

# Building capacity for effective **health promotion action**

In the Eastern Metropolitan Region

Action Plan July 1999 - June 2002



Human  
Services



 ictoria **ON THE MOVE**



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The regional action plan has been informed by the working draft of the Department of Human Services Health Promotion Strategy Statement: *Towards a more health promoting human services system*, developed by the Interdivisional Working Group For Health Promotion (due to be released later this year).

The development of the action plan has been informed by the key findings of workshop activities that were part of the Regional Health Promotion Forum held on 17 March 1999.

## a c k n o w l e d g e m e n t s >>

# Metropolitan Region



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# Foreword

The Eastern Metropolitan Region, Department of Human Services (the Department), recognises that health promotion is critical to achieving a health care system that supports the population to optimise their long term health and well-being. This action plan provides an overview of the commitment and vision by the Department, in partnership with service providers, to strengthen regional coordination and capacity to prevent disease and injury and to promote good health.

Regional human services in their planning, purchasing and delivery across the broad health care continuum are a critical part of the health system and it is vital that prevention and health promotion objectives are embedded in their overall business. This plan documents current regional health promotion infrastructure, capacity and activity, and the specific actions needed to strengthen and build our capacity to deliver effective health promotion action.

In response to the increased emphasis on prevention and health promotion, the Department has formed a regional public health team including health promotion, health protection, disease prevention and emergency management roles. The health promotion position has responsibility to develop better coordination and capacity for community based health promotion, the basis for the

development of this action plan. In particular, the reform of the primary health and community services system will be supported by this action plan through the development of tools and infrastructure required to move the focus of care to prevention and more sustainable health outcomes.

This action plan is aimed at the various program areas within the Department itself and service providers to support effective health promotion action at the regional and local level. It is an important step in strengthening the effort of those already actively involved in health promotion and in drawing on the potential of a wider range of contributors, both in the mainstream health care system and in other sectors.

I would like to thank all those involved in the collaborative development of this plan which I hope will continue in implementation to make these actions effective in practice at the local level.



Pam White  
Regional Director



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# Introduction

The image of the seedling on the front cover symbolises the emergence and growth of health promotion in the region. It needs to be nurtured to enable it to grow into a mature tree.

The framework for effective health promotion offered in this plan combines the imagery of the seedling developing into a tree, as a system, with the concept that an effective regional health promotion system must be built, hence the title "*Building capacity for effective health promotion action*". The foundations for the building are workforce development, policy and strategic planning, evidence-based planning and practice, and resource allocation.

The Eastern Metropolitan Region, Department of Human Services (the Department), recognises that a more integrated and coordinated approach to health promotion and illness prevention is critical to the long term well-being of the community. The Department's Business Plan states the aim 'to enable the people of Victoria to have access to services



that protect and enhance their health and social well-being and to best allocate available resources to meet their needs'.<sup>1</sup>

This plan illustrates the Department's commitment to strengthen regional health promotion action in partnership with service providers over the next three years. Health promotion theory and practice are based on the belief that health is 'a positive concept emphasising that health is much more than the absence of disease, it is the attainment of physical, mental, social and spiritual well-being'.<sup>2</sup> In order to effectively enhance the health of the population, the Department and the services it funds (the region), need to adopt a comprehensive approach to promoting health.

## Glossary of Terms

<b>Department of Human Services Eastern Metropolitan Region</b>	The Department
<b>Department of Human Services and Regional Service Providers in the Eastern Metropolitan Region</b>	The region
<b>Program Areas</b>	Program areas within the Department of Human Services at a regional level (Youth and Family Services, Aged, Community and Mental Health, Disability, etc)
<b>Risk/Protective Factors</b>	Factors that are known to protect against or increase the risk of contracting a particular disease

## Development and Review of a Regional Health Promotion Action Plan

To date there has been no clear policy or framework to provide regional direction for health promotion action. The Department acknowledges the existence of many excellent health promotion activities in the region and the strong networks built on the foundation of promoting health. However, these efforts have been largely fragmented, unsupported and primarily delivered by a limited range of organisations.<sup>3</sup> There is opportunity for all health services to operate within a health promotion framework and provide opportunistic health promotion as well as offering specific health promotion interventions. There is a need to consolidate regional health promotion effort into a strategic and coordinated approach to ensure that health promotion is being planned, purchased and delivered in the most efficient and effective way.

This document is the compilation of a series of regional discussion papers and consultation forums held during 1998/99 to facilitate the strategic development of this action plan. The plan will be monitored and reviewed annually in order to evaluate the progress of the planned actions in building regional health promotion capacity.

### Strategic Development Timeline

<b>January - October 1998</b>	Investigative projects and literature review conducted
<b>November 1998</b>	Discussion Paper 1: Health Promotion in Context Discussion Paper 2: Health Promotion in the Eastern Metropolitan Region
<b>December 1998</b>	Consultation forums with Regional Health Promotion Networks and Regional Department Health Promotion Working Group
<b>January 1999</b>	Review of discussion papers and development of draft action plan
<b>March 1999</b>	Regional Health Promotion Forum
<b>April/May 1999</b>	Review and development of final regional action plan
<b>July 1999</b>	Distribution of Regional Health Promotion Summary Report
<b>August 1999</b>	Launch and distribution of Regional Health Promotion Action Plan

### Glossary of Terms

#### Direct delivery of health promotion action

Examples of direct program delivery include the delivery of QUIT courses, one off education sessions or festival events

#### Indirect delivery of health promotion action

Examples of indirect delivery of health promotion include strategic planning, community action and organisational development activities that build capacity but are not delivered as a discrete program



**The purpose of this action plan is to:**

- establish a common understanding of the principles and frameworks that support health promotion development and action
- document the current regional health promotion system, capacity and activity
- present a framework and action plan for building regional health promotion capacity.
- that opportunities for health gain are maximised through evidence-based investment of current health promotion and prevention resources
- that national, state and local priorities are considered in the development of regional priorities
- that a range of health promotion strategies are employed to achieve sustainable health outcomes
- that a balance between best practice and innovative health promotion action is achieved
- that links between programs and partnerships between sectors, organisations and communities are created and enhanced.



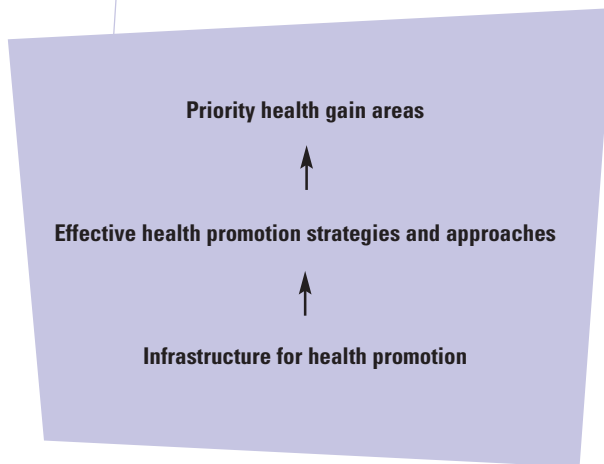
This plan aims to facilitate the integration of health promotion principles and practice into the region's core activities and to strengthen regional coordination and capacity to prevent disease and injury and promote good health. The Department aims to facilitate action in a number of key outcome areas through the implementation of the plan. These are:

- that investment in population-based activities is strengthened by the shift of resources to prevention and health promotion interventions

This action plan is intended to be of particular use to staff involved or interested in the planning, purchasing and delivery of health promotion. This includes state and local governments, hospitals, community health services, divisions of general practice, specialist agencies and settings for health promotion such as schools and workplaces to increase regional health promotion capacity. It is essential that strategies are implemented collaboratively between the state and local governments, regional and local service providers to establish an integrated and comprehensive approach to promoting health in the region.

## Introduction : An Infrastructure Approach

This plan is primarily focused on the foundations or infrastructure required for the region to effectively plan, purchase and deliver health promotion action. This is based on the knowledge that if the region does not have the necessary capacity (skills, knowledge and resources) it cannot effectively impact on population health.



Initially this plan will be used as a step towards strengthening practice in the twelve health promotion action areas for Victoria and the five national health priority areas as listed below, as well as supporting locally identified priorities.

### Five National Health Priority Areas <sup>4</sup>

- Cancer
- Cardio Vascular Disease
- Injury Prevention
- Mental Health
- Diabetes

### Twelve Health Promotion Action Areas for Victoria <sup>5</sup>

- Cancer Prevention and Early Detection
- Heart Disease and Stroke Risk Reduction
- Preventing Injuries
- Mental Health Promotion
- Diabetes
- Asthma
- Physical Activity
- Healthy Nutrition
- No Smoking
- Responsible Drinking
- Reproductive and Sexual Health Promotion
- Oral Health

Through this action plan, it is intended that a range of supports will be identified to facilitate the future development of regional health promotion priorities. For example, reviews of demographic, socio-economic and health status data as well as reviews of national, state and local priorities, will enable the region to make informed decisions in selecting future priorities for action. This work will also be important to support the implementation of the Primary Health and Community Services Reform (PHACS). As this action plan adopts an infrastructure approach, it is envisioned that specific regional plans in priority health areas (eg. women's health, mental health, etc) will be developed and supported by this action plan.