



TE URU KAHIKATEA

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A quick summary

TE URU KAHIKATEA

Te Uru Kahikatea: The Public Health Workforce Development Plan (2007–2016) (TUK) is the national strategy to guide public health workforce development in Aotearoa. TUK is a multi-layered and interwoven plan with a 10 year+ focus for creating opportunities and building infrastructure to support local, regional and national public health workforce development.

Like any long-term plan, it takes time to put it into action. Steady progress is underway and we are grateful for all those who have committed their time, energy and advice.

The Ministry of Health develops an annual workplan to implement TUK. The TUK workplans are available on the public health workforce website www.publichealthworkforce.org.nz.

1. The Public Health Workforce Website

2. Public Health Education and Training

1. THE PUBLIC HEALTH WORKFORCE WEBSITE

The website presents information about public health, TUK, workforce development projects, public health careers and training, conferences and seminars, workforce development reports and resources, and a specific section on workforce development in organisations (including useful tools, workforce development plan templates and profiles of other organisations' workforce development).

This website also hosts information and online applications for the 2012 Public Health Leadership Programmes and the Leadership in Māori Public Health Programme.

What's new?

Thinking of doing more public health related tertiary training? The tertiary training search tool is now up on www.publichealthworkforce.org.nz/Public-Health-Tertiary-Training-Courses_209.aspx.

Simply enter your search criteria and retrieve information on what public health related courses are available at education institutions in your preferred geographical area. With much less effort than searches on multiple education websites, this tertiary training search tool will give you relevant information and contact details to easily progress your enquiry into further educational study.

Email headstrategic@xtra.co.nz to advertise jobs and conferences (for free), to post information about scholarships, training programmes and your organisation's workforce development, or to send us comments on how the website could better work for you.

Advertise your job vacancies for free on the public health workforce website.



VIEW THE PUBLIC HEALTH WORKFORCE WEBSITE AT WWW.PUBLICHEALTHWORKFORCE.ORG.NZ

2. PUBLIC HEALTH EDUCATION AND TRAINING

The TUK goal is to establish an integrated, staircased framework of training, qualifications and ongoing education in public health.

The priorities are to register the level five Certificate in Public Health (PH Certificate) on the New Zealand Qualifications Framework (NZQF), see through the delivery of the PH Certificate to the public health sector, establish a qualifications framework for public health,

expand course fees support and continue the public health leadership programmes.

CONSULTATION ON THE CERTIFICATE IN PUBLIC HEALTH

Public health providers attended a series of consultation meetings in August 2010 – one Māori, one Pacific and two generic meetings. Attendees expressed their preferences on how the qualification should be delivered to the sector and identified implementation issues. Here is a summary of the sector's advice:

2. Public Health Education and Training *(Continued)*

- **Cultural competence.** The programme must build the study skills and confidence of learners so that they succeed and feel empowered to go on further – this is most likely to occur when the programme is culturally adapted and delivered in familiar cultural settings.
- **The target group** must include both those who have never studied before and those who have qualifications but may need to increase the breadth of their general public health knowledge and skills.
- **Accessibility.** The programme of study must be accessible in modules so students can achieve in “bite-sized pieces” and to allow those with qualifications and experience to access the selected knowledge and skills training they need.
- **Programme length.** Twelve months is an appropriate length for this introductory qualification. Those who have not studied before may require extra time for “learning to learn” components.
- **Qualification level.** The qualification should be pitched at level five on the NZQF, not level four. It is necessary to balance easy accessibility for those who have not studied before, with the need for sufficient challenge and stimulation for those who have qualifications.
- **Staircasing.** The qualification must be linked into other relevant public health qualifications to support ongoing learning.
- It must be a **credible, recognised qualification**, delivered professionally and supported by the public health sector.
- The programme must include formal **recognition of prior learning** (RPL) and recognition of current competence (RCC) processes.

The consultation reports are available on www.publichealthworkforce.org.nz/Certificate-in-Public-Health-Practice-_196.aspx.

BUILDING THE CERTIFICATE IN PUBLIC HEALTH

The consultation (mentioned above) has informed the ongoing build of the Certificate in Public Health, which is in the process of being registered on the NZQF.

The uptake of this qualification will build a baseline level of public health practice across New Zealand.

Once it is registered on the NZQF the Ministry of Health will request proposals to develop the course materials for the qualification. This package of course materials will be available for relevant education providers to use to develop their Certificate in Public Health programmes.

In the meantime, discussions continue with education providers to staircase the qualification into other higher level public health courses. It is hoped that this will assist the workforce to more easily transition from one course to the other. Discussions also include solving issues around formally recognising an individual’s current competence and previous learning, which may help a person gain entry into or shorten the length of, a course.

Other work will focus on integrating the generic public health competencies into other public health qualifications. Ideally, all public health training should cover the generic public health competences.

2. Public Health Education and Training *(Continued)*

FEES GRANTS FOR UNDERGRADUATE HEALTH PROMOTION QUALIFICATIONS IN 2011-2012

The fees assistance programme aims to increase the access to health promotion qualifications for health promoters/kaimahi from around Aotearoa. They are available for Health Promotion courses at Manukau Institute of Technology, Eastern Institute of Technology and the distance learning course through Otago University.

To be eligible for a fees grant a person must be working in a public health role.

For more information about the Auckland-based **MIT course** and fees assistance, contact MIT on 0800 626252 or 09 968 8736, see www.manukau.ac.nz.

For more information about the **Otago course** and fees assistance, contact Jeannine Stairmand, Course Co-convenor at jeannine.stairmand@otago.ac.nz.



The second year of the EIT (Hawke's Bay) Certificate in Health Promotion is nearly completed. This entry level qualification is a part-time, two-semester programme (two mornings per week). There are two intakes per year (depending on numbers): semester one in February, and semester two in July. In 2011, both the Certificate and Diploma will be run concurrently. This means that students can choose to complete the diploma in one year should they wish to. The Certificate and Diploma together is a fulltime, two-semester course run over two days each week.

The programme equips people to work effectively in multi-disciplinary health promotion teams. Graduates of the programme can explore further study in programmes such as Certificate in Hauora, Certificate in Mental Health Support, Diploma in Recreation and Sport, Bachelor of Recreation and Sport or Bachelor of Nursing.

The EIT programme is open to all people who fulfil the entry criteria. Contact EIT for more information.

Fees subsidies are available for the **EIT course**. Contact Sue Jackson – Secretary, Certificate in Health Promotion, Faculty of Health and Sport Science, Phone: 06 974 8000, ext 5421, email sjackson@eit.ac.nz.

LEADERSHIP DEVELOPMENT UPDATE

Public Health Leadership Programme (PHLP)

The PHLP is a leadership programme designed for public health leaders in New Zealand. The programme is funded by the Ministry of Health and has been developed following extensive consultation with the sector. The PHLP builds leadership competencies identified as important for leaders in public health. The programme has been developed by Catapult (specialist leadership and organisational performance consultancy) and Quigley and Watts (public health specialists).

2. Public Health Education and Training (Continued)

APPLY ONLINE NOW FOR THE 2012 PUBLIC HEALTH LEADERSHIP PROGRAMME

New programmes in 2012

Fifty-five people completed the three cohorts during 2010. Sixty people will complete the programme in 2011 and a further 60 places will be available for the two 2012 programmes; one in Christchurch and one in Wellington.

Apply online now at www.publichealthworkforce.org.nz/Public-Health-Leadership-Programme_182.aspx. Applications close 20 February 2012.

Merryn Statham, Director SPINZ, Mental Health Foundation of NZ attended the PHLP in 2010 –

“The PHLP was the leadership training I have been looking for. With public health values woven into the leadership work, I didn’t have to ‘translate’ the learning from a commercial focus. Challenging and with a strong focus on personal development and forward momentum, this course has given me valuable, transferable tools to support my work. I am hugely grateful”.

The PHLP allows participants to discover their leadership potential and equip them with practical and tested leadership tools and resources. The programme generates immediate and lasting benefits for participants, those they lead, and for public health.

Each programme includes a six-day residential leadership component delivered as three, two-day sessions. Participants complete pre-work (including 360 degree feedback) before workshop

one and between workshop sessions. One-on-one coaching supports the application of concepts back to the workplace.

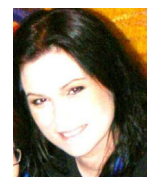
Jo Elvidge, Ministry of Health Project Manager says,

“The feedback from participants has been overwhelmingly positive with people saying it has made a significant difference to them professionally and personally”.

Dr Phil Shoemack, Medical Officer of Health, Bay of Plenty and Lakes District Health Boards talks of his experience with the PHLP –

“I feel incredibly lucky that the leadership programme has come along at just the right time for me. Everything has come together perfectly. The pre-course work was challenging and insightful, in particular getting the 360 degree feedback. That along with the various readings, the expert input from Carolyn, Andrea and invited others, and the depth of experience from fellow participants makes this programme a ‘must do’ for public health leaders. I really have changed the way I approach my work and my colleagues over the past few months – and I intend finding out if they have noticed”.

For more information go to www.publichealthworkforce.org.nz.



PHLP PARTICIPANTS FROM 2011

2. Public Health Education and Training (Continued)

LEADERSHIP FOR MĀORI IN PUBLIC HEALTH



The 2009 and 2010 Leadership for Māori in Public Health Programmes, funded by the Ministry of Health, have aimed to build the capability of existing and emerging Māori leaders.

Participants from around the country are exposed over eight days (four two-day noho Marae spread over a four-month period) to a range of cutting-edge leadership issues. The theory is then applied in a practical sense, both within each participant's workplace environment, as well as through an action project that relates back to Māori health.

Graduates report that with the set of leadership skills developed through the programme they have seen significant growth in their own personal development, careers and their ability to shape and influence the health areas and programmes they work in.

Many of the graduates now mentor each other in the challenges they face. This alumni network of Tautako Public Health Leaders 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 to debate current Māori public health development issues.



MIDLANDS COHORT TAKEN AT TURANGAWAEWAE MARAE, NGARUAWAHIA, 2010.

In November 2010, leadership graduates since 2002 attended a national hui at Turangawaewae Marae. The theme of the hui was Leadership into the Future – *Titiro atu ki te taumata o te taumata* (Nā Kawiti). The group shared new leadership ideas and considered plans to uplift their potential as a critical mass of leaders to make a stronger collective difference.

The Leadership Programme dates for 2012 are:

Wananga 1 – 16 and 17 February 2012

Wananga 2 – 29 and 30 March 2012

Wananga 3 – 3 and 4 May 2012

Wananga 4 – 21 and 22 June 2012.

To be eligible for the programme, you must be Māori and currently employed in an organisation that has a Public Health contract with the Ministry of Health or District Health Board. You must be committed to:

- positive health outcomes for Māori
- attending all four noho Marae, and
- completing the programme.

The programme will be held at Turangawaewae Marae, Ngaruawahia. Participants are expected to stay at the Marae.

For more information and the enrolment form see www.digitalindigenous.com, or contact: Tania Hodges, telephone 07 858 4940, email tania@digitalindigenous.co.nz.



SOUTH ISLAND COHORT TAKEN AT REHUA MARAE, CHRISTCHURCH, 2010.

3. Māori Public Health Workforce Development

3. MĀORI PUBLIC HEALTH WORKFORCE DEVELOPMENT

The goal is to strengthen the Māori public health workforce and the capability of the non-Māori workforce to improve Māori health and reduce inequalities.

Ongoing work enacts priorities from the TUK Maori Workplan 2011-2017 (see www.publichealthworkforce.org.nz/maori-health-promotion-workplan_103.aspx).

This includes ensuring Maori input into the PH Certificate qualification, professional development initiatives, promoting Maori Leadership, and supporting networking, public health careers and access to public health training.

1. PH Certificate

- Consultation with Māori on the requirements for a beginning public health qualification (see 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.

2. Professional development initiatives

- National consultation and a report on the professionalisation of the unregulated Māori workforce and how this can meet Māori health needs and reduce inequalities. Additionally, 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.

3. Leadership

- See *Leadership for Māori in Public Health* above.

- Prioritising Māori for participation in the generic public health leadership programme, see *Public Health Leadership Programme* above.

4. Networking

- The alumni network of Tautako Public Health Leaders 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.

5. Profiling and supporting Māori public health careers

- Māori working in health protection and community health work featured on the Public Health episode of *Just the Job* on TV2 in August 2010. The *Just the Job* format features students from secondary schools around the country trialing “a day in the life of” a career and investigating whether it could be “just the job” for them. For more information see *Just the Job* in Public Health Careers section. The public health episode re-screened on 22 February and 23 February 2011.

6. Promoting training that supports both the Māori and non-Māori workforce to be responsive to the needs of Māori

- The tertiary training database, which is available on the public health workforce website, highlights current training relevant to working with the Māori public health workforce.
- Māori are priority recipients of fees grant available for the MIT and EIT Health Promotion Diploma and the Otago Health Promotion Certificate.

For more information about Māori public health workforce development, please email Jo Elvidge, Ministry of Health on Jo_Elvidge@moh.govt.nz.

4. Pacific Public Health Workforce Development

4. PACIFIC PUBLIC HEALTH WORKFORCE DEVELOPMENT

The goal is to strengthen the Pacific public health workforce and the capability of the non-Pacific workforce to improve Pacific health and reduce inequalities.

Ongoing work in 2012 aims to review the overall approach to Pacific public health workforce development, strengthen the public health knowledge and skills of the Pacific public health workforce, address access barriers to qualifications and also promote Pacific public health careers. The current work foci are:

1. Pacific public health workforce development

- In May 2011, the Health Promotion Forum of NZ (under contract with the MOH) consulted 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. 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. A Request for Tender is now being prepared for the development and implementation of the Pacific Public Health Action Plan.

2. Strengthen public health knowledge and skills

- 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 providers favoured a one-year, level five tertiary based qualification with online modules, that is culturally adapted and delivered in a Pacific setting. They stated that the qualification must be staircased into higher qualifications if possible and accessible to the Pacific public health workforce. See www.publichealthworkforce.org.nz/Certificate-in-Public-Health-Practice-_196.aspx.

3. Address access barriers to qualifications

- Pacific students received approximately one-quarter of the Ministry's fees grants for health promotion programmes in 2010. Additionally, Pacific applicants who fulfil the Public Health Leadership Programme entry criteria are prioritised for acceptance onto the programme. The tertiary training database profiling training and development opportunities for the Pacific public health workforce is available on www.publichealthworkforce.org.nz.

4. Promote public health careers

- Pacific people working in public health careers are profiled on the public health workforce website. The *Working for a better future: Careers in Public Health* 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.

For more information about Pacific public health workforce development, please contact Sene_kerisiano@moh.govt.nz.

5. Public Health Sector Professional Development

6. Supportive Workplaces

5. PUBLIC HEALTH SECTOR PROFESSIONAL DEVELOPMENT

The goal is to build infrastructure for public health professional development.

Ongoing work in 2012 aims to support professional groups to advance the professional development of their disciplines and to work collaboratively.

PROFESSIONALISATION OF THE HEALTH PROMOTION WORKFORCE

The notion of a collective identity/professional association for health promotion in New Zealand has been written about and debated for a number of years. In 2010 the discussion continued and feedback from the health promotion workforce broadly supported the concept, encouraged the development of a professional association and mandated the Health Promotion Forum to take the lead.

In August 2010, the Health Promotion Forum formed a Working Group to plan and implement a programme of action which will culminate in the formation of a professional society that represents the interests of health promoters.

Work to date is shaping a professional association that is grounded on collective aspirations, shared values and an agreed purpose. It will support and encourage ethical health promotion practice, and model and mediate understanding, respect and goodwill within the workforce.

The Health Promotion Forum national symposium in July 2011 furthered this in exploring the challenges facing the health promotion workforce, the problems and benefits of a profession, and the opportunities of a professional society. It identified that a health promotion professional society would need to be true to different world views and health promotion values, increase equity and promote hauora.

The ongoing work includes the development of a communications plan and a register of interest, and to form an initial committee.

For more information go to www.hauora.co.nz or email Trevor Simpson on Trevor@hauora.co.nz.

6. SUPPORTIVE WORKPLACES

The goal is to nurture and develop supportive workplace cultures to achieve optimal workforce capability and capacity.

Ongoing work aims to provide tools to support provider workforce development.

WORKFORCE DEVELOPMENT GUIDELINES FOR PUBLIC HEALTH MANAGERS

The revised Workforce Development Guidelines for Public Health Managers is now available on www.publichealthworkforce.org.nz/public-health-workforce-development-tools_132.aspx. These guidelines are aligned with the TUK workforce development reporting template. Both are useful tools to assist organisations to develop or update their organisational workforce development plan and to report on their workforce development progress. For more information, please see www.publichealthworkforce.org.nz.

7. Public Health Careers

7. PUBLIC HEALTH CAREERS

The goal is to increase the understanding of, and promote careers in, public health.

Ongoing work aims to, over time, 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.

JUST THE JOB TV SERIES FIVE



The fifth series of the highly successful careers show Just the Job screened on TV2 in 2010. Between 70,000 and 80,000 viewers tune in to watch the series.

Clinton Randall is the face of Just the Job and in each of the 10 episodes he introduces three careers. Careers Services offer helpful hints for job seekers and each programme alerts viewers about where to find more information.

The Just the Job format features students from secondary schools around the country trialing “a day in the life of” a career and investigating whether it could be “just the job” for them.

Public health had a dedicated episode (screened in August 2010 and rescreened in February 2011) that profiled “what is public health” and three public health careers: health protection, public health community health work and public health medicine (including medical officer of health).

The programme was a great success thanks to the public health “talent”, the three high school students and Dr Rhys Jones from the School of Population Health, Auckland University.

A DVD of the show was sent to secondary schools throughout New Zealand to be used as a careers resource. “It is used extensively in schools and the feedback has been excellent,” says Dave Mason

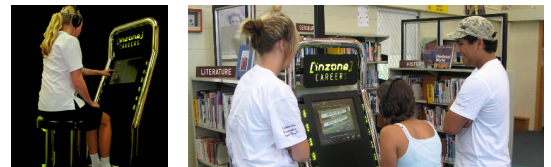
from Dave Mason Productions, who produced Just the Job. “The response is very positive and we’re delighted a programme that attracts a strong following on TVNZ is also a valued resource beyond the life of the time it’s on air. We’ve now filmed 150 different careers which is a wonderful library of information for students and others.”

A recent survey of schools found that the programme polled really well with Māori and Pacific students.

DVDs of the public health episode are available from Jo Elvidge at Jo_Elvidge@moh.govt.nz or telephone 09 580 9044.

See www.publichealthworkforce.org.nz/careers-public-health-jobs-just-the-job_153.aspx for more information.

INZONE CAREERS KIOSKS



In 2010, four public health careers were profiled on 100 kiosks situated in high school libraries around New Zealand. The careers profiled are health protection, health promotion, public health nursing and public health programme co-ordination. In-school careers advisors actively promoted the kiosks to students. Students who requested more information through the kiosks were sent an email directing them to the public health workforce website.

For more information about Inzone go to the Inzone page on the public health workforce website www.publichealthworkforce.org.nz/Inzone-public-health-careers_152.aspx.

For more information about ongoing and developing Te Uru Kahikatea work please see www.publichealthworkforce.org.nz or email Jo_Elvidge@moh.govt.nz



TRIESTE NGAWHIKA

Health Protection Officer



IWI TE WHAU JR

Kaiwhakahaere (Community Health Worker)



NEIL DE WET

Medical Officer of Health



MICHAEL BAKER

Public Health Physician

JUST THE JOB PUBLIC HEALTH CAREERS