

BRIEFING

SUBJECT Briefing for Incoming Minister of Health 2017
DATE 7 November 2017
ATTENTION Hon Dr David Clark, Minister of Health

PURPOSE

This paper provides the incoming Minister of Health with brief information about the Health Promotion Agency (HPA) and its work. HPA's [Statement of Intent 2017-2021](#) and [Statement of Performance Expectations 2017/18](#) supplement this briefing.

ABOUT HPA

HPA is a Crown entity established on 1 July 2012 under the New Zealand Public Health and Disability Act 2000 (the Act). Its predecessor organisations were the Alcohol Advisory Council of New Zealand and the Health Sponsorship Council. HPA is governed by a seven member Board appointed by the Minister of Health. It is funded from Vote Health (including from part of the problem gambling levy) and from the levy on alcohol produced or imported for sale in New Zealand.

It is an adaptable, results-focused organisation that provides evidence-based programmes of work directed to priority populations and often includes digitally-enabled solutions.

WHAT HPA DOES AND WHY

HPA is committed to inspiring New Zealanders to lead healthier lives so that we, as a country, experience better health and wellbeing and less harm, injury and disease, contributing actively to the New Zealand Health Strategy. HPA does this by enabling people to be more aware, motivated and able to improve and protect their own and their family's health and wellbeing.

The scope of HPA's work is guided by the statutory functions outlined in the Act. HPA's overall function is to lead and support activities to:

- promote health and wellbeing and encourage healthy lifestyles
- prevent disease, illness and injury
- enable environments which support health, wellbeing and healthy lifestyles
- reduce personal, social and economic harm.

It also has alcohol-specific functions to:

- give advice and make recommendations to government, government agencies, industry, non-government bodies, communities, health professionals and others on the sale, supply, consumption, misuse and harm of alcohol as those matters relate to HPA's general functions
- undertake, or work with others, to research alcohol use and public attitudes to alcohol in New Zealand and problems associated with, or consequent on, alcohol misuse.

HPA's work contributes to achieving its statutory functions and to the Government's priorities and direction in health initiatives and strategies. Topic areas covered in our current work programme are:

- alcohol
- mental health and wellbeing
- tobacco control
- minimising gambling harm
- skin cancer prevention
- nutrition and physical activity
- immunisation.

HPA also manages the Ministry of Health's health education catalogue and undertakes one-off projects with the Ministry of Health on other topics, such as the recent oral health and stroke campaigns.

Work is delivered using a range of strategies including:

- marketing and communications activities
- providing audience-focused tools and resources
- supporting and partnering with community-based initiatives and others
- working to help ensure that key environments protect rather than hinder health and wellbeing, such as alcohol drinking environments and workplaces
- providing advice and, for alcohol, contributing to policy processes
- undertaking research.

THE WAY WE WORK

Supporting current and future Government initiatives

HPA is uniquely placed as a Crown entity with considerable expertise to lead and deliver evidence-based health promotion initiatives. The focus of HPA's work is early investment in people's lives, to improve and protect their health and wellbeing to reduce future long-term impacts, taking into account populations with higher needs.

The mental health initiatives of [National Depression Initiative \(NDI\)](#) and the [Like Minds, Like Mine \(LMLM\)](#) programme are examples of initiatives that HPA delivers. Both are successful programmes

that have been in place for some years but have recently been refreshed, including programme websites and digital tools. The NDI initiative now better meets the needs of its target groups, in particular young people, Māori, Pacific people, and deaf users. Community projects under the LMLM initiative recently have been refocused to ensure improved reach and impact.

Another HPA initiative focuses on supporting and motivating families to make informed and healthier food choices and be more active, so children achieve and maintain a healthy weight. This initiative involves a campaign that used television commercials supported by radio, print, online banners and social media activities. It is complemented with tools and resources for use by health and community organisations.

In skin cancer prevention HPA has led the development of the sector-wide [Skin Cancer Prevention and Early Intervention Strategy](#) and is also the lead government agency in its implementation.

Other HPA work directly supports the implementation of Government strategies, such as work on alcohol-free pregnancies to support the Fetal Alcohol Spectrum Disorder Action Plan and work for the Ministry of Health to support them in the designs of standardised packaging of tobacco products.

Working in partnership and collaboration with others

HPA is well connected, with excellent working relationships with a large number of organisations, across sectors and communities, in a range of environments and settings. These include: other central government agencies; territorial authorities; education sector agencies; community organisations; iwi and Māori health providers; Pacific health providers; health non-government agencies; the media; and businesses and industry organisations.

The breadth of our connections with stakeholders enables us to be flexible and effective in how we partner with others to achieve shared objectives, to ensure consistent messages, and to enable communities to develop solutions that work for them.

Some of our partnerships are formalised, such with the Ministry of Health. Both organisations work together to plan, share, and implement joint initiatives and outcomes. Joint work is undertaken at a range of levels. For example, both agencies are on the joint governance group for the mental health programmes – the National Depression Initiative and Like Minds, Like Mine. HPA is also actively involved in the development of Ministry of Health-led work on a new mental health and addictions strategy.

Another example is HPA's work with Homecare Medical, the Ministry of Health and the Accident Compensation Corporation (ACC) on the National Telehealth Service (NTS) that includes several helplines. The service is delivered by Homecare Medical and co-funded by the other three organisations. HPA funds the alcohol component of NTS from our alcohol levy funding. Homecare Medical and the funder organisations work together to market and promote the range of NTS services. HPA has a major role in this work and also develops, delivers and manages national support tools and resources for consumers and concerned others that complement the NTS.

Using digital technologies

Many of HPA's marketing and communication activities, tools, and resources use digital technologies to promote positive behaviour change and to provide advice, information and research to stakeholders. In an increasingly digital society, HPA is continually looking at new innovative ways to improve its digital technology capacity to communicate, in particular to young people.

An example is HPA's largely social media-based campaign [Don't Know? Don't Drink](#) that aims to communicate a key message to the target audience of young women to not drink alcohol if they think they could be or are pregnant. This campaign has evaluated well as being effective in reaching young women.

Another example of using digital technology to communicate messages is a recent HPA trial of using geo-targeted messaging to mobile phones that targets people at gambling venues. People who checked news stories on their mobiles while at a venue were provided with timely harm minimisation messages.

Undertaking and using research

HPA is able to draw on research to inform our work including research HPA undertakes, works in partnership with others to undertake or commissions.

An example of how HPA uses a range of research methods to inform our work is in the development of the recently launched new phase of our smokefree marketing campaign – ['Stop Before You Start'](#). The campaign's target audience of Māori and Pacific young adults were involved in research and also in co-designing the campaign. Research included: an evaluation of the first phase of the campaign (2014-2017); media consumption research; formative research; concept testing; and a baseline benchmark survey to understand existing attitudes and behaviours prior to the campaign. A post-campaign survey is planned to measure the effectiveness of the campaign.

Data from HPA's national surveys - the New Zealand Smoking Monitor, the Youth Insights Survey, and the Health and Lifestyle Survey (HLS) - was also used to inform the campaign development. These surveys along with HPA's Attitudes and Behaviour towards Alcohol Survey, New Zealand Mental Health Monitor and Sun Exposure Survey are used to inform and monitor other HPA programme areas. They are also used to monitor Ministry of Health strategies and health programmes.

Commissioned research is mostly alcohol-related and is often used to inform policy work. For example, the findings from HPA-commissioned research on consumer awareness and understanding alcohol pregnancy warning labels was used to inform New Zealand and Australian food standards policy work on alcohol pregnancy warning labels on alcoholic drinks.

Supporting communities and settings

HPA provides support and resources for activities and projects that promote health and wellbeing within communities and in settings, such as workplaces and licenced venues. Many of our activities are directed at priority populations, in particular young people, Māori and Pacific people. Often

activities support our national campaigns and programmes, especially in the areas of minimising gambling harm, alcohol, tobacco control, mental health, and skin cancer prevention.

An example is our tobacco control work to support community-based smokefree initiatives. Over the past year, HPA has supported a newly established stop smoking service that works with Māori women and is delivered by Tipu Ora in Rotorua. HPA has provide marketing and research expertise which has enabled the service to better promote smart, effective and targeted messages to the women they are engaging with at a local level. This service and the insights gained from research with the women will help demonstrate good practice for other community-based stop smoking services, as well as inform HPA's future resource and campaign work.

HPA also works in the area of workplace health and wellbeing. Our [wellplace.nz website](#) provides a range of information to support employers to provide a healthy workplace for workers. Another recent initiative is the Five Ways to Wellbeing at Work Toolkit developed in partnership with the Mental Health Foundation. This online toolkit has fact sheets, tips, tools and templates to make it easy for workplaces to support people to build the five simple wellbeing - connect, be active, keep learning, give and take notice - into their daily lives.

HPA also has initiatives that help staff working in pubs and clubs to meet gaming and alcohol host responsibility obligations to create a safer environment for their customers. HPA has worked with the Department of Internal Affairs and the Ministry of Health to co-design a [best practice training package for gaming machine societies](#) and venues that has been rolled out nationwide. HPA has also developed an [online e-learning tool for sellers and suppliers of alcohol](#). The training is tailored to meet the needs of sellers in off-licensed premises and servers of alcohol in on-licensed settings.

Providing alcohol-related advice and support

HPA's alcohol-specific functions, and an additional clause in the Act allowing HPA more autonomy for its alcohol-related work, mean that HPA has a broader scope and mandate for this work than other topic areas. This broader mandate enables HPA to provide national alcohol-related advice and guidance on a wide range of aspects of alcohol and to support and to participate in local and central government interagency policy processes. Current policy input includes contributing to the refresh of the national drug policy and to alcohol labelling policy work, and providing submissions on territorial authorities' local alcohol policies.

HPA is also one of the lead agencies ensuring the successful operation of the Sale and Supply of Alcohol Act 2012 (SSAA). HPA provides advice, resources, tools and training for licensed premises and events where alcohol is sold and supports agencies responsible for the administration of SSAA. This support includes providing advice, facilitating and participating in steering groups that enable collaborative work with industry, local and central government agencies, non-government organisations and communities.

Other alcohol work involves providing marketing campaigns, online information for the general public, and resources, tools and support for use by community organisations and by health, social and justice and education services.

FURTHER INFORMATION

In summary, HPA is a flexible and adaptable organisation that is well placed to deliver a range of programmes across many key government health priorities areas. HPA is positioned to deliver results that are evidence-based, often digitally-enabled, and produced collaboratively with a wide range of organisations.

HPA is able to provide information either in written form or in its meetings with you on any aspects of its work. We look forward to working with you in the future.



Clive Nelson
Chief Executive



Dr Lee Mathias
Chairman