
Chapter 3 – Providing a Health Promotion Service

Health Promotion Resources

Introduction Accuracy and consistency of information and key messages are vital to the success of a screening programme. The provision of high quality resources, therefore, will be an essential part of the NCSP.

Standard 301 **Providers will utilise the NCSP resources and key messages as the basis for their own strategies and materials, and ensure their own messages, written and verbal, are consistent with the key messages.**

National resources The resources currently in use in the NCSP are listed in the Ministry of Health’s Health Education Resources Catalogue.

Revising the national resources A revised set of national resources has been developed using internationally recognised, culturally appropriate health education protocols as outlined in

- “Do We Really Need this Resource”, Ministry of Health (1997)
- “He Tatai i te Ara”, Ministry of Health (1997)
- “Pacific People’s Health Education Guidelines”, Ministry of Health (1997).

Promotional items A set of promotional items has been developed for the NCSP. NCSP providers are required to use these items in promotional situations.

Providers may wish to produce additional items. These must be produced according to the National Guidelines for Health Education Resource Development in New Zealand (June 2002)³.

A list of items and ordering details is in the NCSP Visual Identity Guide.

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³ Available from Ministry of Health website – Booklet ISBN 0-478-27058-5