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**TE TINI ROTO
TE TINI ORA**

**Health Promotion: Purchasing
Health Gains for Maori**

**R.J.T. NIA NIA
2000**

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**Health Promotion: Purchasing Health Gains
for Maori**

A thesis submitted in fulfilment of the
requirements for the degree
of
Masters of Philosophy
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at
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by

**RIKI JEVON THEODORE NIA NIA
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 Governments 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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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