



**Runanga Whakapiki Ake I Te Hauora O Aotearoa**  
**Health Promotion Forum of New Zealand**

19 December 2008

**ESSENTIAL WORKFORCE TO IMPROVE HEALTH**

The Health Promotion Forum of New Zealand welcomes the Minister of Health's recognition that workforce issues are widespread across the health sector.

"We are pleased that the Minister is talking about the importance of professional leadership to improve quality and job satisfaction" said Dr Alison Blaiklock, the Executive Director of the Health Promotion Forum.

"The health promotion workforce - and the wider public health workforce - is essential if we are to improve health and reduce New Zealand's high rates of death and disease from avoidable causes." said Dr Blaiklock.

"Health promoters work with communities, organisations and groups to share knowledge and improve living conditions so that people are able to look after their own health and the health of others.

"It is clearly better to prevent illness in the first place, than to have to treat it once it has developed - which is why a skilled health promotion workforce is so important.

"Many health promoters have had less access to education and training than other parts of the health workforce. It is very important to expand on the recent progress in remedying these problems."

Dr Blaiklock noted that "Healthy people and communities are the underpinning of a strong economy." She is looking forward to meeting the new Ministers.

The Health Promotion Forum is the national umbrella group for health promotion. It builds leadership, relationships and the workforce in health promotion in order to support all people enjoying their right to Hauora, health and wellbeing.

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