

STRATEGIC PLAN

ACTIVE HEALTHY PEOPLE: 2018-2023



OUR VISION

- A healthy Western Australia



OUR GOALS

- More Western Australians live healthy lifestyles
- More Western Australians are mentally healthy



OUR PURPOSE

- To promote and facilitate good health and activities that encourage healthy lifestyles for Western Australians

We will particularly focus on; children and young people; Aboriginal and Torres Strait Islander people; people living in rural and remote communities; and people disadvantaged through economic, physical, cultural, social or educational factors.

PRIORITY AREAS

INCREASING HEALTHY EATING

- Reduce children's exposure to marketing of unhealthy food
- Increase access to healthy food
- Encourage healthy eating habits from a young age
- Improve public awareness of healthy eating choices

INCREASING PHYSICAL ACTIVITY

- Create opportunities for people to engage in physical activity
- Shape environments to enable physical activity and reduce sedentary lifestyles
- Promote active living as part of daily life
- Increase knowledge and skills of the benefits of physical activity

IMPROVING MENTAL HEALTH

- Shape environments conducive to good mental health
- Create opportunities for social inclusion and connectedness
- Improve public understanding of the catalysts of good mental health
- Reduce social harms (bullying, discrimination)

PREVENTING HARM FROM ALCOHOL

- Improve access to alcohol-free environments
- Reduce underage exposure to drinking and alcohol promotion
- Promote awareness of healthy drinking habits
- Normalise moderation in adult alcohol consumption
- Promote abstinence from alcohol among pregnant women and young people under 18 years

CREATING A SMOKE-FREE WA

- Normalise smoke-free environments
- Reduce tobacco exposure among children and young people
- Promote benefits of smoke-free living
- Remove drivers of smoking uptake
- Promote benefits of smoking cessation

ACTIONS

CAPABILITY

OUR APPROACH

- Target higher risk groups experiencing poor health outcomes
- Support evidence-based initiatives to deliver positive health outcomes
- Fund practical research to foster public health innovation

- Improve measures of impact and provide strong returns for the WA Community
- Partner with others to address the underlying causes of health problems
- Support the WA Government's health promotion agenda

KEY SUCCESS FACTORS



Funded research is translated into policy and practice



WA Agencies working in partnership with the community to create good health



The community has greater access to healthy and smoke-free environments



Funded organisations incorporate health promotion into their activities



Index of Wellbeing indicates a healthier Western Australia