PARTNERSHIP IN DELIVERING HEALTH MESSAGES TO PACIFIC PEOPLES

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PARTNERSHIP BETWEEN

Capital Coast District Health Board (CCDHB) & Catalyst Pacific Ltd Samoa Capital Radio

Provide targeted health messages through structured programming in Pacific languages on radio

CCDHB & Health Services Research Centre, Victoria University of Wellington

Evaluate whether the delivery of radio health messages in Pacific languages have improved Pacific peoples knowledge of health
OBJECTIVES OF THE SERVICE

* To deliver quality health promotion information to local Pacific communities through radio programming, in line with local, regional and national health promotion programmes
* To promote messages about nutrition and physical activity to Pacific communities, in alignment with national HEHA strategy
* To provide opportunities for the Pacific population within the C&CDHB district to relay issues and concerns regarding health services
* To engage with Pacific communities to develop a communication programme that will respond the needs of the community
* To provide the Pacific community with key information regarding any potential changes to the health system
FOCUSED

- Implementation - how?
- Outcome – what?
- Improvement – what?
FINDINGS

- All stakeholders were engaged with the project implementation.
- Promotion of health messages across 7 Pacific groups were aligned with local and national events such as meningococcal messages.
- Most people interviewed found health information useful for the whole family.
- The delivery of health programmes in Pacific languages enhances health knowledge that impact on healthy lifestyle behaviour.
As a result of the programme for Pacific people:

- **Lifestyle changes from unhealthy to healthy**
  - e.g. exercise, drink water, reduced meal portions
- **Change of attitude when hosting community feasts**
  - e.g. more healthy food choices
- **Increase in Pacific people’s health awareness by strengthening collaboration with health professionals**
EFFECTIVE & SUCCESSFUL PARTNERSHIP

* Increase Pacific people’s awareness and behavioural changes to healthy eating and exercise
* Enhance relationship between Pacific researchers who speak the language of their own communities and have the skills to demonstrate the principles of conducting Pacific research
* Funder and provider promote Pacific language for radio programmes to deliver health messages to Pacific people
* Having researchers speaking the language has implications for best practice that could adapted by other indigenous groups
CONCLUSION

* Responding to community characteristics with appropriate messages and delivery modes result in real partnerships that are effective
ACKNOWLEDGEMENT

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