

PARTNERSHIP IN DELIVERING HEALTH MESSAGES TO PACIFIC PEOPLES

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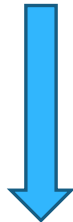
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PARTNERSHIP BETWEEN

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**

OUTCOME

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 be adapted by other indigenous groups**

CONCLUSION

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

ACKNOWLEDGEMENT

HEALTH SERVICES RESEARCH CENTRE

School of Government

Victoria University of Wellington

Capital Coast District Health Board

Pacific Communities

Samoa Capital Radio & Catalyst Pacific Ltd