

An introduction to the *Integrated health promotion resource kit* For local government



This resource is designed for people who work in local government health planning. It provides an introduction to the *Integrated health promotion resource kit* and broader policy agenda.

There is wide support for inter-sectoral action and partnerships to be used to improve the effectiveness and quality of health promotion practice. The Department of Human Services sought to strengthen and emphasise the need for inter- and intra-sectoral action by coining the term *integrated health promotion*. This is defined as ‘... organisations from a range of sectors working in collaboration with local communities, using a mix of health promotion interventions and capacity building strategies to address priority health and wellbeing issues’.

The *Integrated health promotion resource kit*

The *Integrated health promotion resource kit* was released in 2003 and included two separate resources: *Integrated health promotion: a practice guide for service providers*ⁱ and *Measuring health promotion impacts: a guide to impact evaluation for health promotion*ⁱⁱ. The kit was developed to assist organisations that receive funding from the Primary Health Branch, Department of Human Services to strengthen the development and delivery of health promotion programs in Victoria. It was also anticipated that, given the broad range of stakeholders in health promotion, it would also be useful for people involved in planning, implementing and evaluating integrated health promotion programs and activities. More recently, a third resource was developed called *Planning for effective health promotion evaluation*ⁱⁱⁱ.

Integrated health promotion covers:

- integrated health promotion in Victoria
- foundations for integrated health promotion
- a common planning framework for integrated health promotion
- health promotion interventions and capacity building strategies
- evaluation planning and dissemination
- useful resources.

Measuring health promotion impacts and *Planning for effective health promotion evaluation* are dedicated solely to evaluation and dissemination methods and focus on the theory and practical steps to evaluating health promotion.

What are the similarities with the *Environments for Health* framework?

Environments for Health^{iv} identifies a broad-based planning framework while the practice guide provides practical advice and a common planning framework for health promotion programs. Like *Environments for Health*, the three resources focus on partnerships, the determinants of health and the use of a systematic planning framework.

The *common planning framework* in chapter 4 of the practice guide draws on the best available evidence for program planning and management. While the language is slightly different in the *Integrated health promotion resource kit*, it does have the same intent as the planning framework explained in section 6 of the *Environments for Health* framework.

How can the *Integrated health promotion resource kit* assist me in my work?

While *Environments for Health* remains the underpinning document to guide strategic municipal public health planning, the *Integrated health promotion resource kit* can be a useful guide for developing a health promotion program once municipal priorities are established.



A major strength of the *Integrated health promotion resource kit* is that it is directed by a systematic and evidence-based approach to health promotion. The practice guide introduces a continuum of health promotion interventions, which should be supported by capacity building strategies (chapter 5).

The practice guide also offers practical support, checklists, and case studies for each step in the planning process. It provides detail of the planning required, how to ensure community involvement and a mix of interventions and strategies throughout every step of the process. *Measuring health promotion impacts*, *Planning for effective health promotion evaluation* and chapter 6 of the practice guide focus on the theory of evaluation and dissemination and the application of this theory into everyday practice.

Where do I find the *Integrated health promotion resource kit* and other supporting information?

- *Integrated health promotion: a practice guide for service providers* (DHS, 2003) can be downloaded from: www.health.vic.gov.au/healthpromotion/resources_links/integrated.htm.
- *Measuring health promotion impacts: a guide to impact evaluation for health promotion* (DHS, 2003) can be downloaded from: www.health.vic.gov.au/healthpromotion/downloads/measuring_hp_impacts.pdf.
- *Planning for effective health promotion evaluation* (DHS, 2005) can be downloaded from: http://www.health.vic.gov.au/healthpromotion/downloads/planning_may05.pdf. Hard copies are available from the Primary Health Branch, Department of Human Services, telephone: (03) 96168047.
- *Environments for Health* can be downloaded from: www.health.vic.gov.au/localgov/mphpfr/index.htm. Hard copies are available from the Local Government Partnerships Team, Department of Human Services, telephone: (03) 96374755.
- Evidence-based health promotion resources for practitioners (Oral Health, Adolescent Health, Falls Prevention, Child Injury Prevention, Body Image, Cardiovascular Disease and Type 2 Diabetes) can be downloaded from: www.health.vic.gov.au/healthpromotion/quality/evidence_index.htm.
- More resources related to the determinants of health, evidence and effectiveness for local planning, planning and evaluation, health and wellbeing issues, training events and other resources can be accessed from the Department of Human Services Health Promotion web site: www.health.vic.gov.au/healthpromotion.

Future plans

There are plans underway to update the two planning frameworks and introduce a common language. This will happen as new editions of *Integrated health promotion resource kit* and the *Environments for Health* resources are produced.

ⁱ Department of Human Services, 2003, *Integrated health promotion: a practice guide for service providers*, State Government of Victoria, Melbourne.

ⁱⁱ Department of Human Services, 2003, *Measuring health promotion impacts: a guide to impact evaluation for health promotion*, State Government of Victoria, Melbourne.

ⁱⁱⁱ Department of Human Services, 2005, *Planning for effective health promotion evaluation*, State Government of Victoria, Melbourne.

^{iv} Department of Human Services, 2001, *Environments for Health: Municipal Public Health Planning Framework*, State Government of Victoria, Melbourne.