



Action Project Reference: 36-04

Organisation: Ministry of Health & Medical Services- Wellness Fiji

Action Project Proposal:

“Complete a report on communicating the message of 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:

We would like you to complete a report/marketing plan for how we should be communicating the message of 'Wellness Fiji'. This may involve evaluating the success/failing of the [webpages/videos](#) that we currently have, and providing solutions and advice for how we can improve them. You may also make suggestions about how we can improve our social media presence by creating content that we are able to promote.

Key Research & Discussion Areas:

Plan and deliver ...

- What is WELLNESS?
- What tools do the MoHMS currently use?
- How do other Government Ministries around the world promote WELLNESS?
- How do other NGO's & Businesses around the world promote WELLNESS?
- What type of content is used by other organisations to promote WELLNESS?
- How is WELLNESS promoted by other organisations in developing countries?
- Do ANY organisations or business promote WELLNESS in Fiji right now?
- What content will you create?
- Will you create content for different age ranges?
- How might you display your research?

Create content ...

- What type of content should you create? (Fun, informative, interactive)
- What content will you create for different audiences?
- What are some different tools for communicating the content for a wellness programme? (Website, social media, video content)
- Explore the pros and cons of different communication tools in the context of health and wellness?
- How might engagement levels vary for different media tools in Fiji?
- What tools are used by other wellness and health programmes/organisations in Fiji?
- What digital tools do people in Fiji have access to?
- What are some of the costs associated with different communication tools?

Barriers to success ...

- Consider the cultural implications of why NCD's are such an issue in Fiji.
- Consider the financial implications of living in a developing country.
- Consider the barriers for Fiji of different communication tools.
- Consider the rural vs urban implications of living in Fiji. Village life vs Town vs City life.

Evaluate ...

- Have you gained a high quality understanding of WELLNESS?
- Have you sourced high quality educational information about WELLNESS?
- Have you understood Fiji's cultural implications to WELLNESS?
- Have you considered a range of communication tools?
- Have you explored the pros and cons in the context of Fiji?
- Are your outcomes easily found in the report?

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?

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