



Health Promotion for Pacific Peoples

Sione Tu‘itahi
Hastings

April 27, 2009

*A collaboration between Pasifika@Massey, the Health
Promotion Forum of New Zealand, and the Hawkes Bay
Pacific Health Service*

Pasifika@Massey University and Health Promotion Forum

- Pasifika@Massey Strategy for Pasifika peoples
- Five goals
- Academic Advancement – more students pass & excel
- Professional Development – more Pasifika staff
- Research Capability – more Pasifika research by Pasifika
- Cultural Diversity – Pasifika cultures on campuses
- Collaborative partnerships with communities in NZ and nations
- Health Promotion Forum– Pasifika in Council, Advisory, Strategic plan, Pacific programmes , trainings, models, organisational membership



Main Points of Presentation

- Health Promotion
- Health Promotion model
- Ottawa Charter
- Pasifika health models
- Fonua: a Pasifika model
- Applying 'Fonua' to health promotion
- Questions and comments
- Activity



What is health promotion?

- The process of enabling people to have greater control of their life and wellbeing... (Ottawa Charter, 1986)
- Health Promotion (HP) is a specialised area in public health. It also an approach.
- HP focuses on groups and populations (public health) rather than the health of the individual (personal health)
- Personal health refers to treating the individual. E.g. treatment of a cancer patient
- Public health refers to addressing the health of a group. E. g. having schools and churches smoke free
- Personal health and public health are complementary



Ottawa Charter

- Health promotion is the process of enabling people to increase control over, and to improve, their health. To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health is, therefore, seen as a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being.

Ottawa Charter: How to work

- **Advocate**
- Good health is a major resource for social, economic and personal development and an important dimension of quality of life. Political, economic, social, cultural, environmental, behavioural and biological factors can all favour health or be harmful to it. Health promotion action aims at making these conditions favourable through advocacy for health.
- **Enable**
- Health promotion focuses on achieving equity in health. Health promotion action aims at reducing differences in current health status and ensuring equal opportunities and resources to enable all people to achieve their fullest health potential. This includes a secure foundation in a supportive environment, access to information, life skills and opportunities for making healthy choices. People cannot achieve their fullest health potential unless they are able to take control of those things which determine their health. This must apply equally to women and men.
- **Mediate**
- The prerequisites and prospects for health cannot be ensured by the health sector alone. More importantly, health promotion demands coordinated action by all concerned: by governments, by health and other social and economic sectors, by nongovernmental and voluntary organization, by local authorities, by industry and by the media. People in all walks of life are involved as individuals, families and communities. Professional and social groups and health personnel have a major responsibility to mediate between differing interests in society for the pursuit of health.
- Health promotion strategies and programmes should be adapted to the local needs and possibilities of individual countries and regions to take into account differing social, cultural and economic systems.



Five strategies

- **Build Healthy Public Policy**
- **Create supportive environment**
- **Strengthen community action**
- **Develop personal skills**
- **Reorient health services**

Five action strategies Charter

Action Strategy One

- **Build Healthy Public Policy**
- Health promotion goes beyond health care. It puts health on the agenda of policy makers in all sectors and at all levels, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health.
- Health promotion policy combines diverse but complementary approaches including legislation, fiscal measures, taxation and organizational change. It is coordinated action that leads to health, income and social policies that foster greater equity. Joint action contributes to ensuring safer and healthier goods and services, healthier public services, and cleaner, more enjoyable environments.
- Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors, and ways of removing them. The aim must be to make the healthier choice the easier choice for policy makers as well



Action Strategy 2

- **Create Supportive Environments**
- Our societies are complex and interrelated. Health cannot be separated from other goals. The inextricable links between people and their environment constitutes the basis for a socioecological approach to health. The overall guiding principle for the world, nations, regions and communities alike, is the need to encourage reciprocal maintenance - to take care of each other, our communities and our natural environment. The conservation of natural resources throughout the world should be emphasized as a global responsibility.
- Changing patterns of life, work and leisure have a significant impact on health. Work and leisure should be a source of health for people. The way society organizes work should help create a healthy society. Health promotion generates living and working conditions that are safe, stimulating, satisfying and enjoyable.
- Systematic assessment of the health impact of a rapidly changing environment - particularly in areas of technology, work, energy production and urbanization - is essential and must be followed by action to ensure positive benefit to the health of the public. The protection of the natural and built environments and the conservation of natural resources must be addressed in any health promotion strategy.



Action strategy 3

- **Strengthen Community Actions**
- Health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health. At the heart of this process is the empowerment of communities - their ownership and control of their own endeavours and destinies.
- Community development draws on existing human and material resources in the community to enhance self-help and social support, and to develop flexible systems for strengthening public participation in and direction of health matters. This requires full and continuous access to information, learning opportunities for health, as well as funding support.



Action strategy 4

- **Develop Personal Skills**
- Health promotion supports personal and social development through providing information, education for health, and enhancing life skills. By so doing, it increases the options available to people to exercise more control over their own health and over their environments, and to make choices conducive to health.
- Enabling people to learn, throughout life, to prepare themselves for all of its stages and to cope with chronic illness and injuries is essential. This has to be facilitated in school, home, work and community settings. Action is required through educational, professional, commercial and voluntary bodies, and within the institutions themselves.



Action strategy 5

- **Reorient Health Services**
- The responsibility for health promotion in health services is shared among individuals, community groups, health professionals, health service institutions and governments.
- They must work together towards a health care system which contributes to the pursuit of health. The role of the health sector must move increasingly in a health promotion direction, beyond its responsibility for providing clinical and curative services. Health services need to embrace an expanded mandate which is sensitive and respects cultural needs. This mandate should support the needs of individuals and communities for a healthier life, and open channels between the health sector and broader social, political, economic and physical environmental components.
- Reorienting health services also requires stronger attention to health research as well as changes in professional education and training. This must lead to a change of attitude and organization of health services which refocuses on the total needs of the individual as a whole person.



Ottawa Charter and Pacific health promotion

- Health is about the holistic wellbeing of our body, mind, soul/spirit
- It is about the wellbeing of our extended family
- It is about keeping our healthy relationship with others, the environment, and God
- Some Pacific Values
- Communal and collective
- Sharing and caring
- Respect for others
- Family oriented
- Close relationship with environment – the fonua/fanua/enua



What is a model?

- For the purpose of this presentation, a model is a framework or structure that informs and shapes health promotion work by providing a set of values, tools (knowledge and skills) and practice
- For example, the global model of Ottawa Charter is guided by values such as social justice and equity, and provides 5 action strategies:
 - Building healthy public policy,
 - Creating healthy environments,
 - Strengthening community action
 - Developing personal skills
 - Re-orienting health services



What is Indigenous Pasifika Models?

- Models that are based on indigenous Pasifika concepts, knowledge, values, and practices
- Indigenous means pertaining to first or original inhabitants of a place. For example, Maori are the indigenous people (tangata whenua) of Aotearoa New Zealand
- Pasifika refers to the diverse ethnic groups in New Zealand that trace their origins to indigenous peoples of the island nations of the Pacific



Some Models/Frameworks

- *Global Models*
- Ottawa Charter 1986
- Bangkok Charter 2005
- Human Rights Framework
- *New Zealand Models*
- Te Whare Tapa Wha (M. Durie and others)
- Te Pae Mahutonga –M. Durie 1999
- Te Wheke – Rose Pere
- TUHANZ – Health Promotion Forum
- *Pacific Models*
- Fonofale – Karl Pulotu-Endemann
- Kakala – Konai Helu-Thaman
- Fonua – Sione Tu‘itahi



Why Pacific models?

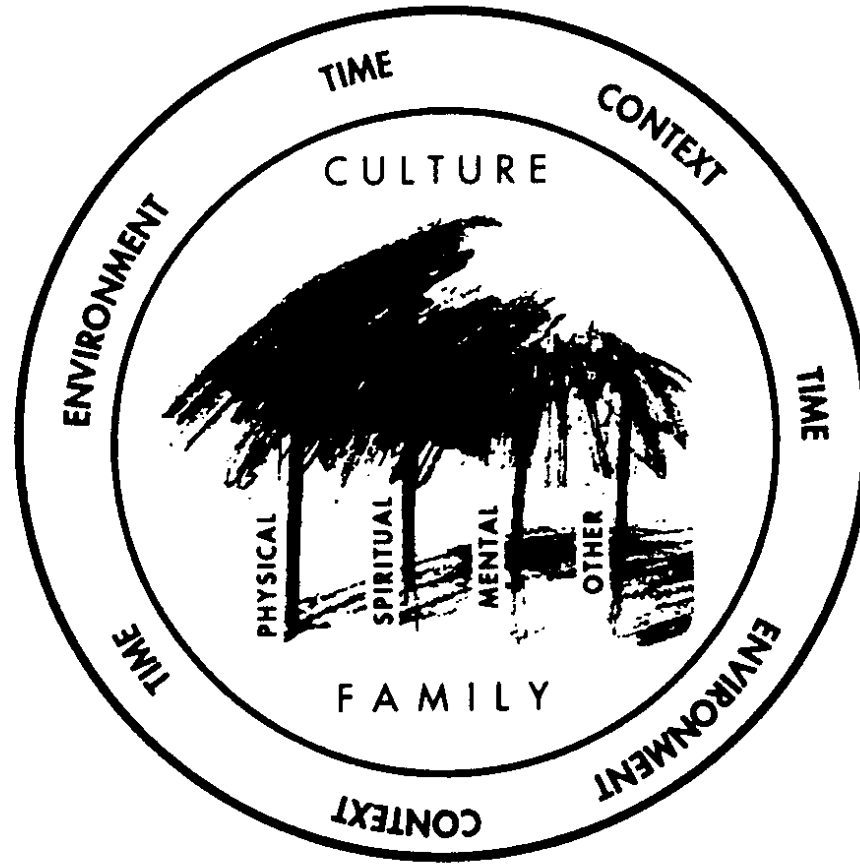
- Diverse cultures means diverse tools in order to be effective; one tool for all is a recipe for disaster
- Pacific peoples see the world through their own eyes and experience
- To provide tools that are culturally appropriate and effective for Pacific peoples in order to improve and maintain their material and spiritual health & wellbeing
- Pacific peoples have special relationship with NZ Govt
- Cultural democratic rights – UN 1948
- Indigenous knowledge enriches our basket of knowledge



Some Pacific Models

- *Fonofale* – Karl Pulotu Endemann (Samoan)
- *-house as a symbol of holistic model*
- *Fa'afaletui* –Carmel Peteru and Kiwi Tamasese (Samoan)
- *- 3 views from mountain, coconut tree, and canoe*
- *- ascertaining facts/knowledge in the houses of elders*
- *Tivaevae* –Teremoana Maua-Hodges (Cook Islands)
- *-quilting of diverse facts and perspectives*
- *Kakala* – Konai Helu-Thaman (Tongan)
- Cultural process of kumi/search, tui/plaiting, luva/giving of a Tongan garland or *kakala*

Fonofale Model





Fonua Model: Definition

- *Fonua* means land and its people and their on-going relationship, a concept that is present in many other Pacific cultures.
- It is *vanua* in Fiji, *fanua* in Samoa, *whenua* in Maori, *'enua* in the Cook Islands.
- This analysis and construct of *fonua* is based on my Tongan experience



The Purpose of *Fonua*

- The ultimate purpose of this relationship and exchange between the environment and humanity is to maintain harmony in life in sustainable ways - *melino* (*peace, harmony*), or health and wellbeing



Tauhi Va: Maintaining Relationships

- Central to *Fonua* is the notion of *tauhi va*
- *Tauhi* means to maintain
- *Va* refers to the space or relationship between two or more parties
- The concept and practice of *tauhi va* refers to the maintaining of the relationship
- Health and wellbeing, peace and harmony and progress depends on the on-going and successful maintenance of *va* –the relationship between human beings and the environment



The Significance of *Fonua*

- Certain processes in the Tongan culture, and elements of the Tongan language illustrate the significant influence of the *fonua* construct in Tongan thinking and socio-political and economic organisation.
- Example: “...the natural cycle of human life. In the world of the womb, the baby is sustained by her *fonua*, the placenta. The baby is later born into the *fonua* (land), where she experiences life and builds relationships with the *fonua*: the entire ecology, including its human inhabitants. As part of the birth process, the remains of the *fonua* (placenta) that sustained the baby are returned by burial to the *fonua* (physical land). The *pito* (umbilical cord that connects the baby to the *fonua*, placenta) once it falls off, is also returned to the *fonua* (physical land) through a similar burying ritual. Upon her death, she is returned to her *fonualoto*, (land within the land), or her grave.” -
- Sione Tu’itahi, 2005



Liliu: Change and *Fonua*

- Change –whether natural or man-made, is another inherent and central characteristic of *fonua*
- The seasons change
- Life in all forms is an on-going and cyclic process of birth, growth and transformation
- Humanity is on a dynamic journey of social evolution



The Dimensions of Fonua

- Five Dimensions Identified
- *Sino* –Physical
- ‘*Atamai* – Mental and intellectual
- *Laumalie* – Spiritual
- *Kainga* – Community
- ‘*Atakai* – Environment (both built and natural environment)
- These five dimensions are inter-connected. All must be cared for in a balanced approach



Levels of *Fonua*

- **Five Levels Identified**

- *Taautaha* - Individual

- *Kainga* - Family

- *Kolo* - Village

- *Fonua* - nation

- *Mamani* – global society

- These five levels are inter-dependent and complement each other. In order to maintain the health and wellbeing of society, health issues must be addressed at all levels



Laakanga: Phases of Fonua

- As a process at the societal level, there are four phases in *fonua*. These phases can also be regarded as tools or strategies for community development and health promotion.
- ***Kumi Fonua*** – exploratory stage – search and navigate new, physical or cultural contexts
- ***Langa Fonua*** – formative stage - build and construct the community/society
- ***Tauhi Fonua*** – maintain and sustain the community
- ***Tufunga Fonua*** – reform and re-construct society



Tala-e-Fonua: Values and Knowledge System

- **Some Values**

- *Fe'ofa'ofani* –love
- *Fetokoni'aki* – reciprocity
- *Fefaka'apa'apa'aki* –respect
- *Fakapotopoto* – prudent, judicious, wise leadership & management, strategic and visionary

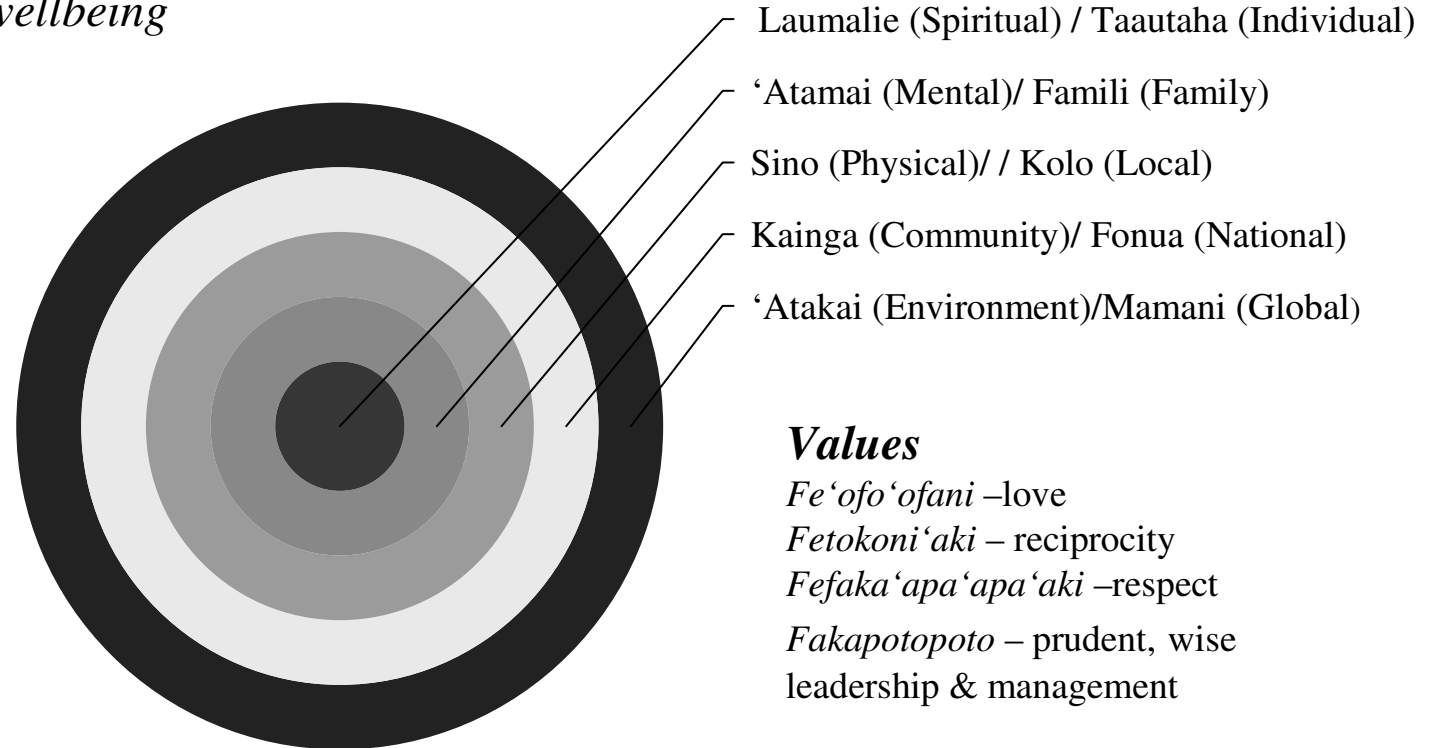
- **Some Knowledge Domains**

- Tala-'o-tokanga – farming, horticulture
- Tala-'o-ngatai/toutai – marine, navigation
- Tufunga – Architecture, construction, and statecraft
- Faito'o – Healthcare and healing system
- Faiva – Arts, sports

Fonua Model

Fonua: The cyclic, dynamic, interdependent relationship (va) between humanity and its ecology for the ultimate purpose of health and wellbeing

Dimensions & Levels



Values

Fe'ofa'ofani –love

Fetokoni'aki – reciprocity

Fefaka'apa'apa'aki –respect

Fakapotopoto – prudent, wise
leadership & management

Laakanga (Phases)

Kumi Fonua - exploratory

Langa Fonua - formative

Tauhi Fonua - maintenance

Tufunga Fonua - reformation



Applying the *Fonua* model

- Identify and scope health issue or need
- Identify parties concerned and parties affected
- All parties consult
- Identify causal/contributing factors
- Identify affected dimensions and levels
- Identify and apply related values
- Generate solutions
- Plan and implement
- Review, close or plan again

Fonua Model

Dimensions	Levels	Phases	Values	Aim
<i>Sino</i> Physical	<i>taautaha</i> Individual	<i>kumi fonua</i> search	<i>Fe'ofa'ofani</i> love	Promote and
<i>'Atamai</i> Mental	<i>kainga</i> Family	<i>langa fonua</i> formative	<i>Fetokoni'aki</i> reciprocity	Sustain
<i>Laumalie</i> Spiritual	<i>kolo</i> Village	<i>tauhi fonua</i> maintain	<i>Faka'apa'apa</i> respect	Balance and
<i>Kainga</i> Community	<i>Fonua</i> Nation	<i>tufunga fonua</i> reform	<i>Fakapotopoto</i> Learned, prudent, wise	Harmony or
<i>'Atakai</i> Environment	<i>Mamani</i> global			Health and
				Wellbeing of all

Applying the Fonua Model on.....

Levels	Physical Sino	Mental 'Atamai	Spiritual Laumalie	Community Kainga	Environ 'Atakai
Risk Scoping					
Action					
<i>taautaha</i> Individual					
<i>kainga</i> Family					
<i>kolo</i> Village					
<i>Fonua</i> Nation					
<i>Mamani</i> global					
Guided by values	Informed by Phases of Fonua				



Some Readings on Fonua

- Taufe‘ulungaki, ‘A (2004) *Fonua: Reclaiming Pacific communities in Aotearoa*. Keynote address, Lotu Moui Symposium, Counties Manukau DHB, December 1, 2004
- Tu’itahi, S. (2007) *Fonua, A Pacific model*, *Hauora* newsletter, April 2007 edition, Health Promotion Forum
- www.hauora.co.nz (Health Promotion Forum website)
- Tu’itahi, S. (2005) *Langa Fonua: How a Tongan Kainga strived for social and economic success in Aotearoa*, Unpublished MPP thesis, Massey University
- Mahina, O. (1992) *Tala-e-Fonua*, Unpublished PhD thesis, ANU, Canberra



Thank you and Malo 'aupito

- Health Promotion Forum offers a short course on health promotion, and workshops on topics such as Pasifika models, health promotion strategies

For further information, contact

- sione@hauora.co.nz ph: (09) 5203706
- S.Tuitahi@massey.ac.nz
- Ph (09) 4140800 ext 9885
- Mobile 027665 9939
- Questions and comments please...



Learning Activities (Two)

- In groups of five discuss what is:
- -health promotion? (5 mins)
- a Pasifika health model? (5 mins)
- Discuss how you can apply 'Fonua' or any other Pasifika model of your choice to your work (20 minutes)
- Share your main ideas with the big group (3 minutes)

Applying the Fonua Model on.....

Levels	Physical Sino	Mental 'Atamai	Spiritual Laumalie	Community Kainga	Environment 'Atakai
Risk Scoping					
Action					
<i>taautaha</i> Individual					
<i>kainga</i> Family					
<i>kolo</i> Village					
<i>Fonua</i> Nation					
<i>Mamani</i> global					
Guided by values	Informed by Phases of Fonua				