

TE URU KAHIKATEA

TUK PROGRESS REPORT 2010

Public Health Workforce Development Plan 2007–2016

www.publichealthworkforce.org.nz

TE URU KAHIKATEA PROGRESS REPORT 2010

This Report is a summary of the progress achieved against the targets in the Te Uru Kahikatea Workplan from 1 January 2010 to 30 June 2011.

TE URU KAHIKATEA WORKPLAN 2010–2011

Te Uru Kahikatea: the Public Health Workforce Development Plan (2007–2016) (TUK) is the national workforce development plan to support the growth and development of the public health workforce in Aotearoa, New Zealand. TUK has nine objectives. The foci under each objective for 2010–2011 were:

- 1. Education and training** – register and deliver the generic public health competencies qualification, establish a public health qualifications framework, expand course fees support and leadership development.
- 2. Māori public health workforce development** – promote Māori public health careers and mentoring, leadership development, specialist competencies for working with Māori communities, and strengthen Māori public health intelligence and networking.
- 3. Pacific public health workforce development** – strengthen the public health knowledge and skills of the Pacific public health workforce, address access barriers to qualifications, and promote Pacific public health careers.
- 4. Public health professional infrastructure** – support professional groups to advance the professional development of their disciplines and to work collaboratively.
- 5. Wider public health workforce development** – develop a Public Health 101 training package for District Health Boards and / or public health funders and planners based in Primary Health Organisations, and non-public health managers.
- 6. Workforce planning** – no work was scheduled for this objective in 2010–2011.
- 7. Information, policy and research** – obtain accurate and useful public health data through the Health Workforce Information Programme, and develop a TUK evaluation framework.
- 8. Supportive workplace cultures** – provide tools to support provider workforce development.
- 9. Promoting public health and public health careers** – improve the understanding of “what is public health” across the health sector, profile public health careers, distribute careers resources and promote the public health workforce website.

Further information about various TUK work projects is available on <http://www.publichealthworkforce.org.nz>.

KEEP UPDATED WITH THE PUBLIC HEALTH WORKFORCE WEBSITE

The public health workforce website is relevant to those who are interested or involved in public health and public health workforce development. It has a “what’s new” section on the homepage to keep you up to date with information and opportunities and also provides information on:

- the workplan to implement Te Uru Kahikatea
- public health training opportunities and scholarships
- careers in public health and job vacancies
- what is public health
- public health workforce development research documents and resources
- public health workforce development tools
- organisational workforce development
- and much more.

The website is regularly updated. Your research reports, job vacancies, workforce development success and learning, conferences and other information and links are welcome on this site. Please email headstrategic@xtra.co.nz.

[The following shows the progress achieved against the Te Uru Kahikatea Workplan](#)

TUK OBJECTIVE 1: EDUCATION AND TRAINING

DESCRIPTION

Implement the generic public health competencies (GPHCs) across the public health workforce to provide a common framework for professional development, and a foundation for skill development. Integrate the GPHCs into professional development, education, training and workforce planning.

2010–2011 WORKPLAN PRIORITIES

1. Finalise the GPHCs qualification for inclusion on the New Zealand Qualifications Framework.
2. Build infrastructure to deliver the GPHCs qualification.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
<p>1. Continue work with Careerforce (an industry training organisation) and a sector specialist group to finalise the GPHCs into unit standards for the NZQA framework:</p> <ul style="list-style-type: none"> • The final sector-based specialist group meetings will be held between Feb–June 2010. • Work with Careerforce so they can submit the draft qualification to NZQA. 	<p>Sector specialist group meetings were held prior to June 2010.</p> <p>Timely changes to the NZQA requirements for registering qualifications has allowed us the opportunity to restructure the Certificate in Public Health, improving flexibility in the way the certificate may be delivered. This approach will better meet the needs of the public health workforce (see section 2 below). The application for approval to develop the level 5, 60 credits, New Zealand Certificate in Public Health qualification went to NZQA in April 2011. Final approval is expected early 2012.</p>
<p>2. Continue work with Careerforce and training institutions (as required) to develop the Certificate in Public Health delivery infrastructure, and consult with public health providers on preferred delivery model(s).</p> <ul style="list-style-type: none"> • Sector discussions on the delivery model(s) will be completed by 20 September 2010. • Sector follow up and the proposal for the national delivery of the certificate qualification will be completed by 30 November 2010. 	<p>Four sector consultations were held in August 2010 with public health providers and workforce development advisors to discuss the structure and delivery of the Certificate in Public Health. As a result of the sector advice, the structure, level and length of the certificate were amended and the criteria for its delivery have been refined, particularly around the cultural appropriateness of its delivery. Full results of the consultation can be found on http://www.publichealthworkforce.org.nz/Certificate-in-Public-Health-Practice-_196.aspx.</p>

EDUCATION AND TRAINING CONTINUED

<ul style="list-style-type: none"> • Work with Careerforce to develop a request for expressions of interest or a tender document to supply programmes, resources, and/or support training of the certificate qualification by 31 March 2011. • Choose successful provider by 30 June 2011. 	<p>A Summary Report of the sector meetings was made available to the participants and is on the above website link.</p> <p>A draft Request for Proposal for the development of course materials has been completed and will be offered following confirmation that NZQA approve the development of the Certificate in Public Health.</p>
<p>3. Develop a tool for tertiary education organisations to map public health qualifications against the generic public health competencies.</p> <ul style="list-style-type: none"> • Meet with the Health Promotion Forum Academic Reference Group and other key stakeholders to discuss the draft tool and considerations by 30 November 2010. • The tool is presented to the Ministry of Health by 20 March 2011. • Implementation discussions with tertiary education organisations are well progressed by 30 June 2011. 	<p>A series of meetings have been held with the Health Promotion Forum Academic Reference Group and other academics. They indicated willingness to incorporate the generic public health competencies into current qualifications. They advised they have sufficient existing mapping tools to undertake this.</p>

TUK OBJECTIVE 1: EDUCATION AND TRAINING

DESCRIPTION

Establish an integrated and staircased framework of training, qualifications and ongoing education in public health.

2010–2011 WORKPLAN PRIORITIES

1. Build the public health workforce’s capability to lead health sector and community action.
2. Continue to enhance opportunities for public health qualifications and training.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
<ol style="list-style-type: none"> 1. Design and implement a public health leadership programme. <ul style="list-style-type: none"> • Run three leadership programmes in 2010. • Evaluate and adapt the programme as required. • Open applications for 2011 programmes in February/ March 2011. 	<p>The Public Health Leadership Programme (PHLP) was developed by Catapult (specialist leadership and organisational performance consultancy) and Quigley and Watts (public health specialists). It is a six-day residential leadership programme delivered as three, two-day sessions.</p> <p>The programme has been developed to meet the specific needs of the public health sector in New Zealand and uses public health leadership competencies developed in consultation with the public health sector. Fifty-five people completed the three cohorts in Wellington during 2010. Sixty people will complete the course in 2011.</p> <p>The programme has been evaluated and adapted with the assistance of senior public health leaders on the advisory committee. Participant evaluations indicate how the PHLP has made a significant difference to peoples’ practice and effectiveness working in public health.</p> <p>Applications for a further 60 places will open in February 2012. For more information see http://www.publichealthworkforce.org.nz/Public-Health-Leadership-Programme_182.aspx</p>
<ol style="list-style-type: none"> 2. Assess the effectiveness of fees grants for undergraduate health promotion / public health qualifications. 	<p>Fees grants monitoring reports were provided by Otago University, Manukau Institute of Technology and Eastern Institute of Technology. In addition, a survey of the fees grants and wider issues occurred in May 2011. Thirty-eight fees grants were provided by the Ministry in 2010; approximately two-thirds of recipients identified as Māori or Pacific ethnicity.</p>

EDUCATION AND TRAINING CONTINUED

<ul style="list-style-type: none"> Request Otago University, Manukau Institute of Technology and Eastern Institute of Technology to compile reports assessing whether fees grants have been an effective means of improving access to courses by 30 December 2010. 	<p>The survey results indicated that students feel their work is valued through receiving the fees grants. The survey report makes recommendations for changes to improve the uptake and effectiveness of the grants, such as greater publicity and monitoring of outcomes for grant recipients versus non-recipients. Fees grants continue in 2011–2012 for selected courses for people working in public health, and will be considered for the New Zealand Certificate in Public Health.</p>
<p>3. Develop a qualifications framework for public health.</p> <ul style="list-style-type: none"> A draft qualifications framework and considerations report is presented to the Public Health Workforce Development Sector Reference Group by 31 March 2011. 	<p>A draft qualifications framework for health promotion was completed in February 2011. Further work on a qualifications framework for all of public health will continue into 2011.</p>

TUK OBJECTIVE 2: MĀORI PUBLIC HEALTH WORKFORCE DEVELOPMENT

DESCRIPTION

Strengthen the Māori public health workforce and the capability of the non-Māori workforce to improve Māori health and reduce inequalities.

2010–2011 WORKPLAN PRIORITIES

E Ara Tauwhaiti Whakarae: National Māori Public Health Workforce Development Implementation Plan was developed to give effect to objective 2 of TUK. The overarching aims of E Ara Tauwhaiti Whakarae are to:

- contribute to the reduction of health inequalities
- strengthen the capacity and capability of the Māori public health workforce
- equip the workforce to respond effectively to the health needs of Māori now and in the future.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
MĀORI PUBLIC HEALTH WORKFORCE ACTION PLAN	
<p>1. Enact the Māori Public Health Workforce Action Plan, which prioritises work from E Ara Tauwhaiti Whakarae.</p>	<p>There have been a number of activities to date:</p> <ul style="list-style-type: none"> • Consultation with Māori on the requirements for a beginning public health qualification (see http://www.publichealthworkforce.org.nz/Certificate-in-Public-Health-Practice-_196.aspx). The sector advice informed the restructure of the qualification level and its delivery, with particular attention to how culturally accessible it will be to Māori. • Liaison with universities and other tertiary training organisations is underway to build smooth public health education pathways for the Māori public health workforce. • National consultation and a report on the professionalisation of the unregulated Māori workforce and how this can meet Māori health needs and reduce inequalities. • A number of major public health providers have requested and received training in the use of the whanau ora tool to build competencies in their organisational and service development to improve Māori health.
MĀORI PUBLIC HEALTH LEADERSHIP AND NETWORKING	
<p>2. Strengthen Māori public health leadership and support ongoing professional development.</p>	<p>In 2010, the Ministry of Health funded four cohorts of the LIMPH programme delivered by Tania Hodges of Digital Indigenous.com and Grant Berghan. It aims to build the capacity and capability of existing and potential Māori leaders.</p>

MĀORI PUBLIC HEALTH WORKFORCE DEVELOPMENT CONTINUED

<ul style="list-style-type: none"> • Four regional-focused Leadership for Māori in Public Health Programmes (LIMPH) for Māori emerging and current leaders, will be run by 30 September 2011. • Prioritise Māori for participation in the generic Public Health Leadership Programmes (PHLP). • Alumni from the LIMPH programmes will maintain a network to support the continued growth and development of emerging Māori public health leaders. 	<p>Participants from around the country are exposed over eight-days to a range of cutting edge leadership issues. The programme has been well received. More information on http://www.publichealthworkforce.org.nz or http://www.digitalindigenous.com.</p> <p>Māori applicants to the generic PHLP have been prioritised.</p> <p>The alumni network of Tautako PHL use multiple media to keep in touch including email, Skype, wiki, and biannual hui facilitated by Digital Indigenous.com. The forum is being successfully used to share innovative practice, information, and debate current Māori public health development issues.</p>
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MĀORI PUBLIC HEALTH CAREER PATHWAYS

<p>3. Profile and support Māori public health career pathways.</p> <ul style="list-style-type: none"> • Māori working in public health careers will be profiled in: <ul style="list-style-type: none"> – series 5 of Just the Job in August 2010 – Just the Job Series 4 and 5 DVDs – public health films shown in school-based Inzone kiosks. • Reprint <i>Toi ki te Ora: Public Health Careers for Rangitahi</i>; distribute and post a downloadable version on the public health workforce website by 20 December 2010. 	<p>Series 5 of Just the Job, which screened in August 2010, profiled Trieste Ngawhika – a health protection officer working in Tauranga and Iwi Te Whau Junior – a public health community health worker based in Rotorua. More information and Just the Job videos are available on http://www.publichealthworkforce.org.nz.</p> <p>The Inzone careers films profile Hiliary Kariatiana – a health promoter based in Te Kuiti working for Waikato Population Health, and Cameron Ormsby and Roimata Moore – health protection officers for Auckland Regional Public Health Service.</p> <p>The <i>Working for a better future: Careers in Public Health</i> booklet, which is widely available and also on the public health workforce website, profiles Māori working in public health careers: Corey Pia (Ngati Hine) – a public health nurse in Northland, Justeena Leaf (Ngapuhi, Ngai te Rangi) – a community health worker in the Waikato, Dale Bramley (Ngaphui, Ngati Hine) – a public health physician in Auckland, and Keriatu Stuart (Te Ati Awa, Taranaki) – a senior policy analyst. (Note: some of these people are now in different roles and/or different organisations.)</p> <p><i>Toi ki te Ora: Public Health Careers for Rangitahi</i> – It was decided to make use of the more up-to-date career profiling of Māori public health staff available through Just the Job. See objective 9 of this report.</p>
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MĀORI PUBLIC HEALTH WORKFORCE DEVELOPMENT CONTINUED

4. Promote tertiary training that supports the Māori and non-Māori workforces to be responsive to the public health needs of iwi, hapu, and whanau.
 - The tertiary training database on the public health workforce website will highlight current training relevant to the Māori public health workforce by 30 September 2010.
 - Promote the Māori public health tertiary training information in TUK newsletters, website promotional materials, information packages to providers and through other communications throughout 2010 and 2011.

The tertiary training database is available on <http://www.publichealthworkforce.org.nz>.

TUK newsletters and the public health leadership special in January 2011 profiled the tertiary training database, Māori workforce development projects and leadership training.

TUK OBJECTIVE 3: PACIFIC PUBLIC HEALTH WORKFORCE DEVELOPMENT

DESCRIPTION

Strengthen the Pacific public health workforce and the capability of the non-Pacific workforce to improve Pacific health and reduce inequalities.

2010–2011 WORKPLAN PRIORITIES

1. Strengthen public health knowledge and skills.
2. Promote the availability of public health qualifications.
3. Promote Pacific public health careers.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
<p>1. Strengthen the public health skills and knowledge of the Pacific public health workforce – by promoting enrolment in public health qualifications and removing financial barriers to access.</p> <ul style="list-style-type: none"> • Fees grants for tertiary-based undergraduate public health qualifications will be available in 2010 and 2011. • The tertiary training database on the public health workforce website will highlight current training relevant to the Pacific public health workforce by 30 September 2010. • Promote the Pacific public health tertiary training information in TUK newsletters, website promotional materials, information packages to providers and through other communications throughout 2010 and 2011. • Meet with Pacific public health providers to discuss the delivery of the Certificate in Public Health qualification by 30 September 2010. 	<p>Pacific students received approximately one-quarter of the Ministry’s fees grants for health promotion programmes in 2010.</p> <p>The tertiary training database profiling training and development opportunities for the Pacific public health workforce is available on http://www.publichealthworkforce.org.nz.</p> <p>Pacific people working in public health careers are profiled on the public health workforce website. The <i>Working for a better future: Careers in Public Health</i> booklet, which is widely available and also on the public health workforce website, profiles Cassius Kuresa – a health promoter who at the date of publication worked for Hutt Valley Health.</p> <p>Thirty Pacific public health providers met for a day in August 2010 to discuss the structure and delivery of the Certificate in Public Health qualification. The majority of Pacific public health providers favoured a tertiary qualification on the basis that it was a higher quality qualification with more credibility. They preferred a level 5 qualification that is culturally adapted and delivered in a Pacific setting, is a maximum of one-year long, with online modules. They stated that the qualification must be staircased into higher qualifications if possible and accessible to the Pacific public health workforce. See http://www.publichealthworkforce.org.nz/Certificate-in-Public-Health-Practice-_196.aspx.</p>

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PACIFIC PUBLIC HEALTH WORKFORCE DEVELOPMENT CONTINUED

	<p>The Health Promotion Forum of NZ were contracted by the Ministry of Health in March 2011 to consult with specific Pacific stakeholders in order to produce a discussion paper on the status of the Pacific public health workforce, and develop and frame the Pacific public health workforce action plan; considering the current and future workforce needs. The Pacific Public Health Workforce Development Fono was held on 27 May 2011. Participants included 36 representatives from 24 different organisations, including health provider organisations, representatives from the Ministry of Health, Ministry of Pacific Island Affairs, Ministry of Social Development, Ministry of Education, and the Pacific Peoples Advisory Panel to the Auckland Mayor and City Council. Representatives of provider organisations from Christchurch, Wellington and Hamilton were also present.</p> <p>A Request for Tender is now being prepared for the development and implementation of the Pacific Public Health Action Plan.</p>
<p>2. Profile and support Pacific public health careers.</p> <ul style="list-style-type: none"> • Profile Pacific people working in public health in public health films showcased on the school-based Inzone kiosks and in the Just the Job series 4 DVDs. 	<p>The Inzone kiosks and Just the Job series 4 DVDs continued to be available to high school students throughout 2010. Three Pacific people working in public health careers are profiled – Ben Tafau – a health promoter working for a Primary Health Organisation in Wellington, Sue Tamatimu – a business sustainable transport co-ordinator for the Auckland Regional Transport Authority, and Tupe (Tubbs) Taisalika – a problem gambling programme co-ordinator for a Non-Government Organisation in South Auckland. (Note: some of these people may now be in different roles and/or organisations.)</p>

TUK OBJECTIVE 4: BUILD INFRASTRUCTURE FOR PUBLIC HEALTH PROFESSIONAL DEVELOPMENT

DESCRIPTION

Investigate options for an industry-wide approach to manage public health professional and sector development.

2010–2011 WORKPLAN PRIORITIES

1. Foster a multidisciplinary collective approach to public health workforce development across professional and occupational boundaries.
2. Support public health professional bodies to advance the professional development of their workforce disciplines.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
<ol style="list-style-type: none"> 1. Engage the public health sector for advice from different sector interests on the future directions for public health professional development. <ul style="list-style-type: none"> • Provide ongoing support for the Public Health Workforce Sector Reference Group throughout 2010–2011. • Continue collaborative work with public health professional bodies on matters of mutual interest such as gathering evidence for best practice, and supporting an increased focus on professionalisation for the health promotion workforce. 	<p>The Public Health Sector Reference Group continued to provide advice throughout 2010. The group met only once in 2011 whilst the future arrangements for the management of Te Uru Kahikatea were being worked out within the Ministry.</p> <p>Liaison meetings and joint work on a variety of issues with public health professional bodies continued throughout this period.</p>
<ol style="list-style-type: none"> 2. Establish a multidisciplinary collective approach to public health workforce development across professional and occupational boundaries. <ul style="list-style-type: none"> • The NZ Population Health Charitable Trust will present a plan to the Ministry of Health by 20 July 2010 outlining the 2010–2011 priorities for multidisciplinary workforce development (including professional development issues for specific disciplines). 	<p>The NZ Population Health Charitable Trust provided the report in 2010. They have set up a Task Group comprised of all professional associations for public health disciplines (eg, public health nursing, health promotion, Māori community health workers, health protection, public health medicine, etc)</p>

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BUILD INFRASTRUCTURE FOR PUBLIC HEALTH PROFESSIONAL DEVELOPMENT CONTINUED

<ul style="list-style-type: none"> Negotiate a contract to implement the agreed actions from the multidisciplinary group's priorities plan. 	<p>The Task Group has established:</p> <ul style="list-style-type: none"> a forum for professional and occupational groups to collaborate in identifying and addressing shared public health workforce development issues a shared workplan and budget terms of reference to provide oversight for implementation of the work plan. <p>Leadership for this work has passed to the Public Health Association and Hauora.com.</p>
<p>3. Explore issues of increasing professionalisation and qualifications requirements for the unregulated public health workforce, with an initial focus on the health promotion workforce.</p> <ul style="list-style-type: none"> Meet with the Health Promotion Forum Professionalisation Working Group and other key stakeholders before 30 August 2010 to explore issues of increasing professionalisation and qualifications requirements. A professionalisation discussion paper is presented with recommendations and considerations to the Ministry of Health by 20 December 2010. The professionalisation and qualifications framework implementation plan is presented to the Ministry of Health by 31 March 2011. 	<p>The key focus for 2010 was professionalisation of the health promotion workforce. After meeting with the Health Promotion Forum Professionalisation Working Group in August 2010, a review of selected materials relevant to the development of a professional body for health promoters in Aotearoa, New Zealand was completed and presented to the Working Group in December 2010.</p> <p>A draft qualifications framework for health promotion was completed in February 2011. Further work on a qualifications framework for all of public health will continue into 2011.</p> <p>The Health Promotion Forum were contracted to initiate and provide secretariat support to a working group to establish a health promoters' professional organisation. They have offered a proposal for national consultation and debate with the health promotion workforce and have received general endorsement of the need to increase professionalisation for this sector.</p>

TUK OBJECTIVE 5: STRENGTHEN THE PUBLIC HEALTH/ HEALTH PROMOTION CAPABILITY OF THE WIDER HEALTH WORKFORCE

DESCRIPTION

Build the public health skills and knowledge of the wider health workforce by making existing and new public health/health promotion training relevant and accessible to the primary health care workforce, and influencing the professional training and development of the wider health workforce.

2010–2011 WORKPLAN PRIORITY

1. Increase the public health capacity of the wider health workforce.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
<ol style="list-style-type: none"> 1. Develop a Public Health 101 training package for District Health Boards and/or public health funders and planners based in Primary Health Organisations, and non-public health managers. <ul style="list-style-type: none"> • Consult with key stakeholders on the scope and requirements for Public Health 101 by 20 December 2010. • The purpose, scope, content and initial costings for the Public Health 101 training package will be decided by 28 February 2011. • A request for proposals will be offered by 31 March 2011. • A provider will be chosen by 30 June 2011. 	<p>The consultation was completed and a draft scope of content, purpose has been prepared. A Request for Proposal has been drafted, however funding for this project has been temporarily reprioritised towards other national health emergencies.</p>

TUK OBJECTIVE 6:

ADVANCE WORKFORCE PLANNING AND CAPACITY BUILDING TO GROW THE PUBLIC HEALTH WORKFORCE

DESCRIPTION

Develop a workforce planning resource that will assist public health organisations, the Ministry of Health and District Health Boards to meet the needs of their current public health workforce, and predict and plan for future workforce needs.

Work on objective 6 will occur following the collection of baseline data on the public health workforce (see objective 7).

TUK OBJECTIVE 7:

INFORMATION, POLICY AND RESEARCH

DESCRIPTION

Obtain workforce and service delivery information to inform public health workforce development.

2010–2011 WORKPLAN PRIORITY

1. Obtain accurate public health workforce data.
2. Evaluate the implementation of TUK.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
1. Obtain accurate workforce information on the public health workforce. • Undertake a pilot study to collect public health workforce information by June 2011.	The Health Workforce Information Programme has been suspended so work on the pilot study is pending until another national health workforce data collection programme is established. In the interim, a representative sample of the public health workforce will be surveyed in 2011.
2. Evaluate the implementation of TUK. • Develop a programme logic and measureable indicator framework TUK by 31 March 2011, as a means to evaluate progress and communicate overarching directions.	A draft programme logic model has been completed.

TUK OBJECTIVE 8: SUPPORTIVE WORKPLACE CULTURES

DESCRIPTION

Assist workplaces to develop cultures that support ongoing learning and professional development and provide tools to support their strategic workforce development planning.

2010–2011 WORKPLAN PRIORITIES

1. Support public health organisations with their workforce development culture, planning and implementation.
2. Develop a model to shape the way workforce development funding is provided through contracts between the Ministry of Health and organisations that provide public health services.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
<ol style="list-style-type: none"> 1. Provide a package of tools to support public health organisations with their workforce development planning and implementation. <ul style="list-style-type: none"> • Update and promote the Workforce Development Guidelines for Managers by 30 November 2010. • Continue to promote the workforce development planning template (which uses TUK as the framework for planning) throughout 2010–2011. See “tools” under organisational workforce development on http://www.publichealthworkforce.org.nz. • Develop an Integrated Competencies Framework to assist public health providers to map and integrate the various competency sets relevant to the public health workforce and pilot this framework by 30 June 2011. 	<p>A review of the Workforce Development Guidelines for Public Health Managers occurred in April 2011.</p> <p>The TUK planning template continues to be available on http://www.publichealthworkforce.org.nz for public health managers.</p> <p>A sector based concept testing workshop for the Integrated Competencies Framework was held in September 2010. Revisions of key components of the framework were completed in Oct–Dec 2010. A Stage II Project Brief was presented to the Ministry in January 2011. A project summary report is expected in September 2011.</p>
<ol style="list-style-type: none"> 2. Clarify the Ministry of Health’s workforce development expectations of its contracted public health providers. <ul style="list-style-type: none"> • Workforce development clauses requiring the development of workforce development plans (see link above) will be requested from all Ministry of Health contracts by 30 April 2011. 	<p>Workforce development clauses are in place for all District Health Board Public Health Unit contracts and are being progressively included in other Public Health Group contracts as these are renewed.</p>

TUK OBJECTIVE 9: INCREASE THE UNDERSTANDING OF, AND PROMOTE CAREERS IN, PUBLIC HEALTH

DESCRIPTION

Actively expand the understanding of public health and promote career opportunities.

2010–2011 WORKPLAN PRIORITIES

1. Improve the profile and understanding of public health.
2. Promote public health careers, including developing recruitment tools and materials (print and web based).
3. Develop information initiatives that focus on school leavers and tertiary students.
4. Promote a web-based guide to public health workforce development and careers.

ACTIONS	PROGRESS ACHIEVED TO 30 JUNE 2011
<ol style="list-style-type: none"> 1. Profile public health careers through the Inzone Careers Kiosks in school libraries, Just the Job TV series (TV2) and DVD distribution to high schools, <i>Working for a better future: Careers in Public Health</i> booklet, and <i>Toi ki te Ora: Public Health Careers for Rangitahi</i> booklet. <ul style="list-style-type: none"> • The Inzone Careers Kiosks will showcase health protection, health promotion, public health nursing and public health programme co-ordination in 100 high schools in 2010. • “What is public health” and public health careers will feature on the District Health Boards NZ Health Careers CD, distributed to high school careers advisors. • Public health medicine, health protection and community health worker careers will showcase in series 5 of Just the Job (target audience 16–17 year olds), screening on TV2 in August 2010. A DVD of the same will be distributed to high school careers advisors and will be available to public health providers. • <i>Working for a better future: Careers in Public Health</i> – a booklet promoting public health careers, will continue to be available and promoted in 2010–2011. 	<p>The Inzone Careers Kiosks continue to showcase public health roles in 2010 and was viewed by 4000 high school students.</p> <p>The District Health Boards NZ Health Careers CD was distributed to high school advisers in February 2010.</p> <p>Series 5 of Just the Job featured on TV2 in August 2010. The DVD was distributed to high school advisers. Public Health Units and non-government public health providers received 100 DVDs from series 4 in May and 132 DVDs from series 5 in September 2010.</p> <p><i>Working for a Better Future: Careers in Public Health</i> continues to be available in hard copy and on http://www.publichealthworkforce.org.nz.</p>
<ol style="list-style-type: none"> 2. Promote the public health workforce website as a vehicle to share public health workforce development information and opportunities. <ul style="list-style-type: none"> • The public health workforce website will continue to be updated and extended to include new information and functionality throughout 2010–2011. 	<p>See http://www.publichealthworkforce.org.nz for updated public health training and careers information, including opportunities for public health leadership development.</p>



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