

Bay of Plenty and Lakes
Health Promotion/Community Health Workforce Development Group

Joint Workforce Development Plan 2011 - 2013

1. National Context

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 will outline collaborative work for 2011-2013.

How can we progress workforce development?

Each of us can participate in building a strengthened and well-supported public health workforce by proactively using this collaborative plan to progress 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 workplan priorities.

2. Bay Of Plenty and Lakes District Profiles

2.1 BOP district

The BOPDHB covers the coastal strip from Waihi Beach in the west to beyond Te Kaha in the east, and spreads inland to Kawerau, Murupara and Ruatahuna. It covers an area of 9,666 sq kms and a population of 202,193. There are 18 iwi within the district boundaries. Across the whole BOP:

- The 65+ population is 29% larger than for NZ as a whole;
- The Maori population is 65% larger than for NZ as a whole;
- The rural population is 49% larger than for NZ as a whole;
- The Maori population has less income, more unemployment, lower telephone access, and experience greater levels of household crowding than for NZ Maori as a whole.

The eastern BOP, made up of the Opotiki, Whakatane and Kawerau district councils, is characterised by static or negative growth, a younger population, high Maori and rural populations and high deprivation levels.

The western BOP, made up of Tauranga city and WBOP district, is characterised by high levels of growth, an older population, lower Maori but higher immigrant populations, a more urbanised population, and lower deprivation levels. However within the western BOP there are pockets of high deprivation such that about half of people living in the BOP with NZDep2006 levels in Quintile 5 are in the western BOP. About 77% of the BOP population live in the western BOP.

Consequently there are high levels of social inequalities in the BOP, lack of access to health services, and therefore higher health inequalities and poorer health outcomes.

2.2 Lakes district

The Lakes DHB serves an area that includes the Rotorua and Taupo districts, and is situated in the middle of the North Island. While Lakes is the only health district that does not have a coast line, it does have two significant assets – geothermal activity and 17 lakes. Both features are directly attributable to continuing volcanic activity, which has formed and reformed the landscape.

Covering 9570.4 square kilometres, our DHB serves a population of close to 104,000 and stretches from Mourea in the north to Mangakino in the west down to south of Turangi and to Kaingaroa Village in the east. These boundaries take in the major population centres of Rotorua, Taupo, Turangi and Mangakino. Two main iwi groups (Te Arawa and Ngati Tuwharetoa) are located within the Lakes District Health Board area.

Statistics NZ (from a 2006 base) estimates the 2011 population of the Rotorua and Taupo districts to be 69,500 and 34,200 respectively making the total population for Lakes DHB just under 104,000. Between 2006 and 2011, the proportion of those under 15 years of age has decreased slightly to 23% while those over 65 years has increased to just over 13% illustrating the ageing of the Lakes' population. Some 36% of the population is under 25 years of age of which nearly one half are Māori. One third of Māori (34%) are under 15 years of age.

Information from other sources (e.g. the Ministry of Health's Occasional Bulletin No.28 and data from NZDep2006) shows Lakes to be a 'high inequality' DHB. Estimates for 2010 suggest that more than half (51%) of the population live in areas rated in the

bottom two social deprivation quintiles. However, a much greater proportion of Māori (74%) also reside in these two quintiles.

Lakes DHB's Health Needs Assessment (2007) and Child and Youth Needs Assessment (2008, 2009, and 2010) identified that the Lakes district population falls significantly behind the level achieved by the whole of New Zealand across a range of health indicators. For example, the age standardised mortality rate for Lakes is the second highest across all DHBs (MoH, 2010, *Mortality and Demographic Data 2007*). This same dataset shows the Māori mortality rate in Lakes to be 1.6 times higher than for the total population in the Lakes region. Lakes figures, across a number of indicators commonly used to measure health, compare unfavourably with those for other areas in New Zealand.

3. Summary of the Health Promotion/Community Health Workforce Development Group

The purpose of this group is to develop a coordinated approach and joint strategic plan for workforce development initiatives across the Bay of Plenty and Lakes region. It is focused on the non-regulated health promotion workforce and aims to contribute to the development of an effective and sustainable community health sector with the capacity and capability to improve the health of communities.

For the purposes of this plan the non-regulated health promotion workforce is defined by the following:

A health promoter works to address health inequalities and promote health for communities using the three basic strategies and the five priority action areas articulated in the Ottawa Charter for Health Promotion 1986.

The basic strategies are:

- advocacy for health to create the essential conditions for health
- enabling all people to achieve their full health potential
- mediating between the different interests in society in the pursuit of health.

The health promotion actions are:

- building healthy public policy
- creating supportive environments
- strengthening community action
- developing personal skills
- reorienting health services.

This group acknowledges that people working in health promotion come from a wide range of backgrounds, are employed in a variety of settings and do not necessarily all identify as health promoters.

4. Workforce Profile

Across the BOP and Lakes District Health Board districts there are multiple health providers and organisations which provide a variety of health promotion related work.

Given the demographic of our region there are multiple smaller providers focussed on Maori and rural health. Poutiri Trust is the only Maori Development Organisation (MDO) within our sub-region and hosts 18 smaller providers. The regional public health service Toi Te Ora – Public Health Service covers both Bay of Plenty and Lakes DHB districts and is also currently working in collaboration with the other Public Health Units across the Midland region and involved on a national PHU WFD group.

There are currently two Regional Leadership Groups (Te Arawa – Lakes and Te Moana a Toi – Bay of Plenty) members outlined below.

TE MOANA Ā TOI (Bay of Plenty)

- Elaine Tapsell (chair); Maanu Paul; Vervies (Punohu) McCausland; Aporina Chapman; Te Iria Whiu; Peter Waru (Ministry of Social Development); Rachel Jones (Te Puni Kōkiri); Janet McLean (Bay of Plenty District Health Board)

TE ARAWA (Rotorua)

- Toby Curtis (chair); Timoti Te Heuhehu; Piki Thomas; Merepeka Raukawa-Tait; Maria Oliver; Jacob (Hakopa) Paul; Emily Rameka; Jenny Douthwaite (Ministry of Social Development); Wally Tangohau (Te Puni Kōkiri); Phyllis Tangitu (Lakes District Health Board)

The three Whanau Ora provider collectives within our region consists of the following providers.

TE MOANA Ā TOI (Bay of Plenty)

- **Ngā Mātaapuna Oranga PHO:** Kimiora Primary Health Care Services; Ngāi Tamawhairua Rūnanga Inc; Pirirakau Hauora; Te Manu Toroa; Te Puna Ki Uta Ki Tai; Tūhoe Hauora; Waitaha Hauoranga Trust; Whaioranga Trust
- **Te Ao Hou Whānau Ora Network:** Te Ao Hou Trust; Toiora Health Centre; Ngāi Tai Iwi Authority; Whakatōhea Māori Trust Board; Whakaatu Whanaunga Trust; Tūhoe Mātauranga Trust (Te Kaokao o Takapau); Waimana Tāneatua Ruatoki Trust; Waikirikiri Marae Trust

TE ARAWA (Rotorua)

- **Te Arawa Collective:** Korowai Aroha Trust; Te Rūnanga o Ngāti Pīkiao Trust; Te Utuhina Manaakitanga Trust; Te Kāhui Hauora Trust; Te Waiariki Pūrea Trust; Te Papa Tākaro a Te Arawa Trust; Te Roopū a Iwi O Te Arawa Charitable Trust; Aroha Mai Cancer Support Group Trust; Te Whare Hauora o Ngongotahā Trust; Tipu Ora Charitable Trust

There have been recent restructures within Primary Health – currently there are five Primary Health Organisations including

- Eastern Bay Primary Health Alliance (EBPHA)
- Western Bay of Plenty Primary Health Organisation (WBOPPHO)
- Nga Matapuna Oranga (NMO)
- Rotorua Primary Health Service
- Midlands Health Network (covering Taupo, Turangi)

A communications diagram outlining the various providers has been developed and it is recognised that more information on the workforce is needed. This may be collated via a provider WFD survey and reviewing DHB and Ministry of Health contracts across the sub-region which includes some form of health promotion activity.

Quality improvements, developing high performing providers which include all aspects of workforce development, are all key priority areas across the sub-region.

5. Links to existing plans

This plan recognises that there are several other related strategies and plans which include relevant WFD objectives and activities.

Where useful this plan will link to the following:

- Lakes - Maori Health Workforce Development plan
- Health Rotorua PHO Health Promotion plan 2011-2012
- BOPDHB WFD plan
- HEHA strategy
- Draft Health Literacy plan – Lakes
- Whanau Ora plans
- Any DHB WFD plans
- Regional Clinical Services Plan and Implementation – across Midland DHB's (new plan in development for Regional Services which will incorporate public health 2012/13).

4. Bay of Plenty and Lakes work plan 2011-2013

TUK Objective 1 - Education and Training

Description:

Support staff access to stair-cased qualifications and ongoing education in public health based on the generic public health competencies

Integrate the generic public health competencies (GPHC) into professional development, as a foundation for skill development, training and workforce planning

2011- 2013 Workplan Priority:

Initiative	Tasks	Responsibility	Timeframe
Health Promotion trainings HPF & MIT Otago University Post Graduate Certificates in Public Health	<ul style="list-style-type: none"> ▪ Promote any relevant tertiary level qualifications available for health promotion ▪ Link with MIT and HPF regarding delivery of certificate in our region ▪ Attend relevant trainings when held in our region ▪ Promote career progression training for health promotion 	All Sharon to disseminate information as received from members	ongoing
Advocate for courses to be brought to the Bay of Plenty	<p>Approaches to be made to:</p> <ul style="list-style-type: none"> ▪ Te Hotu Manawa Maori ▪ Health Promotion Forum ▪ Mental Health Foundation ▪ Ministry of Youth Development ▪ Te Wananga o Aotearoa ▪ Te Whare Wananga Awanuiarangi ▪ Anamata ▪ Providers of management training ▪ Waiariki ▪ Bay of Plenty Polytechnic 	All	ongoing

Public Health Competencies	<ul style="list-style-type: none"> ▪ Establish links with what's happening nationally ▪ promote across the sector ▪ integrated into training programmes once national tools are made available ▪ explore possibly training for our group on competencies 	<p>Ministry of Health</p> <p>Agenda item to be arranged for national update</p>	<p>As required Sharon to arrange with Jo Elvidge</p>
Workforce Development Opportunities Database	<p>Update the clearing house is developed of existing workforce development opportunities. This would include receiving information, adding material like identifying who would gain most from the training, and then disseminating to all providers. The database of health promotion workforce development opportunities should include:</p> <ul style="list-style-type: none"> ▪ Course name (with hyperlinks to details) ▪ Course provider and contact details ▪ Level e.g. beginner/intermediate/advanced; certificate/diploma/degree ▪ Location ▪ Duration ▪ Cost ▪ Competency or issue addressed 	<p>Spreadsheet to be reviewed and updated by all and include Kia Ora Hauora links</p>	<p>All</p>
Training opportunities	<ul style="list-style-type: none"> ▪ Develop a training/workshop programme and deliver with the BOP and Lakes region throughout the year ▪ Develop an issues training plan which can be delivered in our region, aligned to any relevant Position Statements or best practice approaches <p>Initial priority areas include</p> <ul style="list-style-type: none"> ➢ Baby Friendly Communities ➢ Tobacco ➢ Immunisation ➢ Alcohol 	<p>All</p> <p>Linked to health literacy also</p>	<p>ongoing</p>

TUK Objective 2 - Māori Public Health Workforce Development

Description:

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

2011- 2013 Workplan Priority:

Initiative	Tasks	Responsibility	Timeframe
Scholarships for Health Promoters	<ul style="list-style-type: none"> ▪ Promote existing Maori health scholarships if available via BOP and Lakes DHBs ▪ Maori Provider Development Scheme (MPDS) ▪ Health Workforce NZ funding ▪ Maori Hauora Scholarships Scheme ▪ Kia Ora Hauora programme 	All	Ongoing
Te Pa Harakeke	<ul style="list-style-type: none"> ▪ Support group for Kaimahi Maori within Social, Health and Education services, meeting 3-4x per annum 	Tiana Bennett	2x per annum
Maori Health specific training	<ul style="list-style-type: none"> ▪ Provide specific training on Maori Health issues, approaches one per annum including ▪ Lakes Maori Health workshops ▪ Investigate further opportunities via BOPDHB external provider links ▪ Maori excellence seminars - BOPDHB ▪ 	Kiri Peita Billie-Jo Pomare	Ongoing
HEHA Maori provider training fund	<ul style="list-style-type: none"> ▪ Support via funding from the BOPDHB Maori HEHA WFD fund ▪ Support the delivery of the Lakes HEHA Maori learning and development programme – training for HEHA contracted providers 	Brian Pointon Theresa Thompson	
Maori workforce surveys	<ul style="list-style-type: none"> ▪ Utilise any relevant WF surveys undertaken across our region 	All	As able
Whanau Ora	<ul style="list-style-type: none"> ▪ Support as appropriate WFD needs of Whanau Ora collectives across the region 	Candice Porter Lauren James	

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

2011- 2013 Workplan Priorities:

Initiative	Tasks	Responsibility	Timeframe
Support Pacific Island Community (Tauranga)Trust and the Pacific Island Development Trust (Rotorua Ngati Pikiiao)	<ul style="list-style-type: none"> ▪ share all relevant WFD opportunities with the Trusts their network and Pacifika community centre 	Brian Pointon Theresa Thompson / Lauren James	
Health Promotion Scholarships	<ul style="list-style-type: none"> ▪ Promote existing Pacific scholarships such as Pacific Provider Development Scheme (PPDS) 	All	
Pacific workforce surveys	<ul style="list-style-type: none"> ▪ Review and utilise any relevant workforce surveys such as ▪ HEHA survey 2009 	All as required	
National Pacific WFD plan	<ul style="list-style-type: none"> ▪ Keep to date with this plans developments “Serau” ▪ Le Va Pasifika within Te Pou – explore any opportunities for this within region 		Not a current priority

TUK Objective 4: Build infrastructure for regional public health professional development

Description

PHU: Investigate options for region -wide approaches to public health professional and sector development

NGO: Take opportunities for region -wide public health professional and sector development

2011- 2013 Workplan Priority:

Initiative	Tasks	Responsibility	Timeframe
BOP and Lakes WFD group	<ul style="list-style-type: none"> ▪ Maintain TOR and regular meetings held ▪ Annual plan developed aligned with the nine TUK objectives ▪ Plan implemented and progress monitored ▪ Plan to form standing agenda items 	All members Key leads - Brian Pointon Sharon Muru Theresa Thompson	Bi monthly
Raise profile of workforce development across sector	<ul style="list-style-type: none"> ▪ Group members to raise the profile of WFD with the various communication channels and community coalitions i.e. like PANN, TANGO, EBANG, Toi Tu te Whanau, Local Diabetes Team, Breastfeeding Group, Oranga Tu Tonu – HEHA Maori steering group, Smokefree coalitions, Rhematic fever group and feedback to this group 	All	As able
Midland WFD	<ul style="list-style-type: none"> ▪ Link with the Midland WFD coordinator regarding existing collaboration and opportunities ▪ support any relevant WFD requirements under the Midland Regional Services Plan 	All Sharon Muru to liaise with Angela Norman	Ongoing
Promote health promotion workforce development issues to any WFD related committees and groups	<ul style="list-style-type: none"> ▪ BOPDHB's internal Workforce Development Steering Committee 	Brian Pointon Sharon Muru Billie-Jo Pomare	
Wider information communications diagram	<ul style="list-style-type: none"> ▪ Develop a contacts tree, list of providers who wish to keep informed of relevant WFD information (source list of PH 	All	

	contracts via MOH & DHB's)		
WFD Website Hub	<ul style="list-style-type: none"> ▪ Explore an information hub for relevant and regional WFD information ▪ Webhealth – explore any potential links http://bop.webhealth.co.nz/provider 	All Sharon Muru	June 2012
Korite WFD planning toolkit	<ul style="list-style-type: none"> ▪ Promote the toolkit for Maori providers 	All + tool for website and proposed Lakes workshop	
QIPPS	<ul style="list-style-type: none"> ▪ Promote QIPPS as a best practise planning and evaluation tool ▪ Provide presentations for interested organisations ▪ Link into the national project coordinator - Andrew Lynch (ARPHS) and contribute to national developments 	All Key lead Sharon Muru	

TUK Objective 5 - Strengthen the public health/health promotion capability of the wider health workforce

Description:

Build the public health skills and knowledge of the wider health workforce by:

- Making existing and new public health/health promotion training relevant and accessible for other groups involved in public health activity e.g. the primary health care and wider health workforce, Territorial local Authorities

2011- 2013 Workplan Priority:

Initiative	Tasks	Responsibility	Timeframe
Consider Health Promoting Primary Care training	<ul style="list-style-type: none"> ▪ Explore once group well established ▪ Explore links with Clinical School 	Not a current priority	
Supporting collaboration	<ul style="list-style-type: none"> ▪ Explore reciprocal visits to organisations – establishing meet and greet opportunities and hosting informational visits 	All	
Organisational Health Promotion capacity assessment tool	<ul style="list-style-type: none"> ▪ Develop a tool which organisations can use 	Interested members Sharon Muru Brian Pointon Theresa Thompson Anna Thurnell	
Health Promotion Competencies tools	<ul style="list-style-type: none"> ▪ Self assessment template and support reference readings 	Sharon Muru	

Refer to objective one and four for complimentary initiatives

TUK Objective 6 - Advance regional workforce planning and capacity building to grow the public health workforce

Description:

Seek region wide solutions to respond to shortages in the workforce

2011- 2013 Workplan Priority:

Initiative	Tasks	Responsibility	Timeframe
WFD planning	<ul style="list-style-type: none"> ▪ Trail any public health workforce tools, planning models as made available by the MOH including the development of this plan 	All	
POPAG	<ul style="list-style-type: none"> ▪ Contribute to the development of papers or projects as required around WFD needs 	Brian Pointon Theresa Thompson to keep group members informed	

TUK Objective 7 - Information, Policy and research

Description:

Collect accurate timely workforce data to inform public health workforce development

2011- 2013 Workplan Priority:

Initiative	Tasks	Responsibility	Timeframe
Resources and health information	<ul style="list-style-type: none"> ▪ Share relevant research and information as available ▪ Promote Ministry of Health information and health education resources 	Sharon Muru Billie-Jo Pomare – Lakes Health Literacy project	
BOPDHB clinical school and education centre	<ul style="list-style-type: none"> ▪ Determine any connection to our work including students and public health research projects 	Brian Pointon	
Bay Navigator	<ul style="list-style-type: none"> ▪ Interface and liaison between primary and secondary care to improve consistency and information sharing 	Anna Thurnell Kathy Grace to keep group members involved	

TUK Objective 8 - Supportive workplace cultures

Description

Nurture and develop a supportive workplace culture to achieve optimal workforce capability

2011 – 2013 Workplan Priorities:

Initiative	Tasks	Responsibility	Timeframe
Recognition	<ul style="list-style-type: none"> ▪ promote and utilise existing awards such as <ul style="list-style-type: none"> ➢ BOPDHB Innovation and Research Awards (biennial) ➢ Lakes DHB Quality and Innovation Awards (biennial) ➢ Poutiri Trust Provider awards ➢ Celebration of successes EBPHA awards 	Brian Pointon Sharon Muru Theresa Thompson Kathy Grace Anna Thurnell	1x per annum
Publication development to promote good news stories and successful initiatives	<ul style="list-style-type: none"> ▪ Explore development of 2nd Health Promotion Summaries publication based on Maori Health – Te Pae 	All	
Linking health promoters	<ul style="list-style-type: none"> ▪ Support and encourage health promotion staff to attend relevant coalitions and meetings to provide links to others in similar roles encouraging professional support 	All	
WorkWell	<ul style="list-style-type: none"> ▪ Promote health promotion agencies to utilise WorkWell ▪ Lakes engagement project support all providers to utilise WorkWell programme http://www.workwell.health.nz/workwell_home 	All Sharon Muru (Toi Te Ora WorkWell advisor Meghan Ruha)	

TUK Objective 9 - Increase the understanding of and promote careers in public health

Description:

Actively expand the understanding of public health and promote public health careers opportunities

2011 – 2013 Workplan Priorities:

Initiative	Tasks	Responsibility	Timeframe
Inzone Careers Bus	<ul style="list-style-type: none"> ▪ Support when in our region 	All	As required
Career Day Opportunities	<ul style="list-style-type: none"> ▪ group are involved in promoting public health careers at secondary school career days as able ▪ promote use of Just the Job DVD and Working for a better future – careers in Public Health booklet 	All	
Student Placement Programmes	<ul style="list-style-type: none"> ▪ share any opportunities for hosting students 	All	
KIA ORA HAUORA The Kia Ora Hauora Programme is an innovative new Māori health workforce development programme for Aotearoa/New Zealand.	The overarching goal of the Maori Health as a Career Programme is to recruit 1000 new Maori onto a health study pathway in secondary or tertiary study over the next 4 years. <ul style="list-style-type: none"> ▪ Support Kia Ora Hauora initiatives in our region 	Billie-Jo Pomare involved on regional group and will keep members updated	

Please see www.publichealthworkforce.org.nz for more information about public health, Te Uru Kahikatea (TUK), the TUK workplan or public health information and opportunities.