

Ottawa Charter

Toolkit and Implementation Planning Guide



Ottawa Charter Toolkit

Information required to support the Health Promotion Plan

Introduction

Priority Groups.

Health Goal

The aim of NCSP/BSA.

Regional Community Profile

Describe the community you serve, including regional statistics of women, in particular the priority groups, within your service region.

Rationale and Key Issues

Describe the key objectives for this period and why you have chosen them.

Service Description

Outline the overall plan of work and how it will be achieved. This could give a historical view on the work that has occurred in the past and the strategies that you will be implementing both short-term and long-term.

1 Build Healthy Public Policy

STRATEGY	ACTIONS	IMPLEMENTATION
<p>1.1 Advise and collaborate with organisations/agencies about the adoption of screening policies</p>	<ul style="list-style-type: none"> • Identify groups or organisations that have linkages with priority women to advocate the adoption and promotion of key messages eg, Māori Women’s Welfare League newsletter, Pacific media, Runanga newsletter, sports clubs • Develop strategies to influence the agendas of organisations to keep screening issues a priority 	<ul style="list-style-type: none"> • Identify appropriate groups • Make contact with groups and develop relationships • Inform the groups about key screening messages and advocate adoption by the group • Encourage the group to promote the key messages and raise awareness of the issues • Explore opportunities for ongoing awareness and support e.g. funding for use of the NCSP/BSA logo on a newsletter • Raise the profile of screening with agencies, groups and local authorities to develop screening policies for their organisations
<p>1.2 Provide evidence-based input into policy development, which is supportive and advocates for screening. i.e. Workplace, Marae, Primary Care and Community health</p> <p>Encourage workplaces to adopt “women-friendly” health practices</p>	<ul style="list-style-type: none"> • Identify workplaces or settings that employ or attract large numbers of women, especially priority women, to advocate supporting women in wellness 	<ul style="list-style-type: none"> • Identify workplaces or settings and develop relationships • Provide options on ways to support women, eg, advertising screening key messages on payslips • Facilitate workplaces to support women to access screening services during work time • Encourage marae support for screening and/or marae clinics

STRATEGY	ACTIONS	IMPLEMENTATION
<p>1.3 Promote the building of healthy public policy at a national, regional and local level which supports screening</p>	<ul style="list-style-type: none"> • Identify and participate with other groups or providers in the area of women’s health to develop submissions 	<ul style="list-style-type: none"> • Establish or participate within regional and local forums and hui representing screening eg, Pacific, Iwi, Hapū, Marae, Māori Women’s Welfare League, Women’s Forums, Primary Care networks and NGOs • Participate in and lead when appropriate, discussions on women’s health issues related to cervical screening with the aim of making submissions on relevant policy and legislation

2 Create Supportive Environment

STRATEGY	ACTIONS	IMPLEMENTATION
<p>2.1 Utilise NSU national resources to enhance the NCSP/BSA amongst priority women</p>	<ul style="list-style-type: none"> • Develop regional plans for the utilisation of promotional items and national resources as a component of health promotion strategies • Utilise promotional items and national resources appropriately within communities to reach priority women 	<ul style="list-style-type: none"> • Identify priority women • Decide how the resources or promotional items will enhance the uptake of the intended health promotion message <ul style="list-style-type: none"> – identify the resources to be used and the method of distributing them – identify the method of promotion that will maximise the uptake of key messages and national resources – identify venues and opportunities to reach priority groups – illustrate evidence or documentation on file that supports the strategy used, or change the strategy if the evaluation indicates it was not effective
<p>2.2 Support and develop strategies to ensure optimum visibility of screening-related information within the community, aligned to the principles of community development</p>	<ul style="list-style-type: none"> • Consult with women from priority groups as to what they see as the optimum way to utilise the national resources and promotional items within their communities 	<ul style="list-style-type: none"> • Identify priority women • Develop relationships with leaders and women who exhibit interest in screening • Organise focus groups • Develop strategies for the focus group ideas • Check back with the focus groups • Pilot the strategy • Illustrate evidence or documentation on file that supports the strategy used, or change the strategy if the evaluation indicates it was not effective. Discuss with the focus group to reorientate the process

STRATEGY	ACTIONS	IMPLEMENTATION
<p>2.3 Initiate press releases and publications in the written and local broadcast media using nationally-developed templates to target priority women. These must adhere to the development of additional materials/resource development protocol, NCSP Policy and Quality Standards October 2000, Chapter 3/BSA National Policy and Quality Standards 2004</p>	<ul style="list-style-type: none"> • Develop regional media plans to support health promotion strategies using radio, newsletters, newspapers and, when appropriate, television, using national templates • Ensure all media releases, advertisements and editorials are submitted to NSU for its approval 	<ul style="list-style-type: none"> • Identify target audience <ul style="list-style-type: none"> – develop focus groups to provide support and input on media strategies eg, written releases and radio programmes – consult the target audience before releasing materials • Identify opportunities to engage the media <ul style="list-style-type: none"> – identify media sources eg, Māori radio, community newspapers and iwi publications – develop ongoing relationships • Use radio <ul style="list-style-type: none"> – identify opportunities to highlight and promote key messages – use key community contacts – use key health professionals • Participate on talkback and other various programmes as appropriate • Use newspapers <ul style="list-style-type: none"> – respond when appropriate to letters or media articles about screening – when appropriate submit letters to the editor highlighting the key messages • Use television • Use and encourage television coverage, if it is appropriate, available and cost-efficient • Develop voluntary community and wider health sector members to support the delivery of key messages through the media • Identify current advocates for screening • Identify community ‘champions’ to be media spokespeople – use peer spokeswomen whenever possible • Identify resource and skill level • Provide support to implement appropriate media strategies

STRATEGY	ACTIONS	IMPLEMENTATION
<p>2.4 Support and work collaboratively with other providers on local initiatives that promote screening to priority women</p>	<ul style="list-style-type: none"> • Identify other groups that work with priority women • Ensure and support the appropriate use of resources within these groups 	<ul style="list-style-type: none"> • Identify other groups and key networks • Make contact, identify the key appropriate people and develop relationships • Introduce the national resources and promotional items and to other providers including NSU resources • Offer training in the use and purpose of the promotional items • Evaluate the effectiveness of their intervention • Offer more training if required
<p>2.5 Encourage and support public health providers and other health and community groups to raise and maintain a positive profile of screening through</p> <ul style="list-style-type: none"> • media • submissions • hui • conferences • workshops • other community forums. 	<ul style="list-style-type: none"> • Develop partnerships with other relevant organisations to encourage a consistent approach in reaching priority groups as appropriate 	<ul style="list-style-type: none"> • Identify groups eg, non-governmental organisations, Māori development organisations, Primary Health Organisations, Public Health Units and other identified service providers and act as a resource: <ul style="list-style-type: none"> – encourage, and support others to participate in media activity – identify and invite others working in screening and health promotion to workshops about: key messages, the use of the national resources and promotional items, the NSP priority groups and how other organisations can help promote screening – distribute information and resources about the NCSP/BSA

STRATEGY	ACTIONS	IMPLEMENTATION
<p>2.6 Develop formal relationships with other service providers to improve the co-ordination and delivery of screening services for priority groups eg,</p> <ul style="list-style-type: none"> • Runanga • Iwi providers • Māori Women’s Welfare League • Pacific Primary Health Providers 	<ul style="list-style-type: none"> • Initiate and maintain formal relationships with other key organisations and service providers 	<ul style="list-style-type: none"> • Initiate memoranda of understanding or other formalised documents outlining the agreed working relationship • Maintain relationships through regular meetings • Share resources and information • Implement appropriate joint ventures and strategies to improve the co-ordination and delivery of screening services • Illustrate, using evidence and documentation on file that supports the strategy used
<p>2.7 Maintain good working relationships with key health providers, including primary care providers, to ensure maximum coverage and participation rates</p>	<ul style="list-style-type: none"> • Explore opportunities for joint ventures eg, with primary care organisations, working and engaging with priority women and communities 	

3 Strengthen Community Action

STRATEGY	ACTIONS	IMPLEMENTATION
3.1 Work collaboratively with health providers, non-government organisations, community organisations and other interested groups to promote and support community action and development, especially with priority women and groups	<ul style="list-style-type: none"> • Build relationships and establish networks with organisations and community groups who work with priority women. Establish clear outcomes for joint ventures 	
3.2 Explore opportunities for collaborative relationships with appropriate communities and their leaders through partnership initiatives	<ul style="list-style-type: none"> • Work collaboratively with communities and other organisations to develop and implement strategies that promote screening to priority women 	<ul style="list-style-type: none"> • Identify key contacts and community leaders • Develop relationships • Introduce the organisations as facilitators and resource people, not project leaders • Facilitate focus groups and discussions to identify key issues and barriers to participation in screening • Develop strategies with the community to address key issues and overcome barriers • Identify the skills the community needs to achieve its goals • Facilitate and resource skill development • Support the achievement of goals • Document and evaluate the process

STRATEGY	ACTIONS	IMPLEMENTATION
<p>3.3 Support, develop and promote strategies, which ensure equitable access to services for priority groups aligned to the principles of community development</p>	<ul style="list-style-type: none"> • Facilitate community initiatives through involving the community in the development of strategies to assist in creating ownership of initiatives 	<ul style="list-style-type: none"> • Identify key contacts • Develop and facilitate meaningful relationships • Facilitate focus groups and discussions to identify key issues and barriers to participation in screening • Develop strategies with the community to address key issues and overcome barriers • Identify the skills the community needs to achieve its goals • Facilitate and resource skill development • Support the achievement of goals • Document and evaluate the process
<p>3.4 Identify and support community initiatives in developing strategies to reach priority groups i.e.</p> <ul style="list-style-type: none"> • Work with linked organisations/providers in joint ventures • Sponsorship of activities • Community development 	<ul style="list-style-type: none"> • Facilitate primary care and regional services in joint ventures to target and engage priority women; eg, the Hawkes Bay Regional Service Flaxmere Project • When appropriate, sponsor sports clubs; eg, bowls or netball • Use a community development approach to target and engage priority women in a community session; eg, the Christchurch inner city marae project, Christchurch Regional Services 	

STRATEGY	ACTIONS	IMPLEMENTATION
<p>3.5 Develop and deliver regional media campaigns (as per regional media plan) aligned to the National Media Campaign.</p> <ul style="list-style-type: none"> • Utilise Māori Radio • Utilise Pacific Radio • Utilise Māori newspaper • Utilise Pacific newspaper 	<ul style="list-style-type: none"> • (refer to Section 2.3 – media) 	<ul style="list-style-type: none"> • Use community spokespeople

4 Develop Personal Skills

STRATEGY	ACTIONS	IMPLEMENTATION
<p>4.1 Support and deliver screening awareness and education programmes to priority groups</p>	<ul style="list-style-type: none"> • Ensure education sessions are delivered to priority groups are designed to cater for the range of learning styles, and are appropriate for the intended audience 	<ul style="list-style-type: none"> • Identify priority women and groups in your region • Pursue opportunities to deliver key messages to priority women • Ensure education programmes are delivered appropriately to priority groups • Ensure education programmes involve: <ul style="list-style-type: none"> – planning to ensure they are interactive and meet all learning styles – pretesting with focus groups or advisory groups prior to delivery – NCSP/BSA key messages – evaluation of feedback collated, reviewed and outcomes implemented into future delivery and education sessions – evaluation and documentation on file that supports the strategy used.
<p>4.2 Ensure attendance and participation at</p> <ul style="list-style-type: none"> • National Pacific Screening Workers Conference • Kaimahi Hui (2 attendees) and teleconferences • Health promotion training • Pacific regional meetings and teleconferences 	<ul style="list-style-type: none"> • Prioritise attendance at the National Hui • Attend and participate in teleconferences 	

STRATEGY	ACTIONS	IMPLEMENTATION
<p>4.3 Deliver information and key messages to those who work with priority groups i.e.</p> <ul style="list-style-type: none"> • Community workers • Other educators and workers 	<ul style="list-style-type: none"> • Co-ordinate and act as a resource for other health workers' programmes that support screening programmes <ul style="list-style-type: none"> – train the trainer – whānau ora programmes – Primary Health Organisation – women's wellness 	
<p>4.4 Develop and maintain a competent workforce in both cultural and general population settings to ensure appropriate targeting of priority women</p>	<ul style="list-style-type: none"> • Encourage and support health promotion staff to attend: <ul style="list-style-type: none"> – Treaty of Waitangi training – cultural awareness training – cultural competencies training – illustrate evidence or documentation on file that supports the strategy used 	
<p>4.5 Undertake relevant education programmes specific to personal/professional individual development requirements</p>	<ul style="list-style-type: none"> • Encourage the health workforce to undertake: <ul style="list-style-type: none"> – new health promoter training when relevant – gain health promotion qualifications 	

5 Re-orient Health Services

STRATEGY	ACTIONS	IMPLEMENTATION
<p>5.1 Provide training, support and resources for health professionals delivering screening services to priority women, eg,</p> <ul style="list-style-type: none"> • The benefits and limitations of screening • In partnership and alignment with primary care initiatives/Primary Health Organisations 	<ul style="list-style-type: none"> • Identify and implement appropriate training programmes, eg, <ul style="list-style-type: none"> – working with primary care sector on screening issues for: <ul style="list-style-type: none"> Pacific peoples PHOs Māori GP services joint initiatives with primary care sector 	
<p>5.2 Health Initiatives – initiate dialogue, eg, brainstorm sessions with other key stakeholders on innovative ways to improve access and coverage for priority groups in</p> <ul style="list-style-type: none"> • Venues • Clinic settings 	<ul style="list-style-type: none"> • Work collaboratively with health professionals, the community and other key stakeholders to identify barriers to current service delivery and implement appropriate strategies to address the barriers 	

Additional planning and reporting information

Use references and supporting documents to support regional rationale and health promotion plans.

Reporting requirements

Provide a health promotion report using the template supplied by the NSU on a three monthly basis:

1. Progress to date against the Health Promotion Plan; eg, report against performance indicator which must be specific, measurable, achievable, time framed and realistic.
 - progress of the initiatives
 - problems incurred
 - the rationale for any changes in strategy and supporting evidence
 - activities undertaken in addition to the region's current Health Promotion Plan
 - outcomes from initiatives; i.e. whether a strategy involves attending meetings, especially about the outcomes and their impact.
2. Identify emergent issues and steps taken to resolve them.
3. When reporting against a performance indicator if a process or impact evaluation is available please attach to the report and document this in the reporting template.
4. Provide supporting documentation outlining expenditure against the Health Promotion Plan.

Checklist for when you have completed your Health Promotion Plan

- Do your strategies focus on priority women?
- Are your health promotion strategies and performance indicators
 - specific
 - measurable
 - achievable
 - realistic
 - timeframed
- Do you have a media plan that aligns to your Health Promotion Plan?
- Do you have a plan for the use of promotional items that aligns to your Health Promotion Plan? This plan will need to include what, how many and how the promotional items are to be used. This will help you order what you need and ensure appropriate use of the NCSP/BSA promotional items.
- Have you read the NCSP Operational Policy and Quality Standards Chapter 3 and Appendix 7 and the BSA National Policy and Quality Standards and ensured that all steps have been taken to adhere to the national protocol when developing additional materials?
- Do your regional initiatives and performance indicators align to the service description?
- Has your plan been developed in partnership with local and regional stakeholders? This partnership gains support and collaboration from stakeholders of the plans implementation.



Implementation Planning Guide: Ottawa Charter Toolkit

1 Build Healthy Public Policy

STRATEGY	ACTIONS
<p>1.1 Advise and collaborate with organisations/agencies about the adoption of screening policies</p>	<p><i>What organisations in your area could promote key messages to priority women?</i></p> <p><i>What work needs to occur to encourage these organisations to adopt screening messages and advocate them through internal policies?</i></p> <p><i>What sort of policy would you want these organisations to develop about these key messages?</i></p> <p><i>How can you resource and support those organisations to do this?</i></p> <p><i>What ongoing maintenance, resourcing and support would be required once these organisations have developed and implemented their policies?</i></p> <p><i>What is the anticipated affect of these policies on priority women?</i></p>
<p>1.2 Provide evidence-based input into policy development, which is supportive and advocates for screening. i.e. Workplace, Marae, Primary Care and Community health</p> <ul style="list-style-type: none"> • Encourage workplaces to adopt “women-friendly” health practises 	<p><i>What information or evidence do you require for dissemination?</i></p> <p><i>How will this information or evidence be communicated to the identified organisations?</i></p> <p><i>How will this communication strategy encourage policy formation and behavioural change in the identified organisations?</i></p> <p><i>How will this strategy benefit priority women?</i></p> <p><i>Which workplaces in your region employ priority women?</i></p> <p><i>What sort of policy and health practices do you want them to develop?</i></p> <p><i>How can you resource and support organisations to do this?</i></p> <p><i>What options can you suggest for policy or improved health practices?</i></p> <p><i>What ongoing maintenance, resourcing and support would be required once the identified organisations have developed and implemented their policies and practices?</i></p> <p><i>What is the anticipated affect of these changes on priority women – positive and negative?</i></p> <p><i>How can you eliminate the negative effects of this programme on priority women?</i></p>



1 Build Healthy Public Policy continued

STRATEGY	ACTIONS
1.3 Promote the building of health public policy at a national, regional and local level which supports screening	<p><i>What systems does the organisation have to identify issues requiring a response?</i></p> <p><i>How is information accessed to include in submissions?</i></p> <p><i>What is the process for writing and submitting responses?</i></p> <p><i>Who is involved in this process?</i></p> <p><i>How is this process reported against?</i></p> <p><i>How will you involve other organisations in this process?</i></p> <p><i>Have you identified local organisations that will want to be involved in the submission process?</i></p> <p><i>What processes are in place for mobilising, informing and supporting these organisations to participate?</i></p>



2 Create Supportive Environment

STRATEGY	ACTIONS
2.1 Utilise NSU national resources and promotional items to enhance the NCSP/BSA amongst priority women	<p><i>How are you delivering or using screening information and promotional items?</i></p> <p><i>How are you ensuring resources are targeted to priority women?</i></p> <p><i>Is resource use planned or does it happen in an ad hoc way?</i></p> <p><i>Develop a year's plan for using screening resources and promotional items to ensure they are used effectively and strategically to target and strengthen the populations of priority women. When developing the plan consider:</i></p> <p><i>How will the resources or promotional items enhance the uptake of the health promotion message?</i></p> <p><i>How will you identify the resources to be used and the method of distributing them?</i></p> <p><i>How will you identify the method of promotion that will maximise the uptake of key messages and national resources?</i></p> <p><i>How will you identify venues and opportunities to reach priority groups?</i></p> <p><i>How will you evaluate the strategies used and change the strategies if they are not effective?</i></p>
2.2 Support and develop strategies to ensure optimum visibility of screening-related information within the community, aligned to the principles of community development	<p><i>Who generally initiates updating screening resources in organisations to which you supply resources – you or the organisation?</i></p> <p><i>What strategies could you use to encourage organisations to take more ownership and be more proactive to this process?</i></p> <p><i>What strategies could you use to encourage priority women to develop processes to use and disseminate screening resources?</i></p>



2 Create Supportive Environment continued

STRATEGY	ACTIONS
<p>2.3 Initiate press releases and publications in the written and local broadcast media using nationally-developed templates to target priority women. These must adhere to the development of additional materials/resource development protocol, NCSP Policy and Quality Standards October 2000. Chapter 3/BSA National Policy and Quality Standards</p> <p>Develop and deliver regional media campaigns (as per regional media plan) aligned to the National Media Campaign</p> <ul style="list-style-type: none"> • Utilise Māori Radio • Utilise Pacific Radio • Utilise Māori newspaper • Utilise Pacific newspaper 	<p><i>Do you have a regional media plan, for the year, to support health promotion strategies?</i></p> <p><i>Does this plan relate to:</i></p> <ul style="list-style-type: none"> • <i>the year's planned events</i> • <i>local responses to national promotions</i> • <i>local community promotions and initiatives</i> • <i>joint initiatives with other providers?</i> <p><i>Does the plan use radio, newsletters, newspapers, letters to the editor and, when appropriate, television?</i></p> <p><i>Does the plan use the national media templates?</i></p> <p><i>Does the plan incorporate the use of 'screening champions' – people from the community who are willing to become supportive spokespeople – eg, influential local community, business, health and local government leaders, women from the priority groups, the family/whānau of the priority groups?</i></p> <p><i>Do you have a process to ensure all media releases, advertisements and editorials are submitted to NSU for its approval?</i></p> <p><i>Have you used focus groups to provide support and input on media strategies eg, to write releases or participate in radio programmes?</i></p>
<p>2.4 Support and work collaboratively with other providers on local initiatives that promote screening to priority women</p>	<p><i>Which other providers are working with NSU priority women?</i></p> <p><i>Have you thought laterally about other providers, eg, local community, business, health, Non-Government Organisations, Māori, Pacific, Primary Health Organisation and local government organisations?</i></p> <p><i>How do the screening programmes align with the aims of these organisations?</i></p> <p><i>What initiatives can you suggest that meet the aims of both organisations?</i></p> <p><i>What needs to occur for joint initiatives to be developed?</i></p>



2 Create Supportive Environment continued

STRATEGY	ACTIONS
<p>2.5 Encourage and support public health providers and other health and community groups to raise and maintain a positive profile of screening through</p> <ul style="list-style-type: none"> • media • submissions • hui • conferences • workshops • other community forums 	<p><i>Which organisations in your region can contribute to raising the profile and awareness of screening?</i></p> <p><i>What strategies are most appropriate for each organisation to use?</i></p> <p><i>How will you support and resource these organisations to raise and maintain a positive screening profile?</i></p> <p><i>How will you ensure this process can continue without health promoters having to do the work within the contributing organisations?</i></p>
<p>2.6 Develop formal relationships with other service providers to improve the co-ordination and delivery of screening services for priority groups eg,</p> <ul style="list-style-type: none"> • Runanga • Iwi providers • Māori Women’s Welfare League • Pacific Primary Health Providers 	<p><i>Which organisations in your region provide or can potentially provide screening services to priority women?</i></p> <p><i>What needs to occur for the development of formal relationships?</i></p> <p><i>What kind of formal relationship is most appropriate for each organisation?</i></p> <p><i>Which staff members in your organisation and the contributing organisation need to be involved in the relationship development and resulting documentation?</i></p> <p><i>What ongoing communication is needed to maintain these relationships?</i></p> <p><i>What joint ventures or initiatives could result from these relationships?</i></p>



2 Create Supportive Environment continued

STRATEGY	ACTIONS
2.7 Maintain good working relationships with key health providers, including primary care providers, to ensure maximum coverage and participation rates.	<p><i>Have you identified the providers in your region who contribute to maximising coverage and participation?</i></p> <p><i>Do you have relationships with these organisations?</i></p> <p><i>If not, what is needed to develop positive, constructive relationships?</i></p> <p><i>How will you ensure the organisations feel supported to encourage screening among priority women?</i></p>



3 Strengthen Community Action

STRATEGY	ACTIONS
<p>3.1 Work collaboratively with health providers, non-government organisations, community organisations and other interested groups to promote and support community action and development, especially with priority women and groups</p>	<p><i>What barriers to hearing and responding to screening messages have been identified by the organisations with which you work?</i></p> <p><i>If you do not have up-to-date information about this, how will you gain this information?</i></p> <p><i>Once the barriers to service provision and access have been identified, how will you work with these organisations to develop strategies for overcoming the identified barriers?</i></p> <p><i>How will these strategies be implemented?</i></p> <p><i>What role do health promotion staff have in a community development model of barrier identification and strategy development and implementation?</i></p> <p><i>What professional relationships need to be developed to overcome the identified barriers?</i></p>
<p>3.2 Explore opportunities for collaborative relationships with appropriate communities and their leaders through partnership initiatives</p>	<p><i>What barriers to screening have community groups and leaders identified?</i></p> <p><i>If you do not have up-to-date information about this, how will you gain this information?</i></p> <p><i>Once the barriers to screening, service provision and access have been identified, how will you work with priority women to develop strategies to overcome the identified barriers?</i></p> <p><i>What skill development is required to ensure the strategy's successful implementation?</i></p> <p><i>How will these strategies be implemented?</i></p> <p><i>What role do health promotion staff have in a community development model of barrier identification and strategy development and implementation?</i></p> <p><i>What professional relationships need to be developed to overcome the identified barriers?</i></p>



3 Strengthen Community Action continued

STRATEGY	ACTIONS
<p>3.3 Support, develop and promote strategies, which ensure equitable access to services for priority groups, aligned to the principles of community development</p>	<p><i>What barriers to accessing service have priority women identified?</i></p> <p><i>If you do not have up-to-date information about this, how will you gain this information?</i></p> <p><i>Once the barriers to service and access have been identified, how will you work with priority women to develop their strategies to overcome the identified barriers?</i></p> <p><i>What skill development is required to ensure the strategies' successful implementation?</i></p> <p><i>How will these strategies be implemented?</i></p> <p><i>What role do health promotion staff have in a community development model of barrier identification and strategy development and implementation?</i></p> <p><i>What professional relationships need to be developed to overcome the identified barriers?</i></p>
<p>3.4 Identify and support community initiatives in developing strategies to reach priority groups; eg,</p> <p>Work with linked organisations/providers in joint ventures, for example:</p> <ul style="list-style-type: none"> • Sponsorship of activities • Community development 	<p><i>What barriers to hearing and responding to screening messages have priority women identified?</i></p> <p><i>If you do not have up-to-date information about this, how will you gain this information?</i></p> <p><i>Once the barriers have been identified, how will you work with priority women to develop their strategies for overcoming the identified barriers?</i></p> <p><i>What skill development is required to ensure the strategies' successful implementation?</i></p> <p><i>How will these strategies be implemented?</i></p> <p><i>What role do health promotion staff have in a community development model of barrier identification and strategy development and implementation?</i></p> <p><i>What professional relationships need to be developed to overcome these identified barriers?</i></p>



4 Develop Personal Skills

STRATEGY	ACTIONS
4.1 Support and deliver screening awareness and education programmes to priority groups	<p><i>Where do education sessions fit into your overall health promotion strategy?</i></p> <p><i>What is the rationale for delivering education sessions?</i></p> <p><i>What process will be used to ensure that education sessions are used to reach priority women?</i></p> <p><i>What skills and resources are required to enable effective delivery of education sessions to priority women?</i></p> <p><i>Who are the most appropriate people to deliver the sessions?</i></p> <p><i>Are the sessions interactive and designed to meet a range of learning styles?</i></p> <p><i>What planning and evaluations tools will be used to design and evaluate the sessions?</i></p> <p><i>How will changes be made to reflect the evaluations?</i></p>
4.2 Ensure attendance and participation at NSU-sponsored health promotion, Māori and Pacific networking meetings, teleconferences and training	<p><i>What priority does NSU staff development and peer networking and support have in the organisation?</i></p> <p><i>Does the organisation support staff development? If not, what has to occur to enable health promoters to participate in NSU networking and staff development opportunities?</i></p>



4 Develop Personal Skills continued

STRATEGY	ACTIONS
<p>4.3 Deliver information and key messages to those who work with priority groups, eg,</p> <ul style="list-style-type: none">• Community workers• Other educators and workers	<p><i>Where does provider development fit into your overall health promotion strategy?</i></p> <p><i>What is the rationale for provider development?</i></p> <p><i>How do you identify the organisations that are most appropriate and effective to work with to enhance the wellbeing and participation of priority women?</i></p> <p><i>What process will be used to ensure that provider development sessions are used to reach the most appropriate providers?</i></p> <p><i>What skills and resources are required to enable effective delivery of provider development sessions to priority women?</i></p> <p><i>Who are the most appropriate people to deliver the sessions?</i></p> <p><i>Are the sessions interactive and designed to meet a range of learning styles?</i></p> <p><i>What planning and evaluations tools will be used to design and evaluate the sessions?</i></p> <p><i>How will changes be made to reflect the evaluations?</i></p> <p><i>How will the provider development sessions benefit priority women?</i></p>



4 Develop Personal Skills continued

STRATEGY	ACTIONS
4.4 Develop and maintain a competent workforce in both ethnic and general population settings to ensure appropriate targeting of priority women	<p><i>What priority does staff development and peer networking and support have in the organisation?</i></p> <p><i>Does the organisation support staff development? If not, what has to occur to enable health promoters to participate in networking and staff development opportunities?</i></p> <p><i>How will appropriate staff development opportunities be identified?</i></p> <p><i>Are the Health Promotion Forum or similar competencies being used within the organisation to identify staff expertise and training opportunities?</i></p> <p><i>What process is used within the organisation to identify appropriate training opportunities?</i></p> <p><i>Is cultural competency a training priority within the organisation? If not, what needs to happen for it to occur?</i></p>
4.5 Undertake relevant education programmes specific to personal/professional individual development requirements	<p><i>Are the health promotion staff in the organisation encouraged and supported to gain health promotion qualifications?</i></p>



5 Re-orient Health Services

STRATEGY	ACTIONS
<p>5.1 If appropriate, provide training, support and resources for health professionals delivering screening services to priority women, eg,</p> <ul style="list-style-type: none"> • The benefits and limitations of screening • In partnership and alignment with primary care initiatives/Primary Health Organisations 	<p><i>Where does provider development fit into your overall health promotion strategy?</i></p> <p><i>What is the rationale for provider development?</i></p> <p><i>What process will be used to ensure provider development sessions are used to reach the most appropriate providers?</i></p> <p><i>What skills and resources are required to enable the effective delivery of provider development sessions to priority women?</i></p> <p><i>How will these skills be developed?</i></p> <p><i>Who are the most appropriate people to deliver the sessions?</i></p> <p><i>Are the sessions interactive and designed to meet a range of learning styles?</i></p> <p><i>What planning and evaluations tools will be used to design and evaluate the sessions?</i></p> <p><i>How will changes be made to reflect the evaluations?</i></p> <p><i>How will the provider development sessions benefit priority women?</i></p>
<p>5.2 Health Initiatives – initiate dialogue, eg, brainstorm sessions with other key stakeholders on innovative ways to improve access and coverage for priority groups in</p> <ul style="list-style-type: none"> • Venues • Clinic settings 	<p><i>What barriers to hearing and responding to screening messages have been identified by the organisations with which you work? If you do not have up-to-date information about this, how will you gain this information?</i></p> <p><i>Once the barriers have been identified, how will you work with these organisations to develop their strategies to overcome the identified barriers?</i></p> <p><i>How will these strategies be implemented?</i></p> <p><i>What role do health promotion staff have in a community development model of barrier identification and strategy development and implementation?</i></p> <p><i>What professional relationships need to be developed to overcome these identified barriers?</i></p>