



Action Project Reference: 36-03

Organisation: Ministry of Health & Medical Services- Wellness Fiji

Action Project Proposal:

## “Complete market research for Wellness Fiji”

### Who Is The Ministry of Health & Medical Services?

The Ministry of Health & Medical Services (MoHMS) is the Fijian government sector tasked with national health and wellbeing. There are a number of key focus areas for the MoHMS including tackling non-communicable diseases (NCD), ensuring correct nutrition and ensuring environmental health, to name just a few.

Wellness Fiji was established as a response to Fiji’s NCD Crisis. Wellness Fiji combines health promotion and the NCD prevention unit of the MoHMS and is an approach to deliver Fiji’s Primary Health Care to the various settings in which people live, work and play. This is achieved through expanding partnerships between peripheral health workers and local communities.

### Mission:

To empower people to take ownership of their health. To assist people to achieve their full health potential by providing quality preventative, curative and rehabilitative services through a caring, sustainable health care system.

The mission of Wellness Fiji is to promote healthy lifestyle and behaviour so as to reduce common risk factors and intermediate risk factors in NCD.

The MoHMS Fiji value the 5 A's of Primary Health Care – accessibility, affordability, availability, appropriateness and applicability.

## **Long Term Aims & Vision:**

### ***Our key aims are:***

- To develop and establish a digital lifecourse wellness system in Fiji
- To create a healthy population based on Wellness Fiji

### ***Values:***

#### **1. Equity**

We will strive for equitable health care and observe fair dealings with our customers in all activities, at all times, irrespective of race, colour, ethnicity or creed.

#### **2. Integrity**

We will commit ourselves to the highest ethical and professional standards in all that we do.

#### **3. Respect for human dignity**

We respect the sanctity and dignity of all we serve.

#### **4. Responsiveness**

We will be responsive to the needs of people in a timely manner, delivering our services efficiently and effectively.

#### **5. Customer focus**

We are ensuring that health services are focused on the people/patients receiving appropriate high quality health care delivery.

## **Further Information:**

Conducting a market research evaluation for wellness programmes, businesses and non-governmental organisations and their implementation for Fiji. This is an essential component for putting together a business strategy for Wellness Fiji and the research that this provides aids efficiency for future projects in this area. You will need to think about target markets but also analyse existing competitors in the field, what they are doing well and what isn't going so well.

## Key Research & Discussion Areas:

### Create content ...

- What other organisations in the Pacific and globally have successfully encouraged and implemented wellness principles?
- How have other wellness programmes been marketed successfully as a business?
- What are a variety of ways to deliver wellness content?
- Compare the effectiveness of each considering the circumstances of Fiji?

### Barriers to success ...

- Consider the different circumstances and challenges other wellness programmes may have faced. How may this have impacted their success?
- How may a wellness initiative have maximum reach across Fiji? (Consider rural communities, island communities, urban squatter settlements)

### Evaluate ...

- Have you considered a range of delivery tools?
- Have you successfully compared different approaches in the context of Fiji?
- Have you come to any conclusions on the most effective approach?

## Useful Links:

- [Organisation Profile](#)
- [Website](#)
- [Facebook Page](#)

## Further Questions

Are there any questions you would like to ask MoHMS to assist in completing this project?

- .....
- .....
- .....

• .....

• .....