

# **Health promoters plan, implement and evaluate activities that promote health and wellbeing in communities.**

Health promotion is about supporting people to increase control over the factors that influence their health and wellbeing. Health promotion is directed at the underlying, as well as the immediate causes of ill health.

Most health promoters work on one or two key issues (such as nutrition, tobacco control, violence prevention). They may work in settings such as schools or marae, and may focus on a particular group, such as children. They use strategies that are based on evidence to achieve change.

## **ACTIVITIES HEALTH PROMOTERS MIGHT DO:**

- build an alliance of people to work on child obesity
- prepare advice to a territorial local authority on the blood alcohol limit for drivers
- develop a mental health programme for youth
- run a campaign on sun safety
- work with a primary healthcare organisation to plan and deliver health promotion/public health programmes.

# Health Promoter



## **What school subjects do you need?**

Health promoters carry out a wide range of activities. All roles require good communication and people skills and on-going learning.

## **What qualifications will you need?**

Most positions require either a specific health promotion qualification or a tertiary qualification in a related area such as the social sciences. Health promoters need a wide range of skills and usually continue to train in specific areas in which they work.

## **Who employs health promoters?**

Health promoters work in a wide range of organisations:

- Public health units of district health boards and primary health organisations
- Iwi and other Māori providers.
- Non-government organisations like the Heart Foundation, Cancer Society, Mental Health Foundation
- Local and regional government

## CAREER 1:

## HEALTH PROMOTER CASSIUS, Hutt Valley Health

CASSIUS KURESA IS A NEW ZEALAND BORN SAMOAN WITH A PASSION FOR Pacific health. He has three main responsibilities as a health promoter at the regional public health unit. He co-ordinates Pacific sexual health promotion, co-ordinates Pacific child and youth health promotion and facilitates and leads the organisation's 13 strong Pacific caucus. The Pacific caucus provides advice to colleagues on effective health promotion programmes for Pacific peoples in the Wellington/Wairarapa region.

Cassius has a certificate in sexual health promotion, has completed the Health Promotion Forum certificate in health promotion offered at Manukau Institute of Technology and is currently studying towards a Bachelor of Health Science at Massey University.

He loves his work as a health promoter which involves him in health education, advocacy, policy development and community development.

Cassius's understanding of Pacific values and beliefs is a real asset in his work with Pacific people. He works closely with other agencies to advocate and promote Pacific health.

Before becoming a health promoter Cassius worked in a variety of jobs. Now, in addition to his health promotion work, he works with youth career advisers to promote the many exciting public health career opportunities to school leavers and others.

**“I am such a strong advocate for professional development. I always support my staff to do health promotion courses because I know what a big difference they can make. I am also really supportive of them doing courses that include Pacific models of health because I really want to help our peoples' health improve in ways that are appropriate for them”**



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