

Defining Health Promotion Strategy Types

**For sport, arts, racing
and community organisations**

A quick guide to defining your
health promotion strategy types and
completing your Partnership Plan
documentation



About Healthway

When tobacco advertising was banned in 1990, it left more than empty billboards. It left a gap in the funding that kept sports and arts organisations alive. To fill that gap, the Western Australian Government created Healthway under the Tobacco Control Act (1990). Our mission was to replace tobacco sponsorship with support that champions health, not harm. From the beginning, we invested in organisations that brought people together – through sport, the arts, youth programs and community events – while promoting healthier options. But we didn't stop there.

As the community's health challenges evolved, so did we. Our grants program shifted from traditional sponsorships to a more holistic, collaborative approach – one that addresses our priority health areas with purpose.

Today, we look for more than logos and banners. We look for organisations that want to live and breathe healthy values. Because a healthier future isn't just imagined, it's created together.

Healthway support arts, sports, racing and community organisations whose programs do more than entertain. They educate and inspire. They encourage Western Australians to move more, live well and make healthier choices every day.

When your organisation creates opportunities for people to be active and builds environments where healthy living is the norm – not the exception – you're not just running a program, you're creating a healthier WA.

What is health promotion?

At its core, health promotion is about empowering people to take control of their health and improve it – on their terms, in their communities. Through education, social marketing, legislation and regulation, health promotion lays the groundwork for early intervention and disease prevention. It helps shape the environment we live, work and play in – making healthy choices available, accessible and sustainable. Because when we create healthier environments, we create healthier lives.

Embedding health promotion through your programs

Art, culture, sport and recreation do more than entertain. They connect us. They move us, and they leave a lasting imprint on our physical and mental wellbeing. Recent ABS data shows just how deeply these experiences resonate: Eight out of 10 people engaged with an arts or cultural event in the past year, and six out of 10 people took part in sport and recreation activities. These are not just statistics – they are opportunities.

Your programs have the kind of reach that can change lives and by weaving in health promotion strategies into what you already do best, you can help create healthier communities.

We are here to support and guide you to make your programs even more impactful – so every performance, every game, every gathering becomes a step toward a healthier future.

Defining strategy types

To help you complete Part C of the Partnership Plan, here's a simple guide to determining what kind of category your strategy falls into.

Educational strategies

These focus on increasing knowledge of a health issue, and improving attitudes and skills that can influence the behaviours of your target group.

Education strategies could involve training your staff and volunteers in how to create a healthy environment, or how to deliver health education to participants. There may be existing programs you already provide that can be enhanced by including health education.

examples

Integrate health education into day to day programs by including healthy snack and water breaks, activities that include physical movement, and discussion around what it means to be mentally healthy.

Develop and distribute resources for participants to increase knowledge and skills of activities that may help to stay physically and mentally healthy.

Provide mental health first aid training for your staff, and develop a health training module for your volunteers.

Communication strategies

These focus on raising awareness of a health message and support educational strategies to improve people's knowledge, attitudes and/or behaviours.

Communication can include verbal, written and online strategies to reinforce positive behaviours, improve knowledge or influence attitudes. It's important to consider your target group and the best way to engage with them, so the content is relevant and appropriate.

Consider which communications channels you have to work with, including your website, newsletters, media releases, social media, printed/digital programs, signage, uniforms and verbal announcements at your events. Speak to your partnership officer if you need any tips, direction or guidance.

examples

Promote aligned health messages through the organisation's communications channels, including website, social media and other digital communications.

Co-brand player and volunteer uniforms with the designated health message logo.

Place signage featuring the designated health message in prominent locations on the premises and at events.

Structural strategies

These recognise the influence of the environment on individual health behaviours and health outcomes. The focus is on creating environments that support healthy behaviours, for example, creating smoke-free areas, providing healthy food options, shade and access to free drinking water.

Healthy policies are an effective structural strategy and can ensure long lasting benefits for your organisation and community. These might include making all outdoor events smoke-free, restricting promotion of unhealthy messages and brands, or mandating the availability of healthy food and drink options at events.

Healthway works with partner organisations to help implement structural strategies that create healthy environments. For example, we work with the WA School Canteen Association to assess food vendor menus using the traffic light system. Food and drink items are rated as green, amber or red based on their nutritional value. Organisations are then able to form policies and make adaptations to create a healthy food and drink environment.

The Alcohol and Drug Foundation works with Healthway to implement the Good Sports Program within sporting clubs across WA. The program offers support for clubs to develop structural strategies for reducing harm from alcohol in the sports environment. See the Health and Wellbeing Policy template to see how your organisation can develop a health policy.

examples

Assess your food and drink menus and vending machines, and implement a policy to guide the availability and promotion of healthy food and drink options.

Implement a policy for the non-display of sugary drinks at your canteen or kiosk.

Introduce a policy which restricts alcohol promotion and alcohol service at child-focused events or during junior sport times.

Organisational strategies

These build skills in the people and groups within your organisation so that health promotion outcomes are sustained.

Organisational strategies also involve forming partnerships with stakeholders to extend project reach, draw on health promotion expertise, and increase connection with hard to reach groups in the community.

examples

Partner with organisations that engage with Healthway's priority groups to reach those most in need or those who have become disengaged.

Work with relevant partners to develop culturally appropriate programs and resources.

Develop and implement training for staff in health promotion and evaluation.