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Healthway Strategic Plan 2024-2029



Creating a healthier
WA together

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Who we are

Operating under the *WA Health Promotion Foundation Act 2016*, Healthway is the only State Government agency dedicated to health promotion efforts in Western Australia (WA). We work in partnership with sports, arts, racing, and community organisations, as well as health and research organisations to help create a healthier WA.



Our purpose

▶ To promote and enable good health and activities in the community that encourage healthy lifestyles for Western Australians, with a particular focus on children and young people, and those at-risk of poorer health outcomes.



Our vision

▶ A healthier WA



Our mission

▶ To be a leader in health promotion, driving strategic agendas and positive health outcomes through advocacy, research and strategic grant making.

Our aspirations

As a health promotion foundation, we aspire to be:

▶ Impactful

Monitoring and measuring outcomes, and directing our funding to maximise impact.

▶ Influential

Leading and proactively advocating for positive change, and collaborating with the community, our partners and Government.

▶ Innovative

Supporting quality evidence-based initiatives, challenging the status quo, and testing and upscaling what works.

▶ Evidence based

Using the best available research to inform what we do, and building the evidence in health promotion practice.

▶ Collaborative

Working proactively with our partners and communities to facilitate health promotion outcomes; coordinating efforts, and ensuring stakeholder engagement, co-creation or co-design.

▶ Responsive

Understanding and being informed by the needs of the community and other stakeholders, and being responsive to emerging public health issues.

▶ Culturally secure

Embedding culturally secure ways of working into our work, and increasing our focus on Aboriginal health and wellbeing.

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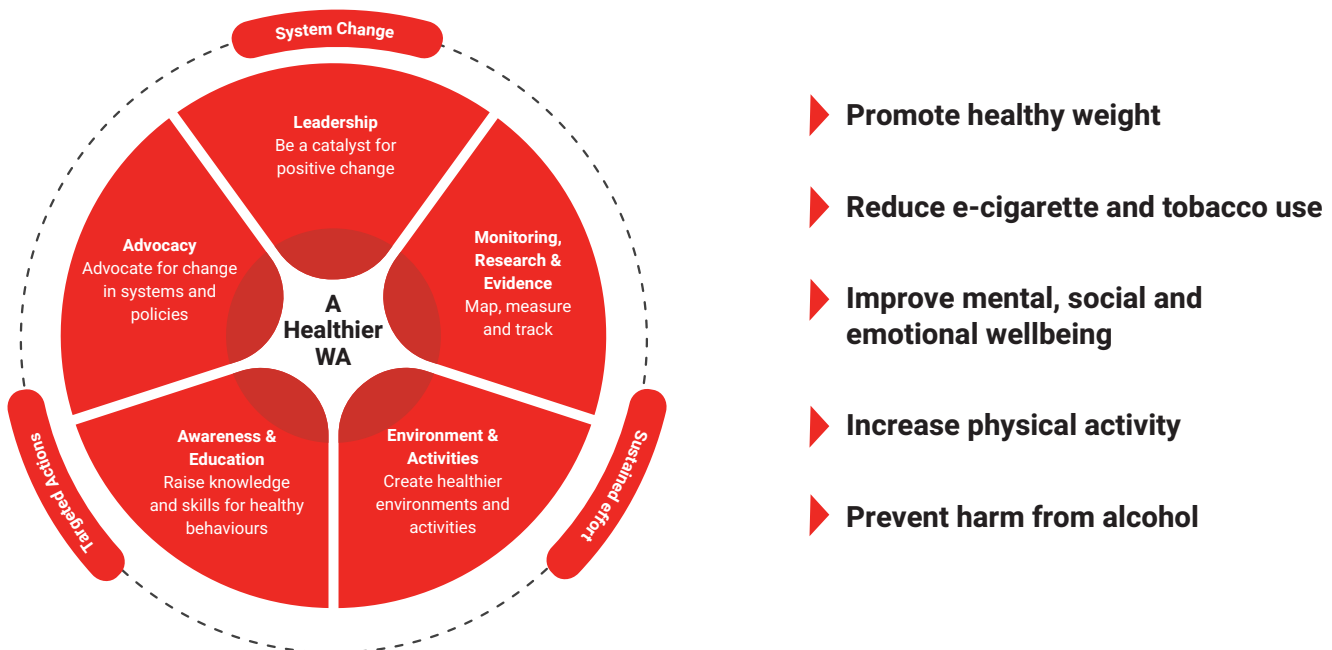
Our framework for action

Healthway's framework for action underpins our strategy and aligns with our mission of being a leader in health promotion, driving strategic agendas and positive health outcomes through advocacy, research and strategic grant making across several priority health areas (Figure 1). It includes three interrelated focus areas being: system change, targeted action and sustained effort. These are delivered through the five key strategic actions areas of:

1. Leadership
2. Advocacy
3. Environments & activities
4. Awareness & education
5. Monitoring, research & evidence

To combine our efforts in achieving more impactful and lasting health promotion outcomes, we aim to complement the objectives of other key health promotion plans and strategies such as the WA Health Promotion Strategic Framework 2022-2026 , and National Preventative Health Strategy 2021-2030.

FIGURE 1: Healthway's Framework for Action



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Our focus areas

System change

Through our grant-making and strategic influence, we will focus on supporting system-wide changes to improve the health outcomes for Western Australians over the long term.

Targeted actions

While Healthway adopts a whole-of-population approach, there are members of our community that are more at-risk or who experience poorer health outcomes. Through our grant-making we will seek to address these inequities and target areas of higher need to maximise impact.

Sustained effort

We will continue to build on past efforts and what works in a sustainable way. We will measure, track and monitor the impacts of grants and initiatives to inform future decision making and investments.

Our action areas

Leadership

- Support sustainable change through evidence informed health promotion policy, legislation and regulations
- Be responsive to emerging public health issues
- Promote achievements and communicate health promotion outcomes
- Adopt co-design and collaborative approaches to inform our activities
- Provide opportunities for knowledge sharing, learning and networking including Communities of Practice
- Lead and support coalitions across sectors to coordinate actions in high priority areas

Advocacy

- Advocate within and across Government of the importance of health promotion
- Challenge unhealthy cultural norms reducing access to unhealthy products
- Challenge the social license of unhealthy brands and industries
- Advocate for evidence based policies and programs to address priority health issues
- Support initiatives that address health inequities in high priority areas

Environments & Activities

- Support and create sustainable, healthy environments
- Provide healthier food and drink options in community settings
- Provide and support opportunities to engage in healthy activities
- Reduce exposure to harmful industry advertising and promotions
- Support holistic place-based approaches to reach priority target groups where they live, work and play

Awareness & Education

- Increase knowledge and awareness of priority health issues
- Increase health literacy to support healthy behaviours
- Increase knowledge and awareness of harmful industry tactics
- Use both universal and targeted approaches for those most at-risk to address health inequities
- Raise awareness to positively influence public opinion for health promotion reforms

Monitoring, Research & Evidence

- Fund health promotion research to build the evidence base and support decision making and approaches
- Translate quality health promotion research findings into policy and practice
- Support capacity building to increase expertise in the health promotion sector
- Upscale health promotion initiatives that work for greater impact
- Encourage innovation in health promotion
- Monitor, evaluate and report on the impact of Healthway funding and funded initiatives

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Targeting our efforts

Healthway aims to improve the mental, physical and social health of Western Australians. We recognise that these are interrelated and impacted by a range of issues including **social, environmental and commercial determinants** of health, and are supported by healthy systems, organisations and environments.

While Healthway adopts a **whole-of-population approach**, it is recognised that community driven **targeted interventions**, are also needed to reach those most at-risk.

We will continue to prioritise **children and young people**, including the **early years** but will also target our efforts to address health equity and equality for population groups and communities with poorer health outcomes. This includes **Aboriginal people and communities**, those from **culturally and linguistically diverse backgrounds**, those living in **rural and remote areas**, those currently experiencing **disadvantage**, and the **LGBTQIA+ community**.

Priority health areas

Of highest priority, we will support activities that promote **healthy weight** and address the emergence of **e-cigarette use**. This includes supporting initiatives that aim to increase **healthy eating** and **physical activity**, prevent the harms associated with **alcohol use** and promote **positive mental, social and emotional wellbeing**. **Tobacco smoking**, as the leading cause of preventable death, also continues to be a focus.

While this is the case, we also aim to be responsive to other public health issues that are identified by the community or through emerging evidence.

Promote healthy weight

- Provide environments that promote and increase access to healthy food and drinks
- Encourage healthy eating, commencing from the early years
- Challenge marketing and reduce children's exposure to unhealthy food and drink industries
- Improve knowledge and awareness of healthy eating

Reduce e-cigarette and tobacco use

- Normalise smoke and vape free environments
- Increase knowledge of the harms of tobacco and e-cigarette use
- Advocate to reduce supply, availability and accessibility of e-cigarettes and tobacco products
- Promote cessation of smoking and e-cigarette use

Improve mental, social and emotional wellbeing

- Improve awareness of positive mental, social and emotional wellbeing
- Support culturally secure approaches to social and emotional wellbeing
- Promote mentally healthy environments and communities
- Increase awareness of mental health and wellbeing support services
- Reduce mental health stigma and increase opportunities for social inclusion

Priority health areas (cont.)

Increase physical activity

- Shape environments that encourage physical activity
- Encourage pathways to ongoing physical activity
- Support innovative initiatives that target those at-risk of sedentary lifestyles
- Increase physical activity literacy

Prevent harm from alcohol

- Reduce exposure and promotion of alcohol to children and young people
- Promote awareness on ways to reduce the harms associated with alcohol
- Normalise alcohol-free environments

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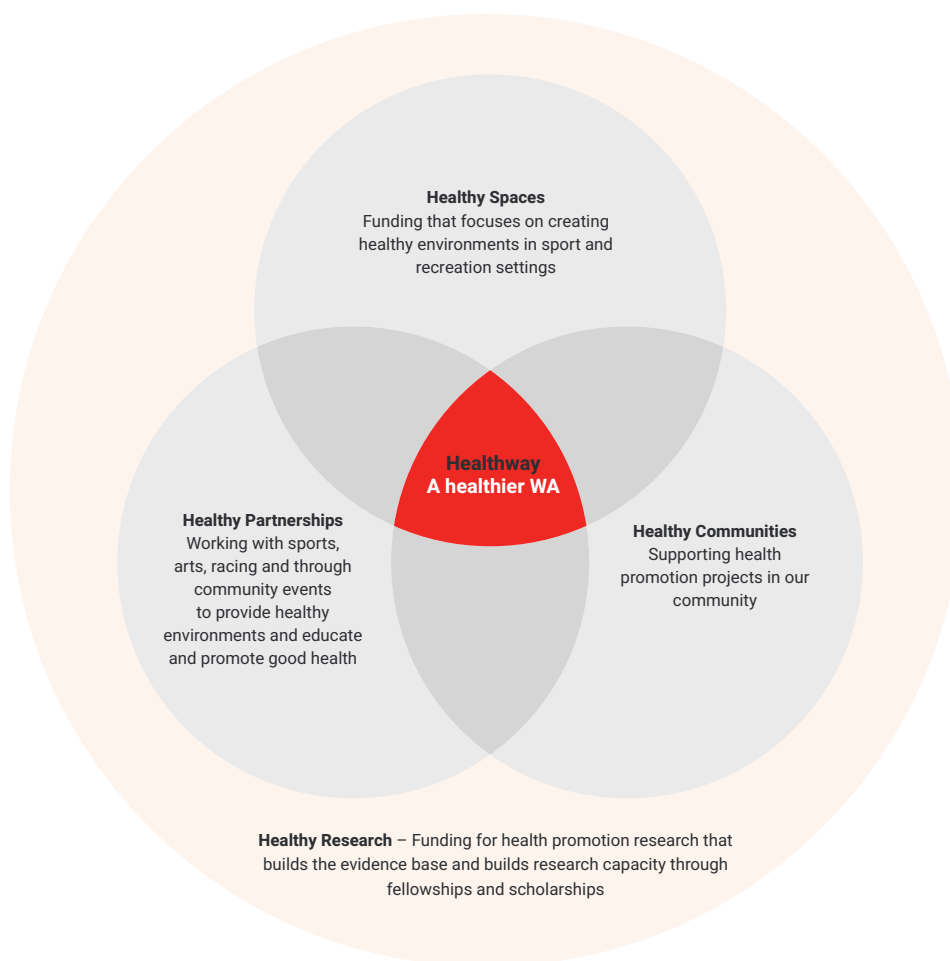
Our grant programs

Consistent with our strategic priorities, we will continue grants to sports, arts, racing, community organisations, health promotion projects and research aligned to our vision of creating a healthier WA. Funding programs include: Healthy Partnerships, Healthy Spaces, Healthy Communities, and Healthy Research (Figure 2).

These programs are designed to work together with complementary and coordinated objectives aligned to our priorities and vision of creating a healthier WA.

Each program has different levels of funding, separate guidelines and applications processes. More information including eligibility and the latest guidelines are available at healthway.wa.gov.au.

FIGURE 2: Healthway's Grant Programs



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Monitoring our impact

Healthway is one of many organisations working to change behaviour and improve the health of our community. Positive change cannot be attributed to only one agency, rather achieved through the combined efforts of government, non-government organisations and the community, over a long period of time.

Aligned to our aspirations in adhering to, contributing to and supporting a quality evidence base, we place importance on the evaluation of funded projects. As well as being a statutory requirement of our legislation, evaluation enables the collection of evidence about the success of a program, and identifies ways to improve practice, justify resources, and identify outcomes.

At an organisational level, evaluation is essential to guide Healthway's investment in creating healthy outcomes, and in assessing Healthway's contribution to creating a healthier WA. Healthway's Evaluation Framework uses an evidenced-based program logic model that recognises short, medium and long-term outcomes. As well as periodic reporting on the outcomes of individual grants or programs, each year Healthway reports against Key Performance Indicators in our annual report.

More information

For more information on Healthway's strategic plan or grant programs:

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