

## Values

These are the principles and standards that the PHA will operate by. The PHA will also seek to have these values reflected in actions of others to achieve our vision of health equity.

Tautoko	Respect must be shown for the rights of all people.
Manaakitanga	Equity of outcomes is to be achieved by equal treatment of people in the same situation (with unequal treatment of people who are in unequal situations).
Kotahitanga	Collective action and solidarity is needed at all levels of society (national and local government, iwi, hapu, local communities, whanau, families, and individuals) for collective good.
Mātauranga	Decisions should be made on the best available evidence; when that evidence is limited the precautionary principle should apply and evidence should be progressively gathered
Matatika	Integrity honesty openness transparency

Te Tiriti o Waitangi is integral to public health and defines the relationships amongst and between all populations that reside in Aotearoa.

This means that we partner with Māori in our decision making, and recognise the rights Te Tiriti affords Māori as the indigenous people of Aotearoa/New Zealand. The specific needs of Māori and kaupapa Māori solutions must be factored into all decision making about public health.



## What the PHA wants to see by 2029

Our vision is:

Good health for all - health equity in Aotearoa  
Hauora mō te katoa – oranga mō te Ao

## Mission – What will the PHA be doing over the next 25 years?

The PHA will lead the public health approach to achieve health equity. Te Tiriti o Waitangi underpins all of our work.

## National Priorities

### Priority populations

The priority population for health equity in a generation is Māori. The PHA will also work for health equity for other groups with poorer health such as families in poverty, people with disabilities, Pacific peoples, Asian people, refugees and gay/ lesbian/ bisexual/ transgender/ takatāpui /fa'afafine.

### Priority issues

These are the most important issues for the PHA:

- Improvements in, and reduction in unequal exposure to, the determinants of health
- Improvement in, and greater equity of distribution of, risk and protective factors
- Increased equity of access to effective of health services
- Communities develop increased understanding of and support for public health approaches
- Increased effectiveness of the public health workforce
- Reorientation of systems to improve health and increase health equity.

### Priority tasks and practices

These are the main ways that the PHA will work:

- Emphasise the importance of te Tiriti o Waitangi
- Contribute to, and encourage others to contribute to, building healthy public policy
- Prepare evidence based position statements and other tools
- Advocate, share evidence, debate and advise
- Support and collaborate with others seeking similar goals
- Promote research and evidence-informed policy.

## Strengthen the Public Health Association.

To enable the PHA to achieve, we want to have a vibrant, diverse and sustainable organisation:

- Increase membership of and active participation by Māori
- Increase membership and active participation
- Support branches to develop a range of opportunities for members
- Use best practice in governance and management practices
- Maintain and develop financial independence to enable long term advocacy
- Explore and develop mechanisms for structural change to the PHA to reflect effective partnerships with Māori
- Actively promote an evidence-based culture within the Association that encourages learning, development and critical thinking.

**Public health is defined as** the improvement of the health of the whole population through the organised efforts of society

Acheson D. Independent inquiry into inequalities in health. London: HM Stationery Office, 1998