



# **STRATEGIC PLAN**

ACTIVE HEALTHY PEOPLE:  
2018-2023

## INTRODUCTION FROM THE MINISTER FOR HEALTH

I am pleased to present Healthway's Strategic Plan Active Healthy People: 2018-2023, their five year vision for a healthy and active Western Australia.

This plan reflects the input and expertise of more than 700 partners and stakeholders and is aligned with the McGowan Government's direction for health promotion and preventative health.

I'm pleased the new plan demonstrates a commitment to creating lasting community impact, focusing on those with the greatest needs to achieve the best possible health outcomes for Western Australians.

As Health Minister I am committed to creating a healthier Western Australia. This plan is guided by five strategic priorities — increasing healthy eating, increasing physical activity, improving mental health, preventing harm from alcohol and creating a smoke-free WA.

Together these priorities address a high proportion of the burden of ill-health in the WA community.

Healthway will work in partnership with key stakeholders across government, health, research, arts, sport, and community sectors. Additionally, there will be new opportunities to further strengthen efforts to build a healthy and more active WA by working with Lotterywest's grant programs.

Active Healthy People: 2018-2023 builds on Healthway's proud history of funding health promotion programs and campaigns in the community, as well as health promotion research.

I look forward to this plan providing important direction and information for organisations seeking Healthway sponsorship or grant funding, and for those with an interest in advancing the health of all Western Australians.



**Hon. Roger Cook MLA**

Deputy Premier; Minister for Health; Mental Health

## WHO WE ARE

Healthway, the Western Australian Health Promotion Foundation is a WA Government agency with a responsibility to support health promotion. Healthway was established through tobacco control legislation in 1991 and now operates under the *Western Australian Health Promotion Foundation Act 2016*.



### OUR VISION

Our vision is a healthy Western Australia.



### OUR PURPOSE

Our purpose is to promote and facilitate good health and activities that encourage healthy lifestyles for Western Australians, in particular:

- 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.



### OUR GOALS

The overall goals Healthway is seeking to achieve are that:

- More Western Australians live healthy lifestyles and
- Western Australians have better mental health and wellbeing.

## OUR APPROACH

Active Healthy People: 2018-2023 is aligned with and supports the objectives of other relevant Western Australian Government health promotion plans and strategies including:

- The WA Health Promotion Strategic Framework;
- WA Aboriginal Health and Wellbeing Framework;
- The Interim State Public Health Plan for WA; and
- The Mental Health Promotion, Mental Illness, and Alcohol and Other Drugs Prevention Plan.

Our work is also informed by the principles of the World Health Organisation's Ottawa Charter for Health Promotion (1986). This sets out the principles of best practice in health promotion and provides a charter for action to achieve health for all.

Healthway's funding opportunities and partnerships will seek to better reflect the core principles highlighted by the national Closing the Gap Clearinghouse, through:

- Framing health as a holistic concept, encompassing mental physical, cultural and spiritual health;
- Acknowledging the right to self-determination for Aboriginal people;
- Recognising that the experiences of trauma and loss have intergenerational effects;
- Recognition and respect of human rights;
- Acknowledging that racism, stigma, environmental adversity and social disadvantage have negative impacts;
- Recognition of the centrality of family and kinship and the bonds of reciprocal affection, responsibility and sharing;
- Recognition of individual and community cultural diversity; and
- Recognition of Indigenous strengths.

## OUR WAY OF WORKING

Over the next five years all our activities and investments will be underpinned and informed by the following guiding principles:

### ***Target higher risk groups experiencing poor health outcomes***

We will work to promote health equity by focusing in particular on groups in the community with the greatest health need.

.....

### ***Support evidence-based initiatives to deliver positive health outcomes***

We will fund programs and initiatives that are evidence-based and have the greatest potential to contribute to the achievement of a healthy and active WA.

.....

### ***Fund practical research to foster public health innovation***

We fund innovative and collaborative research that can demonstrate real potential to influence health promotion policy and practice and build research capacity within WA.

.....

### ***Improve measures of impact and provide strong returns for the WA community***

We will ensure our investments are systematically evaluated to allow us to monitor and report on the implementation, outcome and impact of our work and learn from and share the results.

.....

### ***Partner with others to address the underlying causes of health problems***

We will facilitate partnerships, knowledge sharing and capacity building with our health and non-health partners acknowledging that effective health promotion requires collaboration across all sectors to achieve common goals.

.....

### ***Support the WA Government's health promotion agenda***

Healthway will work in partnership, supporting efforts to reduce the prevalence of chronic disease within WA.

## OUR STRATEGIC PRIORITIES AND KEY ACTIONS

The following five strategic priorities were confirmed through research, literature reviews and expert consultation. Together these priorities address a high proportion of the burden of ill-health in the WA community:



### 1 - INCREASING HEALTHY EATING

Good nutrition is essential for healthy growth and development; contributes significantly to quality of life, wellbeing and workforce productivity; enhances resistance to illness and reduces the risk of obesity and chronic disease.

The environment we live in influences our diet, from the availability of affordable fresh fruit and vegetables and access to unhealthy foods and drinks, to time pressures and cultural norms. Often the healthiest choice is not the easy choice.

Availability and affordability of healthy food is also a practical challenge for some Western Australians with contributing factors including income, remoteness, transport and storage costs.

#### ACTIONS

To increase healthy eating, we will work with others to:

- 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



### 2 - IMPROVING MENTAL HEALTH

Poor mental health is a significant public health challenge and is strongly linked with inequality. Preventing mental ill-health and improving mental health are complex, requiring community-wide strategies as well as strategies targeted to groups known to be at increased risk.

Having social connections, good personal relationships and being part of a community are vital to maintaining mental health. The right foundations for mental wellbeing must be built wherever people live, learn, work and play.

#### ACTIONS

To increase mental health, we will work with others to:

- Increase knowledge of strategies for staying mentally healthy
- 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)
- Improve knowledge of how to seek help when needed

## OUR STRATEGIC PRIORITIES AND KEY ACTIONS CONTINUED



### 3 - INCREASING PHYSICAL ACTIVITY

Physical activity has more than physical benefits – it promotes mental wellbeing and social connections as well as reducing disease risk, improving our muscles and bones and helping to maintain a healthy body weight.

In recent decades we have become increasingly sedentary as a society, with many adults spending 70% or more of their waking hours sitting.

The growth in passive entertainment, labour-saving devices, sedentary occupations, and car use have fundamentally changed how much time people spend being physically active at home, at work, during travel and in their recreation.

The increasing use of screen-based activities among children and young people is considered a major contributor to declining physical activity levels.

#### ACTIONS

To increase physical activity, we will work with others to:

- 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



### 4 - PREVENTING HARM FROM ALCOHOL

Most Western Australians drink alcohol responsibly. Despite this, alcohol has a collective cost that we all bear.

The 2009 Australian Guidelines to Reduce Health Risks from Drinking Alcohol recommend that drinking no more than two standard drinks on any day reduces the lifetime risk of harm, and drinking no more than four standard drinks on any day reduces the risk of an alcohol related injury arising from that drinking occasion.

#### ACTIONS

To prevent harm from alcohol, we will work with others to:

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

**OUR STRATEGIC PRIORITIES AND KEY ACTIONS CONTINUED**



**5 - CREATING A SMOKE-FREE WA**

While smoking rates are lower than ever, two out of three long-term smokers are likely to die because of their tobacco use. Smoking remains the leading single preventable cause of disease and death in Australia and smoking rates remain high among some population groups.

**ACTIONS**

To help create a smoke-free WA we will work with others to:

- 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

**KEY SUCCESS FACTORS**

Healthway is one of many organisations working to change behaviour and improve health in the community. Positive change cannot be attributed to any one agency alone and changing behaviour takes sustained effort over time.

Over the next five years we will have an increased focus on investing for outcomes. This will mean a stronger focus on funding activities for defined results and an early priority will be to develop an outcomes framework that will enable us to evaluate, monitor, and report on progress.

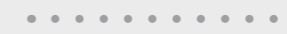
**WE WILL KNOW WE HAVE BEEN SUCCESSFUL IF:**



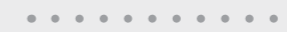
*Funded research is translated into policy and practice*



*WA agencies are working in partnership with the community to create good health*



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



*Funded organisations incorporate health promotion into their activities*



*Index of Wellbeing indicates a healthier Western Australia*

## BEHIND THIS PLAN

Active Healthy People: 2018-2023 was developed after extensive consultation involving more than 700 organisations and individuals. This included workshops, round table meetings, one-on-one interviews, and an online survey. The consultations included leaders and practitioners in health, sport, arts, community, research and government sectors. We appreciate and thank the generosity and openness of everyone who contributed to the consultation process.



### CONTACT

#### Office Location

Level 2, 38 Station Street, Subiaco WA 6008

#### Postal Address

PO Box 1284, West Perth 6872

**Phone** (08) 9488 6700

**WA Statewide** 1800 198 450

**Email** [healthway@healthway.wa.gov.au](mailto:healthway@healthway.wa.gov.au)