



*Public Health Association  
of New Zealand Inc.*

3 May, 2006

Peter Kennerly  
Ministry of Health  
Central Office  
PO Box 5013  
WELLINGTON

Tena koe Peter

**Contract 285712/00 PHA Public health infrastructure**  
Six Monthly Report to 31 March 2006.

Enclosed is the contract report for the past six months from the Public Health Association. Thank you for agreeing to an extension of time for this report.

This report gives a report against contract measures and gives details in five appendices

- The objectives for the Annual plan for 2006-07
- Reporting against the annual plan 2005-06 performance measures
- New communications plans available
- Details of activity on encouraging and supporting informed public debate
- Details of activity on developing healthy public policy.
- Conference 2006 information

As agreed, I have minimised the amount of information that has been developed specifically for the contract report. This report is predominantly based on information that has been developed to meet PHA internal requirements. While it contains some information that has been provided in previous periods it contains within it all relevant data for the reporting period.

You will note that in some Objectives of the 2005-2006 Annual Plan the PHA has delivered substantially in excess of the Annual plan, whereas in a small number of other areas we have not met our own expectations as fully as we would have liked. In particular, you will note that performance measures such as completion of "next draft PHA Māori caucus policy on Māori health" have not yet occurred because further input from PHA members is required.

Ensuring timely and comprehensive input from members in complementing/supporting the work of staff at national office can sometimes be a challenge given the nature of our organisation and the fact that almost all members have full-time employment. The PHA has recognised this issue as one that needs addressing and will be factored in to work on internal

PHA contract report – six months ending March 2006

organisational development. Some of that work has been completed and should help us better align our plans and performance.

As agreed I have not enclosed all of the supporting detail. Please let me know if you wish to have copies of press clippings, submissions or Conference materials.

I look forward to meeting with you to discuss this report and the future relationship between the PHA and the Ministry after the end of this contract period in September 2006.

Yours sincerely

G. M. Keating  
Director  
Public Health Association of New Zealand



## **Six Monthly Report to Ministry of Health**

**1 October 2005 – 31 March , 2006**

### **Service Objectives of Ministry of Health contract**

1. To inform the population of New Zealand on public health issues.
2. To encourage public and political interest, debate and action on public health matters.
3. To enhance co-operation between local government, Crown agencies, and groups and organisations with public health responsibilities.
4. To enhance development of the public health workforce

## **Output One – Encourage and facilitate informed debate on key public health issues**

### **1.1 Planning process**

*Strategic and annual plans to be included with relevant six monthly reports.*

Annual plan objectives 2006-07 included in this report – attachment 1

*Six monthly reports to be based on the above plans and include progress against targets identified in the plans*

### **1.2 Public health communication**

*Communication plan attached to report due 20 April 2004.*

Updated plans attachment 3

*Six monthly report summarising issues worked on*

Data below reports on previous plans and priorities- attachments

### **1.3 Increasing effectiveness of public health media spokespersons**

*Up to four media training sessions delivered per annum; numbers attending and summaries of feedback from participants included with six monthly reports.*

Achieved. Three media training sessions delivered. See attachment 4

*Other media training provided documented in six monthly reports.*

## **Output Two: - Provide co-ordination for the development of healthy public policy**

### **2.1 Co-ordination of input to public health policy**

*Six monthly reports to include summary of linkages with groups and individuals*

See attachment 4,5 and 6

### **2.2 Support the development of healthy public policy**

*A minimum of four written submissions on regulatory legislative and policy issues made per annum*

Achieved, see attachment 5

## **Output Three: - Enhance Development of The Public Health Workforce**

### **3.1 Annual Conference**

*One conference per annum organised*

Achieved, see attachment 7

## Attachment 1 Objectives for the PHA annual plan 2006-07

Below are the objectives for the PHA for 2006-07. As in previous years performance measures will be agreed by the Council in July. Note: the PHA also plans to maintain and develop the organisation.

### **Champion improvement in Maori health**

Support the Maori caucus to complete and promote a PHA policy on Maori health outlining the different issues of health improvement, Maori advancement and Treaty of Waitangi response to inform PHA and others' actions, including advocacy

Support the development and implementation of healthy public policy for Maori health

Increase public support for public health approaches by participating in and leading informed debate on Maori health

Support public health practitioners to champion Maori public health through continuing training on the *Advancing public health policy for Maori* checklist.

Advocate for increased effective Maori participation in decision making in DHBS and local government where appropriate

Support Maori caucus to develop and lead action on Maori public health

### **Encourage decision makers to address the social, economic, cultural and environmental determinants of health and seek reduction in health inequalities, including access to health services**

Support the development and implementation of health public policy on determinants of health and health inequalities through submissions

Promote the importance of health impact assessment

Increase public support for public health approaches.

Support branches and other groups of members to complete and promote PHA position statements.

### **Support initiatives by members and other organisations, on matters of PHA policy**

Ensure that PHA maintains an up to date policy base

Make submissions, develop and implement communications plans and take other actions on specific public health issues

Support branches and other groups of members to complete and promote PHA position statements.

### **Strengthen, and lead where appropriate, action to improve the infrastructure for public health development and response**

Complete core competencies project

Strengthen alliances with relevant NGOs and others that impact on public health.

Make submissions and put forward improvements to the Public Health regulatory environment when appropriate.

Encourage PHA branches to support public health perspectives within DHBs and PHOs

Encourage PHA branches to support public health perspectives within District Health Boards and local and regional government focussing on LTCCPs

Support to public health spokespeople to work more effectively with media

Identify opportunities for mentoring developing Maori public health practitioners.

Advocate for improved collection of ethnicity data

Work with others to identify and raise issues concerning the sustainability of community /Iwi/Providers.

## **Attachment 2**

### **Report against**

### **Public Health Association of New Zealand Annual Plan 2005-06**

#### Notes

This report on the PHA Annual Plan 2005-06 covers the workplan for the PHA advocacy irrespective of the source of funding. Some items are specifically noted as not funded from the Ministry of Health contract 285712/00.

In addition the PHA has a work plan to strengthen the Public Health Association that is not reported here.

## Champion improvement in Maori health

- Complete and promote a PHA policy on Maori health outlining the different issues of health improvement, Maori advancement and Treaty of Waitangi response to inform PHA and others' actions, including advocacy
- Support the development and implementation of healthy public policy for Maori health
- Increase public support for public health approaches by participating in and leading informed debate on Maori health
- Support public health practitioners to champion Maori public health through continuing training on the *Advancing public health policy for Maori* checklist

### Performance measures and achievement

| Date                                 | Measure   | 6 months ending 30 September 2005 | 12 months ending 31 March 2006                       |
|--------------------------------------|---|-----------------------------------|--|
| throughout year                      | participate in informed debate on Maori health, and make submissions on healthy public policy for Maori   |                                   | Maori perspective included in submissions            |
| throughout year                      | All PHA submissions apply the <i>Advocating public health for Maori</i> checklist   | Yes                               | Yes  |
| 8 July 2005                          | Have available a draft PHA Maori caucus position statement on Maori health and a process for finalising the position statement for consideration by Maori caucus              | Completed                         |  |
| 31 October 2005                      | Next draft PHA Maori caucus policy on Maori health available.   |                                   | not completed as further input from members required |
| 28 February 2006                     | Circulate the PHA policy on Maori health, if available, to members and other interested organisations, and politicians as part of the PHA briefing to the incoming government |                                   | not completed as further input from members required |
| In line with Maori caucus timeframes | Complete a PHA Maori caucus policy on Maori health  |                                   | not completed as further input from members required |
| 28 February 2006                     | Develop a plan, with Maori caucus to assist them to mentor developing Maori public health practitioners   |                                   | not completed as further input from members required |
| 31 March 2006                        | Continue to run training on healthy public policy for Maori, within budget  |                                   | Internally funded by PHA. Little progress this year  |
| throughout year                      | Offer Maori spokespeople workshopping with experienced Maori media journalists in getting your message out in the Maori language reported in 6 monthly reports                | Offered                           | offered, see attachment 4                            |
| throughout year                      | Individual coaching for the Maori caucus and other Maori health spokespeople  |                                   | offered, see attachment 4                            |
| throughout year                      | Seven Maori public health spokespeople in media   | Achieved in first 6/12            | see attachment 4                                     |
| throughout year                      | Seven stories or media releases in the Maori media  | Achieved in first 6/12            | see attachment 4                                     |

## Encourage decision makers to address the underlying social, economic, cultural and environmental determinants of health / Seek reduction in health inequalities, including inequalities in access to health services

- Complete and promote revised PHA position statements on health inequalities, Pacific public health and physical and natural environmental health determinants and ecology
- Support the use of health impact assessment
- Support the development and implementation of health public policy on determinants of health and health inequalities through submissions
- Develop a revised Manifesto for Public Health
- Encourage and facilitate PHA branches to support public health perspectives within Parliament, focussing on national elections
- Increase public support for public health approaches.

### Performance measures and achievement

| Date              | Measure  | 6 months ending 30 September 2005  | 12 months ending 31 March 2006   |
|-------------------|--|--|--|
| 8 July 2005       | PHA annual conference utilises opportunity to reach a broad audience on equity, social, economic and cultural determinants factors in health   | Achieved<br>Conference report attached   |  |
| 5 August 2005     | Develop a Manifesto for health   | Completed.<br>Circulated.<br>Meetings held with opposition spokespeople on health                                      |  |
| 19 August 2005    | PHA branches to use the Manifesto for health focusing on the national elections  | Branches offered assistance  |  |
| 30 September 2005 | Use the Manifesto for health to advocate for public health in association with the general election.   | Distributed widely, especially by NZ Nurses Organisation. PHA sent to all health – related candidates of major parties |  |
| 31 October 2005   | First draft position statements <i>health inequalities</i> , and <i>Physical and natural environmental health determinants and ecology</i> considered by Council committee /   |  | Content considered 13 October.   |
| 31 December 2005  | Suitable draft position statements on <i>health inequalities</i> , and <i>Physical and natural environmental health determinants and ecology</i> and others considered by branches, caucuses                             |  | Drafts not available to be circulated – further input from members required                        |
| February 10 2006  | Final draft position statements on <i>health inequalities</i> , and <i>Physical and natural environmental health determinants and ecology</i> presented to Council for adoption after consideration by Council Committee |  | Final drafts not available to be circulated – not completed as further input from members required |

| <b>Date</b>         | <b>Measure</b>  | <b>6 months ending<br/>30 September<br/>2005</b> | <b>12 months ending<br/>31 March<br/>2006</b>                      |
|---------------------|---|--|--|
| 28 February<br>2006 | Circulate the PHA position statements on health inequalities, Pacific public health, Physical and natural environmental health determinants and ecology to members, other interested organisations and politicians as part of the PHA briefing to the incoming government |  | Completed statements available on website. No formal briefing made |
| 31 January<br>2006  | submission made by PHA on Budget Policy Statement 2006.   |  | completed  |
| throughout<br>year  | Key messages on inequalities and social/economic determinants in media achieving statements letters published, viewpoint or similar articles published  | See attachment 4, previous report                | Achieved - See attachment 4  |
| throughout<br>year  | Meetings no less than annually with Ministers and associate Ministers on policies relevant to inequalities and underlying factors in health planned and reported.   | Meeting Mrs King<br>20 June                      |  |
| throughout<br>year  | participate in informed debate and make submissions on determinants of health and inequalities as appropriate   | See attachments 4, 5 previous report.            | Achieved<br>See attachments 4, 5.                                  |

## Support initiatives by members and other organisations, on matters of PHA policy

- Ensure that PHA maintains an up to date position statement base
- Make submissions, develop and implement communications plans and take other actions on specific public health issues

### Performance measures and achievement

| Date             | Measure   | 6 months ending 30 September 2005 | 12 months ending 31 March 2006  |
|------------------|---|-----------------------------------|---|
| 31 August 2005   | Communication plans developed and reviewed in February and August or more frequently  | Reviewed in September 05          | Reviewed in Feb 06  |
| 31 October 2005  | Review and identify processes to update Position Statement base with Council committee  |                                   | Completed 13 Oct  |
| 28 February 2006 | Communication plans developed and reviewed in February and August or more frequently  |                                   | completed   |
| as occurs        | participate in informed debate and make submissions on public health issues.  |                                   | See attachment 4,5  |
|                  | 8 submissions or media releases on public health issues pa, based on PHA policies, reported in 6 monthly reports  |                                   | Achieved, see attachments 4,5.  |
| throughout year  | 4 requests per month for PHA comment from media   |                                   | Thirteen 'cold calls' received from media. A number of others received as a result of media releases. |
| throughout year  | PHA makes substantive response to requests for support from other organisations where these are consistent with PHA policy or values, reported in 6 monthly reports |                                   | see report below  |
| 30 April 2006    | Suitable draft position statements of next round, if any, considered by branches, caucuses  |                                   | not applicable  |
| 31 May 2006      | Final draft position statements of next round, if any, presented to Council for adoption after consideration by Council Committee                                   |                                   | not applicable  |
| 30 June 2006     | Circulate the PHA position statements to members, other interested organisations and politicians  |                                   | Available and circulated in a targeted way.   |

## Strengthen, and lead where appropriate, action to improve the infrastructure for public health development and response

### Objectives

- Strengthen alliances with relevant NGOs and others that impact on public health.
- Increase cohesion and skill development in the public health workforce
- Make submissions and put forward improvements to the Public Health regulatory environment
- Work with LGNZ, Institute of Environmental Health and others to strengthen the capacity of the environmental health workforce
- Encourage and facilitate PHA branches to support public health perspectives within DHBs and PHOs
- Support to public health spokespeople to work more effectively with media
- Support Maori caucus to mentor developing Maori public health practitioners

### Performance measures and achievement

| Date             | Measure   | 6 months ending 30 September 2005   | 12 months ending 31 March 2006          |
|------------------|---|---|---|
| 30 June 2005     | Initiate contact with AFPH Medicine, Health Promotion Forum, NZI Environmental Health on common issues, especially public health cohesion and workforce development | Achieved. Draft proposal to identify knowledge and skills shared across public health disciplines developed |   |
| 1 August 2005    | Work with Health Promotion Forum and others to develop a shared view on crucial issues for health promotion nationally and internationally for WHO Bangkok meeting  | Achieved.   |   |
| 31 October 2005  | Produce flier describing "what is public health" to clarify the use of language within the public health workforce  | Achieved  |   |
| 30 November 2005 | Develop plan, with AFPH Medicine, Health Promotion Forum, NZI Environmental Health on common issues, especially public health cohesion and workforce development    | On target   | Continuing as Core competencies project |
| 30 November 2005 | Offer to assist PHA branches to support public health perspectives within DHBs and PHOs, building on the Otago/Southland model                                      |   | assistance offered                      |
| 28 February 2006 | develop a template for use by Branches to assess the processes and effectiveness of their DHBs and local government in relation to public health                    |   | Achieved. completed in March            |
| 31 March 2006    | Meet with the HWAC at least once to discuss the role of a public health perspective for the whole health workforce  |   | not achieved this year                  |
| as occurs        | participate in informed debate and make submissions on the Public Health regulatory environment   |   | See attachments 4, 5                    |
| as occurs        | Participate in Ministry of Health public health workforce development reference group   |   | ongoing participation                   |

| <b>Date</b>      | <b>Measure</b>  | <b>6 months ending<br/>30 September<br/>2005</b> | <b>12 months ending 31<br/>March<br/>2006</b> |
|------------------|---|--|---|
| five times<br>pa | Newsletter (minimum five times per calendar year, electronic or hard copy) informs members of aspects of current public health issues | On target  | delivered                                     |
| as occurs        | Public health policy champions demonstrated to be active in the media   |  | Achieved, See attachments 4                   |
| as occurs        | Offer media training to branches and other public health organisations, consistent with PHA policy.                                   | Not this period                                  | Achieved, See attachments 4                   |

## **Attachment 3**

### **PHA Communication strategy to August 2006**

The Public Health Association communications services will focus on meeting the following objectives over the next six months:

- Promote the PHA
- Facilitate informed debate on key public health issues by developing and implementing PHA communications plans in line with the PHA Strategic and Annual Plans
- Profile Maori leadership in sector and Maori media
- Promote the PHA conference
- Co-ordinate the provision of credible, research-based information and timely comment to the media in response to emerging public health issues
- Provide media advice and media training sessions to PHA members and public health spokespeople to increase their effectiveness.

To meet these objectives, the following tasks will be undertaken:

#### **1 Promote the PHA**

##### *Tasks*

Review and revise the PHA newsletter to ensure it has:

a modern, professional look  
quality writing  
relevant and informative content  
high standard of layout and editing.

Develop, print manage and circulate the PHA News five times a year.

Redesign and rebuild the PHA website to ensure it has:

- a modern, professional and consistent look
- logical and instinctive navigation structure
- up-to-date information and a minimum of broken links
- relevant and informative content.

Consider the best ways to distribute job vacancy and topic information to PHA members – whether continually as this information comes through, or in a single fortnightly email.

Write and distribute the PHA Bulletin regularly. The purpose of the Bulletin is to keep PHA members up-to-date with public health advocacy issues, and latest PHA news – staff movements, conference etc.

## *Outcomes*

New look PHA News starting from June issue  
PHA News distributed five times a year  
Redesigned website live from beginning June  
Information distribution systems reviewed and streamlined as appropriate.  
Members well informed of PHA actions to support public health, and PHA internal issues.

## **2 Facilitate informed debate on key public health issues.**

### *Tasks*

Raise awareness of public health issues, and encourage debate, by the use of media releases, letters to the editor, and opinion pieces/viewpoints.  
Be aware of current and upcoming public health issues and events and provide media support and back up as appropriate.  
Monitor the public health environment, including the media, to identify emerging issues that require a response, and then make the response.  
Ensure the PHA's website is kept up to date, with working links.  
Develop relationships with the media, and in particular health, environment and social issues reporters.  
Manage the promotion of the PHA conference with the aim of achieving high coverage for the public health issues raised at the conference.  
Promote the conference as a key workforce development opportunity for public health.

### *Outcomes*

Fifteen submissions or media releases on public health issues each year, based on PHA policies, reported in 6 monthly reports.  
Four requests per month for PHA comment from the media  
Key messages on inequalities and social/economic determinants profiled in the media, via letters published, viewpoints or similar articles.  
PHA website reviewed for accuracy and working links at least once every three months.  
At least 20 articles about the PHA conference appear in major media (major daily newspapers, radio and/or television news).  
The PHA Conference is promoted as a key workforce development opportunity.

## **3 Profile Maori leadership in sector and Maori media**

### *Tasks*

Meet and communicate with Maori PHA members and other Maori public health practitioners, branch by branch.  
Identify local Maori communication strengths and needs  
Develop training and support to meet those needs  
PHA contract report to MoH – six month period ending March 2006  
Attachment 3 Media plans

## *Outcomes*

- 1 Maori-focused story for every issue of PHA newsletter, which can then be circulated to sector and other media.
- 7 stories or releases to Maori and other media per year
- 7 Maori public health spokespeople in the media per year
- New Maori communications training programme developed

## **4 Promote the PHA conference**

### *Tasks*

Develop a plan to promote the PHA conference, that includes tasks, timeframes and responsibilities, and implement this plan

With the Maori media specialist, offer communications/media training to PHA branches, members and other organisations

### *Outcomes*

Draft plan to promote PHA conference developed by mid-April, and finalised by mid June.

Plan is actioned.

Conference is well known and well covered by media.

## **5 Co-ordinate the provision of credible, research-based information and timely comment to the media in response to emerging public health issues**

### *Tasks*

Maintain up-to-date advocacy and communication plans for key policy areas in which the PHA will lead communications and advocacy, that is, addressing underlying determinants of health, such as inequality in income, housing, and unemployment; health impact assessment; effective primary and public health interventions; Maori public health.

Maintain an up-to-date list of contacts on issues on which PHA will support other agencies, that is; alcohol, tobacco, fluoride, prostitution, road safety, DTCA, breastfeeding, guns, disability access, environmental health, nuclear disarmament, climate change.

Maintain regular links with these spokespeople, offering support on public health issues, and media training.

Wherever possible, give relevant individuals and agencies the opportunity to comment on PHA press releases/information before they are distributed.

### *Outcomes*

Spokespeople on PHA-supported issues are contacted when there is a significant relevant issue to discuss.

Communication plans for public health topics are reviewed in June and December of each year.

## **6 Provide support to PHA members, branches and public health spokespeople**

### *Tasks*

Make regular contact with the seven PHA branches to offer media support and advice, including promoting branch events and local public health issues.

Provide media training and support as appropriate and according to the PHA's policy.

Regularly offer members and other public health organisations media training and support service offered by PHA.

Work with PHA branches on the promotion of events and local public health issues

### *Outcomes*

Media training provided to at least four individuals/organisations.

Media support and assistance provided to at least four individuals/organisations.

PHA branches contacted for a 'catch up' and offered media help and support at least three times a year.

Bulletins distributed as needed.

## Attachment 4 Public debate facilitated by the PHA

### Mainstream media

| Topic         | Date             | Item   | Spokesperson/person involved |
|---------------|------------------|--|------------------------------|
| Drugs general | 4 October 2005   | Media release in support of harm minimisation. <b>Featured on newswires.</b>   | Gay Keating                  |
| Drugs general | 4 October 2005   | Letter to the editor of the Dominion Post supporting harm minimisation. <b>Published 14 Oct.</b>   | Gay Keating                  |
| Alcohol       | 18 October 2005  | Alerted Alcohol Health Watch to WHA alcohol statement, and they prepared media release in response   | Liz Price                    |
| Alcohol       | 14 January 2006  | Letter to the ed of NZ Herald, Press and ODT re support for alcohol advertising review. <b>Published in ODT and Press.</b>   | Gay Keating                  |
| Alcohol       | 29 March 2006    | Media release on need for ban on alcohol advertising, based on oral submission to SC. <b>Coverage in Dominion Post</b>   | Gay Keating                  |
| Tobacco       | 5 December 2005  | Media release – Government investment in tobacco companies outrageous says PHA. <b>Picked up on newswires. Received call from Campbell Live – directed them to Robert Howell.</b>        | Gay Keating                  |
| Tobacco       | 7 December 2005  | Letter to the editor of Chch Press, Crown investment in tobacco industry.  | Gay Keating                  |
| Tobacco       | 8 December 2005  | Media release – PHA celebrates 12 months smokefree. <b>Printed in NZ Herald, Nelson Mail, Newswires</b>  | Gay Keating                  |
| Tobacco       | 8 December 2005  | Letter to the editors of Taranaki Daily News, Northern Advocate, Hawkes Bay Today re Crown investment in tobacco. <b>Printed in Hawkes Bay Today 9 Dec, leading letter, with picture</b> | Gay Keating                  |
| Tobacco       | 12 December 2005 | Media release on 'Māori Mix' brand of tobacco in Israel. <b>Noeline was on One News, story front page of Dominion Post</b>   | Gay Keating/Noeline Holt     |
| Tobacco       | 7 Feb 2006       | Letters to the editor about the Janice Pou case sent to Chch Press, Southland Times, NZ Herald and Dominion Post. <b>Published in The Press</b>  | Gay Keating                  |
| Tobacco       | 9 Feb 2006       | Op-ed piece on Janice Pou written. Sent to Herald and then Chch Press. Has recently been resent to Herald, with release of reserved decision imminent.                                   | Gay Keating                  |
| Tobacco       | 20 Feb 2006      | Letter to the editor about Janice Pou case <b>published in Southland Times</b>   | Gay Keating                  |

## Attachment 4 Public debate facilitated by the PHA

### Mainstream media

| Topic                      | Date             | Item   | Spokesperson/person involved                   |
|----------------------------|------------------|--|--|
| Tobacco                    | 13 March 2006    | Media release with SFC on Janice Pou case. <b>Coverage in The Press, Southland Times, ODT, Timaru Herald, Taranaki Daily News, Nelson Mail, Wanganui Chronicle</b>                                 | Gay Keating/Mark Peck                          |
| Tobacco                    | 15 March 2006    | Editorial in Dom supportive of Pou, based on PHA info  | Liz Price                                      |
| Tobacco                    | 15 March 2006    | Letter to the Ed of Greymouth Evening Star, Gisborne Herald, Wanganui Chronicle, Northern Advocate from Gay about PHA disappointed that no increase in tobacco tax. <b>Published in all three.</b> | Gay Keating                                    |
| Tobacco                    | 7 October 2005   | Release from PHA and SFC supporting Wgtn Med School tobacco industry release. <b>Featured on newswires. Leigh Sturgiss interviewed on Radio Live and Newstalk ZB</b>                               | Gay Keating/Leigh Sturgiss                     |
| Tobacco                    | 13 October 2005  | Media release supporting focus on Smokefree pregnancies, relating to S/f pregnancies forum in Auckland. <b>Leigh Sturgiss on Newstalk ZB, PHA support mentioned on several radio news items</b>    | Michelle Mako, PHA spokesperson/Leigh Sturgiss |
| Budget Policy Statement    | 15 Feb 2006      | Media statement released. <b>Quoted in Maori Party media release, 2 March</b>  | Gay Keating, Helen Bichan                      |
| Climate change             | 25 October 2006  | Letter to the ed sent to Chch Press. <b>Published 31 October</b>   | Signed by Nick Wilson                          |
| Fluoride                   | January 2006     | Supporting fluoride staying in Hamilton City Water Supply. <b>Article published in PHA News.</b>   | Gay Keating, Dallas Honey                      |
| Fluoride                   | 2 Feb 2006       | Media release developed expressing concern about misleading anti-fluoride information being given to Hamilton residents.   | Gay Keating                                    |
| Fluoride                   | 7 Feb 2006       | Letters sent to all Hamilton City Councillors outlining the benefits of fluoride   | Gay Keating                                    |
| Public Health perspectives | 24 January 2006  | Talked to Karen Brown, Radio NZ, about upcoming issues – section 59, alcohol advertising, raising the age of sale of alcohol, Budget Policy Statement  | Liz Price                                      |
| Public Health perspectives | 14 November 2005 | The Nanny State – supporting government interventions to improve health<br><b>Article published The Press</b>  | Gay Keating                                    |

## Attachment 4 Public debate facilitated by the PHA

### Mainstream media

| Topic             | Date             | Item  | Spokesperson/person involved |
|-------------------|------------------|---|------------------------------|
| Hand washing      | 27 Jan 2006      | Letter to ed sent to Dominion Post about schools not having to provide soap and hot water in bath rooms.  | Gay Keating                  |
| Housing           | 12 January 2006  | Letter to the ed of NZ Herald about property developers not wanting to sell land to Housing Corp  | Gay Keating                  |
| Injury prevention | 20 October 2005  | Liz working with IPNANZ to provide media support for conference 2 to 4 November   | Contact is Val Norton        |
| Injury prevention | 28 October 2005  | Media advisory about IPNANZ conference sent out. Main Wgtn and national media contacted personally by Val Norton. Some media interest, DomPost reporter will attend conference.   | Val Norton                   |
| Injury prevention | 2 November 2005  | Media release about conference sent out. <b>Sandra interviewed on National Radio and Newstalk ZB. Good Morning interested in doing a conference follow up.</b>  | Sandra James, chair, IPNANZ  |
| Injury prevention | 3 November 2005  | Release supporting ban on over the counter sales of fireworks. <b>Front page of NZ Herald, part of fireworks feature in Dominion Post, lead story on Stuff, Sandra interviewed by Newstalk ZB, coverage on Xtra msn.</b>                                  | Sandra James                 |
| Nutrition/obesity | 27 October 2005  | Letter to ed on McDonalds putting fat etc info on packaging. <b>Published 2 November</b>  | Gay Keating                  |
| Nutrition/obesity | 19 December 2005 | Letter on the promotion of fatty foods <b>printed in Dominion Post.</b>   | Gay Keating                  |
| Nutrition/obesity | 24 January 2006  | Supporting the FOE obesity petition. <b>Gay interviewed by Paul Holmes on Newstalk ZB.</b>  | Gay Keating                  |
| Nutrition/obesity | 9 Feb 2006       | Letter to ODT re exercise. <b>Published 23 Feb 06</b>   | Gay Keating                  |
| Nutrition/obesity | 23 Feb 2006      | Letter about need for children to walk more <b>published in ODT</b>   | Gay Keating                  |
| Nutrition/obesity | 30 March 2006    | Media release on need to make submissions to health committee re obesity and diabetes enquiry. <b>Gay interviewed on Health Matters. Big positive op-ed piece in Daily Post (word for word reproduction of media release), Small mention in NZ Herald</b> | Gay Keating                  |

## Attachment 4 Public debate facilitated by the PHA

### Mainstream media

| Topic           | Date             | Item   | Spokesperson/person involved     |
|-----------------|------------------|--|----------------------------------|
| Poverty         | 28 November 2005 | Media release – poorest children most in need of support. <b>Picked up on newswires</b>  | Gay Keating                      |
| Poverty         | 4 December 2005  | Letter supporting in-work payment going to all low-income families <b>printed in Otago Daily Post.</b>   | Gay Keating                      |
| Poverty         | 12 January 2006  | Media release urging Gov't to focus on Child Poverty on 2006. <b>Featured on Scoop, and small piece in Chch Press.</b>   | Gay Keating                      |
| Poverty         | 27 Feb 2006      | Letter to ed of Dominion re Michael Basset's 'careful breeding' op ed piece.   | Gay Keating                      |
| Prisoner health | 26 October 2005  | Media release about prisoners being held in vans because of lack of space in prisons. <b>Gay interviewed and aired on Newstalk ZB, story on wires.</b>   | Gay Keating                      |
| Prisoner health | 2 November 2005  | Letter to ed of ODT sent about overcrowding of prisons (in response to article)  | Gay Keating                      |
| Prisoner health | 24 January 2006  | Media release to Karen Brown of Radio NZ, letter drafted to Damien O'Connor  | Gay Keating                      |
| Transport       | 7 October 2005   | Letter to Dom Post on Transmission Gully debate. <b>Published 13 Oct 05</b>  | Gay Keating                      |
| Transport       | 20 October 2005  | Letter to the Ed of the Manawatu Standard applauding decision to use wind and solar power for Square tram. <b>Published.</b>   | Virginia Signal PHA spokesperson |
| Violence        | 4 January 2006   | PHA media release on section 59, plus Liz commented on and sent out releases for the Body Shop and UNICEF. <b>Coverage in the Dominion Post, and NZPA (so likely to have been covered in a number of papers), Newstalk ZB, talkback and blogs.</b> | Gay Keating                      |
| Violence        | 12 January 2006  | Opinion piece on section 59, sent to NZ Herald.  | Gay Keating                      |
| Violence        | 27 Jan 2006      | Letter drafted for Beth Wood of UNICEF.  | Beth Wood                        |
| Violence        | 27 Jan 2006      | Comments from Gay on corporal punishment, <b>published in Herald</b>   | Gay Keating                      |

## Attachment 4

### Encouraging and facilitating informed public debate on public health issues Public debate facilitated by the PHA

#### *Maori-specific media*

| Area                               | Date     | Issue highlighted  | Broadcast / print | Spokes person PHA /nonPHA |
|------------------------------------|----------|--|-------------------|---------------------------|
| New Maori workers in public health | Feb      | Emerging Maori practitioners   | PHA News          |                           |
| Mental Health                      | 28 March | <ul style="list-style-type: none"><li>Mental health issues for Maori</li><li>Development of Maori mental health professional</li></ul> | Radio Kahungunu   | Peter Thomas (non PHA)    |
| Maori and smoking                  | 29 March | <ul style="list-style-type: none"><li>New anti-industry approach</li><li>General Auahi Kore issues</li></ul>                           | Radio Kahungunu   | Skye Kimura (non PHA)     |
| Maori and smoking                  | 27 March | <ul style="list-style-type: none"><li>New anti-industry approach</li><li>General Auahi Kore issues</li></ul>                           | Radio Korimako    | Skye Kimura (non PHA)     |
| Mental Health                      | 29 March | <ul style="list-style-type: none"><li>Mental health issues for Maori</li><li>Development of Maori mental health professional</li></ul> | Radio Tautoko     | Peter Thomas (non PHA)    |

#### **Media training and coaching**

| Topic   | Date          | Item   | Spokesperson/person involved |
|---------|---------------|--|------------------------------|
| General | 22 Feb 2006   | Meeting with PHA Christchurch branch communications committee. Working with them on the Health Promotion Award and promoting PHA in Canterbury. Prepared a draft communications strategy | Liz Price                    |
| General | November 2005 | Liz gave presentation on working with the media to participants at Asthma and Respiratory Foundation conference  | Liz Price                    |
| Drugs   | 4 April 2006  | Liz gave media training for Drug Foundation course for providers.  | Liz Price                    |

#### **Maori media coaching**

Three new Maori language speakers identified amongst younger professionals and coached in media interviews. One existing spokesperson coached through media work.

## Attachment 5      Development of Healthy Public Policy

| Issue                                    | 6 months ending 30 September 2005  | 12 months ending 31 March 2006  | Outcome   |
|--|--|---|---|
| Economic factors in health               |  | Written and oral Submission on Budget Policy Statement 2006<br>Child poverty - Presentation to Combined Social Sciences Conference  | Wider public and political understanding of the impact of economic factors and decisions on health and inequalities   |
| Environmental health                     | Identification, with NZ Institute of Health, of key environmental health issues  |   | Greater clarity on actions needed for improvement.  |
| Public Health infrastructure development | Endorsed call for action on international human resources needed to achieve Millennium Development goals   | Meeting with PHAC chair and member re changing environment for public health<br><br>Participated in Auckland seminar on Bangkok Charter<br><br>Contributed to meetings /conferences on workforce development (outside of MoH contract on core competencies) <ul style="list-style-type: none"> <li>• Auckland University mental health and health promotion</li> <li>• Injury Prevention conference</li> </ul> Participated in ad hoc meeting on health promotion workforce development | Greater depth of understanding by government advisory bodies of public health provider issues, especially NGO issues. |
| Alcohol                                  | Circulation of draft PHA policy on alcohol<br>Urge MPs to send on private members Alcohol (Youth Harm Reduction) Amendment Bill to select Committee<br><br>Submission made   | Oral submission made on Alcohol (Youth Harm Reduction) Amendment Bill   | Select Committee has not yet reported   |
| Family whanau violence                   | Endorsed recommendation of End All Physical Punishment of Children as part of a regional consultation in the UN Secretary General's study on violence against children.<br>Support for Sue Bradford's member's Bill to repeal s 59 | Submission to select committee on repeal of s 59 of Crimes Act  | Select Committee has not yet reported   |
| Food and Nutrition                       | Participation in Nutrition, health and related claims Advisory Committee   |   | Decisions not yet made  |

## Attachment 5      Development of Healthy Public Policy

| Issue            | 6 months ending 30 September 2005  | 12 months ending 31 March 2006   | Outcome   |
|------------------|--|--|---|
| Local Government | Submission on Far North District Council Annual Plan<br>Discussion of ways for the Ministry of Health to support local government health role as the UK has done | Development of template to assist with submission to local and regional government on LTCCPs | Resource available for health interest groups                                     |
| Tobacco          |  | Participation in smokefree pregnancy forum   | Resource available for practitioners  |
| Tobacco          |  | Letter to Dr Michael Cullen re importance of increasing tobacco tax                          | Awaiting Budget 2006  |
| Oral health      | Submission to Westland District Council 12 May   |  | Successful on first vote of Council. Re-litigated in Council and eventually lost. |
| Pacific health   |  | Adopting a position statement on Pacific people and health                                   | Evidence-based statement available to public health community.                    |
| Prison health    |  | Letter to Minister of Corrections re prison overcrowding                                     | No immediate plans to change policy   |

## Attachment 6 Co-ordination of input to healthy public policy

The PHA has formal alliances with the following groups.

Membership of

- Health Promotion Forum. (Dallas Honey is currently on the HPF Board)
- NZ Drug Foundation
- Obesity Action Coalition
- Smoke Free Coalition
- ANGOA
- Council on International Development

Memorandum of Understanding with Mental Health Foundation

Trustee of the Population Health Trust (Marty Rogers is the current Trustee)

Participate in selected activities as part of EPOCH (End Physical Punishment of Children)

Reciprocal arrangement with PHA Australia for exchange of newsletters and two conference registrations, and the American PHA with one conference registration.  
Membership of the World Federation of PHAs.

The active alliances of the PHA in the **last six months** include

| Area                       | Partners  | Activities   |
|----------------------------|---|--|
| Advertising                | AHW, GALA, NZ Drug Foundation, ASH, Massey University, OAC, Smokefree Coalition, Women's health Action, | discussing public health implications of advertising on a range of public health issues  |
| Alcohol                    | AHW, GALA, NZ Drug Foundation, Auckland School of Medicine  | views on Alcohol legislation and policy  |
| Alcohol                    | NZ Drug Foundation,   | role of harm minimisation  |
| Breastfeeding              | La Leche League   | NZ Interpretation of WHO code on marketing of breast milk substitutes  |
| Child health               | Plunket   | Liz met with Vikki James   |
| Child health               | Children's Commissioner   | NGO meetings   |
| Child poverty              | Barnardos   | Liz met with Mike Coleman to discuss the Every Child Counts project  |
| Child Poverty Action Group | CPAG  | Meeting to discuss further action.   |
| Childhood obesity          | FOE   | Discussion re supporting its petition to Parliament on preventing obesity in children. Info about petition included in PHA News, and PHA media statement early Jan 06. |
| DTCA pharmaceuticals       | Christchurch medical school, Women's health Action  | Sharing information on concerns  |

| Area   | Partners   | Activities   |
|--|--|--|
| Fluoride   | Public Health services   | Meeting with Kim Smith to discuss fluoride communications plan<br>Letters sent to all Hamilton City Councillors outlining the benefits of fluoride<br>Liz attended meeting at Hamilton DHB to discuss forthcoming referendum to remove fluoride from the water |
| Health as a human right  | Health Promotion Forum o   | presentations and planning n Bangkok charter   |
| Health Impact Assessment   | Wgtn School of Medicine  | Attended HIA seminar Appeared in PHA News April.   |
| Mental health  | Mental Health Foundation   | identify issues of shared concern, especially economic factors underlying all health, support of their fundraising for <i>Kia Marama Out of the Blue</i> depression awareness work   |
| NGO issues   | NZFWA  | public health contacts concerning NGO and iwi provider sustainability  |
| Nutrition/obesity  | Obesity Action Coalition   | Liz met with Celia Murphy re plan of action for obesity enquiry  |
| Pacific health   | ALAC, Massey University, Auckland Pacific Health & Welfare, HP Forum   | developing Pacific position statement, PHA Council Pacific representation  |
| Section 59 of the Crimes Act   | UNICEF and others  | Meeting convened by Beth Wood of UNICEF to consider supporting the repeal of Section 59<br>Meeting of Section 59 communications groups to discuss media approach   |
| Tobacco  | smokefree organisations  | Teleconference with Robert Howell and others re how to address the Crown investment in tobacco industry issue. A number of PHA action points developed.  |
| Tobacco, Climate Change, Transport, Nuclear Disarmament, International Development |  | Liz met with Nick Wilson and George Thomson at Wellington School of Medicine to discuss working with them on various issues. Nick is PHA spokesperson for International Development  |
| Workforce Development  | Injury Prevention Network NZ, Mental Health FOUndation   | sharing information & seminar/conference presentations   |
| Workforce Development  | AFPHM, Health Promotion Forum, Maori community health workers group, NZ Institute of environmental Health, NZNO, | Core competency project development and ongoing work and management  |

## **Attachment 7 PHA conference 2006**

### **Sustaining Public Health - Palmerston North, 5-7 July 2006**

Conference planning is going well.

#### **Abstracts**

The abstract close date of the end of January seemed to work reasonably well. This was greatly assisted by the new electronic abstract submission website that managed well with the last-minute-rush.

A gratifying number of abstracts were received - 109.

#### **Programme**

A copy of the registration form that outlines the programme is attached.