-Maori assessed in formal school qualifications .. 32
6. Maori and Non-Maori mental health admissions (per 100,000) .......... 45
7. Trends of Maori health goals and objectives .......................... 47
8. Treaty principles and provisions ........................................... 56
9. Core components of traditional Maori public health systems ....... 75
10. Themes advance in practice by Dr Pomare .............................. 79
11. Common themes in Maori health promotion .......................... 83
12. Te Pae Mahutonga - a model for Maori health promotion ........... 85
13. An outcome model for health promotion ................................ 95
14. Health matrix ...................................................................... 100
15. Traditional Maori perspectives of health Vs perspectives of health . 102
16. TUHANZ memorandum goals for health promotion .................. 110
17. Community development Vs Community based approaches ........ 114
18. Tasks of the community development health promoter ............. 114
19. Labonte's community development strategies ......................... 115
20. Key essentials of people centred health promotion ................... 117
21. Liberal / neo liberal approach to health provision ................... 129
22. Social democratic approach to health provision ...................... 136
23. Division of working day ..................................................... 139
24. Neo Marxist / Socialist approach to health provision ................. 144
25. Public Health Commission's goals for public health .................. 156
26. Functions of health sector agencies ...................................... 164
27. Responsiveness approach of the Ministry of Health .................. 177
28. The seven strategic goals of Te Kete Hauora ........................... 179
29. Key features of the Health Funding Authorities Maori policy .......... 181
30. Central Health Funding Authority's purchasing approach ............ 188
31. PMBA weighting criteria ................................................... 191
32. Health promotion programme plan format .............................. 193
33. Reporting requirements to the Health Funding Authority .........................194
34. Themes associated with public health unit's responsiveness to Maori ..........200
35. The internal cultural audit process undertaken by U1 and U2 ..................202
36. Key strategic features of U1 and U2 responsiveness plans .....................203
37. Public health unit's approach to using the Ottawa charter ........................207
38. U1 programmes and programme objectives ..........................................210
39. Examples of U1 and U2 performance indicators for mental health promotion ..........................................................212
40. Examples of U1 and U3 performance indicators for Smokefree health promotion ..........................................................213
41. Health promotion key components, the implication for practice ..............219

APPENDICES

APPENDIX
1. Ministry of Health organisational chart ..................................................238
2. Health Funding Authority ........................................................................239
3. Te Kete Hauora structure .........................................................................240
4. Memorandum of understanding with Maori .............................................241