

# TE URU KAHIKATEA



## **ANNUAL WORKPLAN 2009**

**Te Uru Kahikatea workplans are available on  
[www.publichealthworkforce.org.nz](http://www.publichealthworkforce.org.nz)**



## WHAT IS TE URU KAHIKATEA?

Te Uru Kahikatea (TUK) is the national strategy to guide public health workforce development in Aotearoa. TUK is based on a wide range of research, reports, sector consultation and a survey of public health provider organisations. TUK has a long term focus to strengthen local, regional and national public health workforce development. The TUK objectives are organised around the following areas of work:

- 1. Education and training**
- 2. Māori public health workforce development**
- 3. Pacific public health workforce development**
- 4. Public health professional infrastructure**
- 5. Wider public health workforce development**
- 6. Workforce planning**
- 7. Information, policy and research**
- 8. Supportive workplace cultures**
- 9. Promoting public health careers**

## WHY IS A PUBLIC HEALTH WORKFORCE PLAN NEEDED?

TUK provides a systematic approach to address a wide range of workforce development needs. Examples of the needs identified through the sector consultation and research include:

- A low percentage of the workforce have specific training in public health
- A large proportion of the workforce has little or no professional infrastructure, standards or career pathways
- Recruitment and retention is an issue across all occupational groups
- Māori make up at least 25% of the public health workforce and yet they are concentrated in lower-paid positions with limited decision making power

- Pacific peoples are insufficiently represented in public health workforce groupings
- The primary health care workforce need better access to health promotion training
- Workplaces need to be better at supporting staff with their ongoing learning and development
- There are no national planning tools to forecast and plan for the public health workforce required to meet future public health needs.

## HOW IS TE URU KAHIKATEA PUT INTO ACTION?

Expanding workplace and professional infrastructure and training are “building block” priorities for public health workforce development. The following workplan outlines the work for 2009, which continues the work from 2007 and 2008.

The workplan is managed by the Public Health Group in the Ministry of Health (Ministry). Ongoing sector consultation continues on specific projects to ensure the work remains relevant to those it applies to.

## **HOW CAN WE PROGRESS WORKFORCE DEVELOPMENT?**

Each of us can participate in building a strengthened and well-supported public health workforce by proactively pushing for progress to meet our own, others and national workforce development needs. Importantly, each of us can make a difference in our own workplace by aligning our organisation's workforce development with the TUK 2009 workplan priorities.

## **KEEP UPDATED WITH THE PUBLIC HEALTH WORKFORCE WEBSITE!**

The public health workforce website is for people who are interested or involved in public health and public health workforce development. You can -

- access the workplan to implement Te Uru Kahikatea
- find out about careers in public health and job vacancies
- increase your understanding of what is public health
- easily obtain relevant research, tools and reports
- and much more.

The website is regularly updated with new reports and research. Your research reports, job vacancies, and other information and links are welcome on this site. Please forward contributions to [www.publichealthworkforce.org.nz](http://www.publichealthworkforce.org.nz) or contact [jo\\_elvidge@moh.govt.nz](mailto:jo_elvidge@moh.govt.nz)

# TE URU KAHIKATEA WORKPLAN 2009

## TUK OBJECTIVE 1 - EDUCATION AND TRAINING

### DESCRIPTION:

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

### 2009 WORKPLAN PRIORITIES:

1. Develop a framework for workplace based training of the GPHC across the public health sector. This includes developing:
  - Training models tailored to the specific needs of the different types of workplaces, e.g. Public Health Units, large Non-government organisations (NGOs), small NGOs, Māori, Pacific, etc
  - Tools to assist workplaces to ready themselves for the workplace-based GPHC training.
2. Continue work to put the GPHC onto the New Zealand Qualifications Authority framework, so GPHC related training is nationally recognised.

ACTIONS	TARGETS
1. Work with Careerforce and a sector – based specialist group to develop the GPHC into unit standards on the New Zealand Qualifications Authority (NZQA) framework.	1a. Sector based specialist group meetings will be held between February – May 2009. 1b. NZQA unit standards qualification will be submitted to NZQA by 30 August 2009.
2. Develop a toolkit of resources to support the workplace based GPHC training.	2. A resource toolkit will be completed by 30 November 2009.
3. Work with Careerforce (an industry training organisation) to develop models for workplaces to provide low cost workplace based training of the GPHC.	3. Workplace based training public health models will be prepared in draft by 30 June 2009.

# TUK OBJECTIVE 1 - EDUCATION AND TRAINING CONTINUED

**DESCRIPTION:**

**Establish an integrated and stair-cased framework of training, qualifications and ongoing education in public health.**

**2009 WORKPLAN PRIORITY:**

Promote the development of more undergraduate tertiary public health qualifications – starting with an undergraduate health promotion/public health diploma. The diploma is to be:

- Based on the generic public health competencies
- Stair-cased to provide pathways into ongoing training
- Relevant to Māori, to the primary health care workforce and others
- Over time, accessible throughout New Zealand.

ACTIONS	TARGETS
1. Talk with tertiary providers to encourage the availability of further undergraduate health promotion/ public health certificates and diplomas (Māori and general).	1. Two new public health courses in development by 30 June 2009.
2. Actively encourage tertiary institutions to include the generic public health competencies (GPHC) into their existing relevant training courses.	2. Meet with five tertiary providers to promote the use of the GPHC into their existing courses by 30 November 2009.
3. Support access to undergraduate public health qualifications by supporting tertiary institutions to offer fees grants.	3. Pilot the tertiary institution based “fees grants scheme” for undergraduate public health qualifications by the beginning of February 2009.

## 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.**

### 2009 WORKPLAN PRIORITY:

Implement the priority recommendations from E Ara Tauwhaiti Whakarae: National Māori Public Health Workforce Development Implementation Plan. This includes:

- Improve career pathways and leadership training for Māori
- Acknowledge and support the specialist skills for working with Māori whanau, hapu and iwi to effectively improve Māori health and reduce inequalities
- Ensure any new tertiary training programmes developed are relevant and accessible to Māori.

ACTIONS	TARGETS
1. Prioritise the recommendations from E Ara Tauwhaiti Whakarae.	1. An action plan based on the recommendations from E Ara Tauwhaiti Whakarae will be agreed and begun by 30 September 2009.
2. Support the implementation of leadership course(s) for Māori emerging and current leaders.	2. Two public health leadership training courses for Māori emerging and current leaders will be run by 30 November 2009.
3. Consult on how best to acknowledge and support the specialist skills for working with Māori whanau, hapu and iwi and build career pathways.	3. The consultation on specialist skills will be completed by 30 November 2009.
4. Promote tertiary training and public health leadership training that supports the Māori and non-Māori workforces to be responsive to the public health needs of iwi, hapu and whanau.	4. Ministry support for tertiary providers to develop new undergraduate courses will include requirements to - <ul style="list-style-type: none"> <li>• integrate Māori public health leaders into course development</li> <li>• ensure methodology and course timetabling is accessible for Māori groups, and</li> <li>• ensure Māori are prioritised in marketing and recruitment strategies for the courses.</li> </ul>

# 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.**

## 2009 WORKPLAN PRIORITIES:

1. Increase the understanding of public health and public health roles.
2. Improve the information about the Pacific public health workforce and share this, as appropriate, with key stakeholders.

ACTIONS	TARGETS
1. Ensure all new tertiary public health training supports the development of the Pacific public health workforce.	1. Ministry support for tertiary providers to develop new undergraduate courses includes requirements to meet Pacific public health workforce needs by - <ul style="list-style-type: none"> <li>• having Pacific public health leaders on the course development group</li> <li>• ensuring the methodology and course timetabling is accessible for Pacific, and</li> <li>• ensuring Pacific is prioritised in marketing and recruitment strategies for the courses.</li> </ul>
2. Increase the understanding of public health and public health roles, by promoting enrolment in public health qualifications and removing barriers to financial access.	2. Support Pacific access to tertiary public health qualifications, e.g., establish fees grants for tertiary based undergraduate public health qualifications.
3. Improve the information about the Pacific public health workforce and share this, as appropriate, with key stakeholders.	3. Review Pacific public health providers' current workforce activities and distribute relevant results to the Pacific and general public health sector, and post them on relevant websites by 30 November 2009.

## 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.

### 2009 WORKPLAN PRIORITY:

Strengthen and grow existing and new public health professional bodies to advance the professional development of their respective workforce disciplines.

ACTIONS	TARGETS
<p>1. Engage the public health sector to provide advice from different sector interests on the future directions for public health professional development.</p>	<p>1a. Ongoing support for the public health workforce development Sector Reference Group.</p> <p>1b. Regular meetings with public health professional bodies will be established by 30 March 2009.</p> <p>1c. A public health workforce development symposium will be held in 2009.</p> <p>1d. The public health workforce website will be promoted and interactivity improved by 30 June 2009.</p>
<p>2. Establish a multidisciplinary collective approach to public health workforce development across professional and occupational boundaries.</p>	<p>2a. Key stakeholders will be consulted and a discussion document will be produced by 31 January 2009.</p> <p>2b. The discussion document will be presented at a public health workforce development symposium in 2009.</p> <p>2c. An action plan to progress the establishment of a collective approach to public health workforce development will be agreed by 30 June 2009.</p>

## TUK OBJECTIVE 5 - STRENGTHEN 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 for the primary health care workforce**
- **Influencing the professional training and development of the wider health workforce.**

### 2009 WORKPLAN PRIORITY:

Improve the wider health workforce's (particularly the primary health care workforce's) skills and knowledge of health promotion / public health.

ACTIONS	TARGETS
1. Encourage tertiary providers to make their public health courses accessible and relevant to the primary health care workforce and include them in their marketing strategies.	1. Primary health care workforce will enrol in public health training.
2. Support Primary Health Organisation (PHO) health promotion planning and evaluation throughout the country.	2. Training in the use of the QIPPS (Quality improvement programme planning system) will be available nationally through the Auckland Regional Public Health Service and Moreland Community Health Services (QIPPS Australia) from February 2009.
3. Continue to liaise with the Ministry primary care teams to support population health programmes in PHOs and highlight the issues raised at the 2008 Health Promotion in Primary Health Organisations hui.	3. Ministry support for mechanisms to promote the development of health promotion in PHOs will be sought.
4. Promote the use of the generic public health competencies in general practice and nursing training; to grow the understanding of what is public health and health promotion.	4. Meetings with general practice and nursing training colleges will be held by 30 November 2009; to promote the inclusion of the generic public health competencies into training.

# 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.

## 2009 WORKPLAN PRIORITY:

Provide an effective resource that can be used by the public health sector to plan for current public health workforce needs and predict future public health needs.

ACTIONS	TARGETS
1. Explore the development of a model to forecast public health workforce requirements up until 2030.	1. Capacity allowing, a model to forecast the requirements of the public health workforce will be in development by 30 June 2009.
2. Explore existing regional planning models as options for further development.	2. Meetings with key stakeholders who are active in regional workforce development will be held by 30 June 09.

## TUK OBJECTIVE 7 - INFORMATION, POLICY AND RESEARCH

### DESCRIPTION:

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

### 2009 WORKPLAN PRIORITY:

Ensure that the public health workforce is included in the wider health workforce information programmes and planning.

ACTIONS	TARGETS
<p>1. Obtain useful public health workforce information through reports provided from organisations that contract with the Ministry of Health (Ministry).</p>	<p>1a. Useful and regular workforce information is starting to be provided through reporting on Ministry public health provider contracts by 30 November 2009.</p> <p>1b. Regular public workforce reporting updates are starting to be provided to the Health Workforce Information Programme.</p>
<p>2. Offer public health workforce information and perspectives for inclusion in the Ministry's and District Health Boards New Zealand's (DHBNZ) national health workforce information and planning programmes.</p>	<p>2. Participate in the planning for the Future Workforce conference 2009 and provide public health input, and continue liaison with the Ministry's and DHBNZ's workforce programmes.</p>
<p>3. Explore options to update the 2004 public health workforce survey data.</p>	<p>3. The public health workforce survey data is updated.</p>

## 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.

### 2009 WORKPLAN PRIORITIES:

1. Implement the Workforce Development Guidelines for Public Health Managers (WFD Plan Guidelines).
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	TARGETS
1. Complete the Workforce Development Guidelines for Public Health Managers (WFD Plan Guidelines) Pilot and action the evaluation recommendations.	1. The WFD Plan Guidelines document will be updated and the implementation plan will be agreed by 30 June 2009.
2. Clarify the Ministry of Health's workforce development expectations of the organisations it contracts with to provide public health services.	2. Workforce development clauses for Ministry of Health contracts will have been consulted on with the sector by 30 November 2009.

# 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. (Prioritise occupational groups that are struggling with recruitment and retention issues.)**

## 2009 WORKPLAN PRIORITIES:

1. Promote public health careers, including developing recruitment tools and materials (print and web based).
2. Work with existing professional groups, tertiary training providers, careers advisors, etc., and use careers promotion opportunities, to increase the entry numbers into under-represented occupational groups in public health.
3. Improve the wider health workforce's understanding of public health.

ACTIONS	TARGETS
1. Work with District Health Boards New Zealand to develop public health career films for the Inzone Careers Bus.	1. The Inzone Careers Bus will travel to 150 schools before 30 June 2009 and profile public health careers to year 12 and 13 students (6th and 7th form).
2. Update the public health workforce website ( <a href="http://www.publichealthworkforce.org.nz">www.publichealthworkforce.org.nz</a> ) to make it more user-friendly, dynamic and interactive.	2. The public health workforce website will be updated by 30 June 2009 to include - <ul style="list-style-type: none"> <li>• more modern visual design</li> <li>• obvious and user-friendly navigation</li> <li>• upfront and dynamic “what’s new” section</li> <li>• easy access to reports and resources</li> <li>• useable online forms and tools.</li> </ul>
3. Develop a public health promotional resource, “The Essence of Public Health” that succinctly describes what is public health, and its vision, values and practice.	3. The “Essence of Public Health” will be produced and distributed to the public health and education sectors by 30 November 2009.



