

Media Statement

14/12/2021

Major boost for health promotion action in Australia

As the country's leading health promotion organisation, the Australian Health Promotion Association (AHPA®) welcomes the launch of the National Preventive Health Strategy 2021-2030 by Health Minister Greg Hunt. The Association supports the pillars of the Strategy and commends the commitment to increased expenditure for prevention and support for workforce development.

AHPA is pleased to announce that it has been awarded funding through the Australian Government's Health Peak and Advisory Bodies Program 2022-2025 announced by the Minister to support the strategic intent of the Strategy. AHPA represents more than 1000 members and subscribers across Australia and is the voice for practitioners working in health promotion and prevention across practice, policy, research, and teaching. Funding will increase the Association's capacity to deliver on its vision for a healthy, equitable Australia through its purpose: leadership, advocacy and workforce development for health promotion practice, research, evaluation, and policy.

Funding recognises the integral role that AHPA plays as a vital component of the national public health sector in providing strategic and operational leadership for health promotion and prevention in Australia. The Association is well placed to support the important work of the Strategy through our networks and activities, which will be scaled up over the next three years through this funding.

"AHPA looks forward to working with sector partners to deliver on the promise of the National Preventive Health Strategy and ensure that health promotion and prevention initiatives stemming from the strategy are targeted, appropriate, and developed through meaningful partnership with diverse groups of Australians," said Australian Health Promotion Association President Dr Gemma Crawford.

Funding will support the work of the broad health promotion and prevention workforce which comprises those organisations and individuals responsible for planning, implementation, and evaluation of policies and projects within a socioecological framework and with a focus on comprehensive multi-level action across the determinants of health using strategies including: health education and information, health literacy, mass media, community development and community engagement processes, sponsorship, capacity building, advocacy, social marketing, health and public policy, technology, and environmental change.

"Health Promotion's role has never been so significant. We are now more aware than ever of just how complex the circumstances are by which human health is influenced. We have a critical role to play in advocacy with our partners and with ideologically aligned professions in and outside the health sector to shift the discourse and shape action towards health promotion and prevention, with a focus on health equity and the social, commercial and ecological determinants of health," Dr Crawford said.

"Health inequities and inequalities persist, but we are learning more and more about their drivers as well as the levers we can pull to shape healthy public policy which will see a fairer, more just society. The Government's funding boost for health promotion is a welcome strategy towards achieving this vision."

Over the last 30 years, the Association has actively contributed to consultation around the development of strategic directions for prevention and health promotion including for the current Strategy. The Association looks forward to being part of the implementation of the Strategy over the next decade.

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