PASIFIKA YOUTH EMPOWERMENT PROGRAMME
Y E P
STUDY OBJECTIVES

• **Framework:** Social Change Model of Leadership

• **Overall goal:** Develop a pool of young Pasifika health leaders, in the community, to influence the mind-set and behaviours of their community to lead healthier lives

• **Objectives:**
  1. Build their knowledge and understanding of the key issues of health and obesity
  2. Develop their skills and capacity to transform important and relevant issues into actionable knowledge
EMPOWERMENT OBJECTIVES

• Activating communities into healthier lives and action

• Advance awareness and public health knowledge

• Enhance self-esteem & confident young health advocates

• Build and implement action-plans: prevention and intervention projects
YEP PROGRAMME: SWEET 16 MODULES

Building knowledge and skills
- Safe Space
- Challenge Zone
- Leadership Wheel
- Root Cause
- Navigating the Supermarket
- Community Cooking

Knowledge transfer
- Gift + Issue = Change
- S.M.A.R.T Goals
- Action Plans
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Based on Baum and associates - Social Change Model

Questionnaire based activity to determine key strengths and weaknesses

Premise: Leadership is a process and changes according to contexts
  • Explores the qualities of leadership
  • Based on collaborative scenarios

Four types:
  - Warrior
  - Nurturer
  - Visionary
  - Critical Thinker
### YEP MODULES: LEADERSHIP WHEEL

<table>
<thead>
<tr>
<th>Type</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurturer</td>
<td>Collaborator and team player. Supportive, loyal, friendly and trusting.</td>
<td>Overly concerned about others thoughts. Can be a pushover.</td>
</tr>
<tr>
<td>Visionary</td>
<td>Creative, innovative and intuitive. Big picture thinker. Optimistic.</td>
<td>Not good with detail or follow through. Can be impractical.</td>
</tr>
</tbody>
</table>
- **Purpose**: to understand the obesity issue from a Pasifika perspective.

- Break down Pasifika health issues into the more **obvious and visible** problems and the **deeper root** causes of the issues

- Uses the **analogy of a tree** to analyse the issue. The **tree comprises of three parts**
# Root Cause Analyses

<table>
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<th>Tree part</th>
<th>Description</th>
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<td>Leaves/Branches</td>
<td>Visible problems and consequences</td>
</tr>
<tr>
<td>Trunk</td>
<td>Supporting problems</td>
</tr>
<tr>
<td>Roots</td>
<td>Deepest unseen causes</td>
</tr>
</tbody>
</table>

- **Roots**: Deepest unseen causes
- **Trunk**: Supporting problems
- **Leaves/Branches**: Visible problems and consequences

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**Diagram**

- **Leaves/Branches**: Lack of social support, lack of care, no money (political level), lack of exercise
- **Trunk**: Obesity, health related issues, diabetes, depression, gout
- **Roots**: Lack of education, food tax, lack of care, no money (political level), lack of exercise

**Break the Cycle**

- Lack of family
- Lack of sleep
- Culture: a way of life
<table>
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<tr>
<th>Tree part</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaves/Branches. (Visible issues)</strong></td>
<td>Obesity (Child and Adult) Diabetes, Gout, Renal failure and heart disease. Stress.</td>
</tr>
</tbody>
</table>
# YEP MODULE: NAVIGATING A GROCERY STORE

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Power Couple</td>
<td>$200 for the work week. 2 People. Lunch is paid for by work</td>
</tr>
<tr>
<td>On big happy family</td>
<td>$250 for the work week. 1 Grandparent, 3 kids, 1 baby, Cousins on ad-hoc basis.</td>
</tr>
</tbody>
</table>
YEP MODULES : COMMUNITY COOKING 101
- Participants identify and utilize their skills or gifts.

- Participants find an issue they are passionate about (based on the Root Cause Analyses module).

- The participants then form action plans to make a positive change in their communities.
**YEP MODULES : GIFT + ISSUE = CHANGE**

<table>
<thead>
<tr>
<th>Roles</th>
<th>Who will do what?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsibilities</td>
<td>What needs to be done and managed?</td>
</tr>
<tr>
<td>Allies</td>
<td>Who can help us?</td>
</tr>
<tr>
<td>Resources</td>
<td>What resources do we have? (e.g. time or money)</td>
</tr>
<tr>
<td>Challenges</td>
<td>What possible pitfalls or challenges are there?</td>
</tr>
<tr>
<td>Possible Solutions</td>
<td>Is there more than one solution?</td>
</tr>
<tr>
<td>Timeline</td>
<td>When will things be done by?</td>
</tr>
</tbody>
</table>
YEP OUTCOMES: PILLARS OF SOCIAL CHANGE

- Awareness
- Behavioural Change
- Fundraising
- Political Change
ENGAGED HIGH LEVEL DISCUSSION WITH SAMOAN AMBASSADOR
The group initially chose three issues they were passionate about and wanted to explore

- Lack of education
- Lack of exercise
- Poor diet
YEP MODULES: ACTION PLANNING

- The group initially chose three issues they were passionate about and wanted to explore

- Lack of education

- Lack of exercise

- Poor diet
2 Action Plans
ACTION PLAN #1: CHURCH-BASED YEP

**Why?** Lack of education identified as a ‘root cause’ of obesity

**How?** Youth consulted with their church elders about YEP

They created 2 new educational modules to add to the YEP:
- Physical activity module
- Heart health

**Where?** Leveraging of existing church youth group sessions
Propose a 10 week programme
**Mission Statement**

“We are a group of young Pasifika people who are wanting to make a positive change in our community. AI IA E OLA stems from the Pasifika YEP run by Massey University. We aim to raise awareness on nutrition amongst our Pacific Community and for people to start thinking about the effects of poor diet. As Pasifika people we recognise that there are many different ways we prepare and consume our foods and that we have different understandings and face a wide range of challenges in maintaining and sustaining our health. We acknowledge that health is an integral part of our lives and that we must eat to live not live to eat. We are part of the social media community where we want to create a safe space to support each other on our journey to improve our health. We are eating ourselves to death and we challenge you to be an agent of change to be the change you want to see.

AI IA E OLA - Eat to live.”
Circle represents a new cycle we are trying to create within our community

Colours Green = life
Silver = hope

Spoon & knife = tools we use to eat

Life = new life and nurturing lifestyle
SOCIAL CHANGE PILLAR: BEHAVIOURAL CHANGE

Raise awareness campaign:
- social media - Facebook
- T-Shirts
Facebook account AI IA E OLA
-Eat To Live #YEP (launched in June)

- The social media campaign started with ‘Jumpstart June’ & featured daily diet tips on Facebook
- Professor Cliona Ni Mhurchu (University of Auckland) advises on nutrition and the daily diet tips
ACKNOWLEDGEMENTS

• YEP Participants
• Our families and friends for support and encouragement of the YEP project
• Danielle Prapavassis & Mischa Hamara: Co-Directors, Seed-by-Seed, Canada
• The NZ Health Research Council – Fellowship Grant
• The MURF Grant – Mobile-mentaries work with Dr Max
Welcome to the Pasifika Youth Empowerment Programme!!