

# AHPA Queensland Branch - Operational Plan 2018-2022

Endorsed: QLD Branch Executive Committee on 08 July 2021

New Operational Plan Creation Date: July 2022 (with annual review thereafter)

The Australian Health Promotion Association (AHPA) is the only professional association in Australia specifically for people interested or involved in the practice, research and study of health promotion.

## **AHPA's Vision**

Leadership in Health Promotion

## **AHPA's Purpose**

To advance the health of all people in Australia through leadership, advocacy and support for health promotion action in practice, research, evaluation and policy.

To achieve AHPA's vision and purpose, AHPA is committed to the following principles and priorities:

Principles:

- Ethical practice – Supporting culturally informed, participatory, respectful and safe practice
- Health equity – Addressing the social determinants of health in order to build health equity
- Innovative and evidence informed approaches – Promoting and supporting evidence informed research, policy and practice
- Collaboration – working in partnership with other organisations to improve health and wellbeing.

Priorities:

- A highly skilled and sustainable health promotion workforce
- Effective advocacy for health promotion issues
- A strong and responsive professional organisation.

The Queensland Branch has developed an Operational Plan 2018-2022 that sets out strategies, actions, responsibilities and measures of success which will be implemented and monitored over the next five years by the Queensland Branch's Executive Committee. This Plan builds on previous versions of Queensland Branch's Operational Plans and has been developed and informed by the 2017 Branch Executive Committee.

It has been developed as a Queensland based Operational Plan and aligns to the National Strategic Plan 2020-2024 and Operational Plan 2014-2018, which underpins AHPA's vision, purpose, principles, priorities, and governance.

The Queensland Branch's Operational Plan has modified the national focus areas based on local needs to reflect the state level priorities for Queenslanders. The Operational Plan is designed as a tool to guide the activity of the Queensland Branch over the next five years, however, is flexible and able to respond to changes or opportunities as they arise.

### **Queensland Branch's Vision**

To improve the health status of Queenslanders by building the leadership capacity of our members and making health promotion a priority.

To achieve this vision, the Queensland Branch is committed to the following **Key Focus Areas**:

1. Build health promotion leadership, advocacy capacity and action for change
2. Professional development, scholarships and professional events
3. Membership, communication and governance

While there are more than 1000 members and subscribers at a National level, the AHPA Queensland Branch has more than 120 members drawn from Government departments and agencies, universities, non-government organisations, community-based organisations and groups, private companies and industries, and students. It is important to the Queensland Branch that all our members across the state receive the benefits of being an AHPA member.

## 1.0 Key Focus Area: Build health promotion leadership, advocacy capacity and action for change

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<b>To build the awareness and understanding of the importance of health promotion amongst the public</b>	Inform and engage with the broader public on contemporary issues that relate to health promotion and public health	Consolidate relevant public health and health promotion information and topics that increase the public's understanding of health promotion and what activities across Queensland are happening		<b>Lead:</b> Advocacy and Communication Subcommittee  <b>Support:</b> QLD Executive Members (roster)	NIL	
	Encourage Committee and Branch members to engage, share and critically review health promotion issues and topics via social media platforms	<b>Facebook:</b> Executive members to post to Facebook weekly	<b>Facebook:</b> Number of Facebook posts, new followers and comments posted across each month  Analytics / engagement comparisons across the different post topics			<b>Facebook:</b> Monthly
		<b>QLD Branch section of AHPA website:</b> Update the QLD Branch webpage	<b>QLD Branch section of AHPA website:</b> Number of people accessing the QLD Branch webpage			<b>QLD Branch section of AHPA website:</b> Biannually – July and following the AGM yearly
		<b>AHPA YouTube:</b> Upload professional development recordings to YouTube where appropriate	<b>AHPA YouTube:</b> Number of people accessing the QLD Branch YouTube uploads	<b>AHPA YouTube:</b> When appropriate		

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<b>To increase advocacy and address key health promotion issues across Queensland including workforce development</b>	Promote the health promotion responses to public health issues and establish AHPA QLD advocacy goals annually	Develop advocacy goals and activities for AHPA QLD Branch and proactively identify public health and health promotion issues	Advocacy goals and plan developed and endorsed by QLD Executive Committee members	<b>Lead:</b> Advocacy and Communication Subcommittee  <b>Support:</b> QLD Executive Members (roster)	NIL	<b>Advocacy goals and position statements:</b> Developed by July 2021  Updated biannually
		Develop position statements that address specific public health issues and underscore the important role that consumers, patients, families and carers have in advocating for health and wellbeing improvements (acknowledging there are barriers).	Position statements developed and endorsed by QLD Executive Committee members			
	Promote need for health promotion workforce and advocate for existing workforce	Promote AHPA QLD Branch position statements and responses to public issues to members and to the broader community via website, eBulletin and social media  Develop position statement of health promotion workforce development and needs development	Promotion of activities using communication tools where appropriate  Position statement developed and endorsed by QLD Executive Committee members	<b>Lead:</b> QLD Executive Members		<b>Promotion:</b> Ongoing  <b>Workforce Advocacy:</b> Ongoing as needed.
<b>To enhance partnership with Public Health Association of Australia QLD Branch</b>	Strengthen alliance with PHAA through joint networking and advocacy opportunities	Identify QLD Branch Committee member to attend PHAA QLD Branch meetings  PHAA QLD Branch representative attend QLD Branch Committee meetings	Number of PHAA QLD Branch meetings that a QLD Branch Committee attends  Number of QLD Branch Committee meetings that a PHAA QLD Branch representative attends	<b>Lead:</b> QLD Branch Committee member	NIL	<b>Meetings:</b> Ongoing

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<b>To enhance partnership with other health promotion or public health associations or organisations</b>	Develop partnerships and engage with other leading organisations and associations  Strengthen AHPA QLD Branch's advocacy activities and action for change by partnering with other organisations and associations	Identify organisations and associations that influence and lead public health and health promotion in Queensland	Number of partnerships developed	<b>Lead:</b> Advocacy and Communication Subcommittee	NIL	<b>Identify organisations and association:</b> Ongoing
		Identify advocacy activity and action for change opportunities	Number of advocacy activities and action for change activities completed in partnership			<b>Advocacy activities and action for change:</b> Ongoing
<b>To enhance skills and knowledge of best-practice health promotion, through the distribution of contemporary and relevant information and professional development</b>	Promote best practice examples, activities, events and professional development opportunities	Establish partnership governance structure, including partnership agreement if required	Number of partnerships agreements developed	<b>Lead:</b> Professional development, events and scholarships subcommittee	NIL	<b>Partnership agreements:</b> When required
		Develop communication materials to promote partnership outcomes	Number of activities and outcomes promoted using communication tools			<b>Promotion:</b> Ongoing
<b>To enhance skills and knowledge of best-practice health promotion, through the distribution of contemporary and relevant information and professional development</b>	Promote best practice examples, activities, events and professional development opportunities	Identify best practice health promotion examples; activities; events and professional development opportunities	Number of topics and issues identified	<b>Support:</b> Advocacy and Communication Subcommittee	NIL	Ongoing
		Promote best practice health promotion examples; activities; events and professional development opportunities to AHPA QLD Branch members and to the broader community via website, eBulletin and social media	Number of topics and issues promoted			

## 2.0 Key Focus Area: Professional development, scholarships and professional events

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<b>To facilitate professional development opportunities and events that meet member needs</b>	Assess and respond to professional development needs identified in members' survey	Undertake a members' survey to identify what topics and type of professional development is needed	Number of professional development opportunities or events provided in response to identified needs	<b>Lead:</b> Professional development, events and scholarships subcommittee	To be determined and supported by the Committee	<b>Professional development opportunity or event:</b> Twice yearly
	Investigate innovative technologies for the delivery of professional development, for example podcasts, webinar platform & resources available via website	Identify venue/teleconference; costs (budget projections); and professional expertise to deliver the professional development opportunity or event	Professional development opportunity or event planned effectively, including budget projections			
	Deliver professional development opportunity or event	Develop and conduct biennial members' surveys to ensure the members' needs are being met	Number of members' surveys developed and conducted			
<b>Enhance partnership with other health promotion or public health associations or organisations</b>	Collaborate with partner agencies (such as PHAA, DAA, Cancer Council, AEA, and other NGOs) to maximize professional development outputs	Encourage AHPA members to attend co-facilitated events and professional development activities	Number of co-facilitated events and professional development activities	<b>Lead:</b> Professional development, events and scholarships subcommittee	To be determined and supported by the Committee	<b>Professional development opportunity or event:</b> Twice yearly (NB: same as above, not in addition to)

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<b>Support IUHPE Health Promotion Practitioner Registration Model</b>	Advocate and promote the importance of a registered health promotion workforce across agencies and organisation	Encourage AHPA members to become IUHPE registered	Number of advocacy activities, for example letters and presentations, that increases the number of AHPA non-registered members and non-AHPA members to become registered AHPA members	<b>Lead:</b> Advocacy and Communication Subcommittee	NIL	<b>Advocacy activities:</b> Quarterly
		Encourage non-AHPA members to become AHPA members and IUHPE registered	Number of advocacy activities targeting employers to encourage the workforce to become registered health promotion practitioners			<b>Advocacy activities:</b> Quarterly
		Encourage employers to promote the importance of IUPHE registration to their workforce and encourage employers to include IUPHE registration as a highly desirable when recruiting employees to health promotion roles	Number of promotional activities using communication tools			<b>Promotion:</b> Ongoing
Support the promotion of the IUHPE registration to the public and AHPA members including committee members						

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
	Identify and deliver eligible CPD activities for members who become registered Health Promotion Practitioners	<p>When delivering a professional development session, workshop or event ensure that members who complete this event are eligible to obtain CPD hours</p> <p>Ensure certificate attainment after professional development sessions, workshop or event outlined the eligible CPD hours</p> <p>Liaise with Branch Presidents and National to discuss opportunities for nationally-led professional development sessions, workshops and events to support CPD hours and promote registration</p>	<p>Number of professional development session, workshop or events</p> <p>Number of eligible CPD hours that members have the opportunity to be involved in</p> <p>Number of certificates and total number of collated hours provided to AHPA members, non-AHPA members and registered members</p> <p>Number of Branch Presidents meetings that the nationally-led professional development sessions, workshops and events that support CPD hours and promote registration is discussed</p>	<p><b>Lead:</b> Professional development, events and scholarships subcommittee</p> <p><b>Support:</b> QLD Branch President and National</p>	<p>To be determined and supported by the Committee</p> <p>NIL</p>	<p><b>Professional development opportunity or event:</b> Twice yearly (NB: same as above, not in addition to)</p> <p><b>Branch Presidents meeting:</b> Ongoing</p>
<b>To recognise health promotion leadership and excellence</b>	Acknowledge and award leadership and excellence awards	<p>Establish criteria for the annual President's award, and review the criteria annually</p> <p>Award the President's award to the successful recipient</p>	A President's Award is awarded annually	<p><b>Lead:</b> President</p> <p><b>Support:</b> Vice President/s</p>	12 month membership and certificate	<p>Annually in December</p> <p>Annually during the QLD Branch General Meeting</p>



Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
		<p>Establish criteria for reviewing AHPA Conference scholarships (criteria for a student, general member and Aboriginal or Torres Strait Islander member)</p> <p>Review the scholarship criteria annually</p> <p>Establish a reviewing panel, with one non-Queensland panel member, to review the scholarship applications and identify the successful recipients</p> <p>Promote the scholarship opportunities through the Branch's communication tools, especially targeting Aboriginal or Torres Strait Islander scholarship opportunities</p>	<p>Two QLD Branch conference scholarship offered annually</p> <p>Number of promotional activities using communication tools (ebulletins and Facebook)</p>	<p><b>Lead:</b> Professional development, events and scholarships subcommittee</p> <p><b>Support:</b> Advocacy and Communication subcommittee</p>	<p>\$1,000 per scholarship</p> <p>NIL</p>	<p><b>Scholarship process:</b> Annually approximately 6 months prior to the National Conference (</p> <p><b>Promotion:</b> Annually - ongoing Three months prior to the National Conference</p>
<b>To support the AHPA National Mentoring program</b>	Facilitate mentoring partnerships for current and future leaders in health promotion	<p>Promote annual mentoring program through all communications tools used by AHPA QLD Branch</p> <p>Promote and encourage QLD Branch Committee members to be involved in the program</p>	<p>Number of times the mentoring program is promoted using communication tool, including social media, e-bulletins and QLD Branch's webpage</p> <p>Number of QLD Branch members who are either a mentor or mentee</p>	<b>Lead:</b> Advocacy and Communication subcommittee	NIL	Ongoing (until National Program ceases)

### 3.0 Key Focus Area: Membership, communication and governance

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<b>To communicate more frequently with members on issues of interest and relevance</b>	Promote all relevant information and health promotion and public health issues, including events, jobs and professional development opportunities	Develop and maintain fortnightly e-bulletin for members	E-bulletin developed and disseminated fortnightly	<b>Lead:</b> Advocacy and Communication subcommittee	NIL	Fortnightly across the year
	Promote all QLD Branch Committee documents to members	Establish a process for loading documents onto the QLD Branch section of the website  Include links to the documents in the fortnightly e-bulletin	Documents loaded onto Members Only section of website  Information disseminated to members	<b>Lead:</b> Secretary  <b>Support:</b> Advocacy and Communication subcommittee	NIL	Ongoing
	Promote award recipients on the AHPA QLD Website and via social media  Recognise member contributions	Add Award recipient detail onto website and social media  Establish a process where contributions of members to community, research and practice can be recognised via social media platforms.	Award recipient details updated on website  Information disseminated to members about nominating to share this information	<b>Lead:</b> Advocacy and Communication subcommittee  <b>Lead:</b> Advocacy and Communication subcommittee	NIL	Annually  Process Establishment: July 2021. Thereafter ongoing

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<p><b>To increase AHPA QLD Branch membership</b></p> <p>&amp;</p> <p><b>To increase the conversion of domestic student memberships to full time membership</b></p>	Promote AHPA membership benefit to the broader health professionals	<p><b>Workforce:</b> Develop communication tools and promotional information that targets health professionals to become AHPA members</p>	<p><b>Workforce:</b> Number of times promotional activities delivered to non-AHPA members</p>	<p><b>Lead:</b> Advocacy and Communication subcommittee</p>	To be determined	<p><b>AHPA membership promotion:</b> Ongoing</p>
	Encourage Public Health and Health Promotion lecturers at each Queensland University to promote AHPA membership to their students	Develop a directory of key contacts across organisations and entities that have health promoting and public health positions within their workforce	Update the directory biannually			<p><b>Health promotion and public health lecturers:</b> One month prior to university semester commencement (if capacity exist)</p>
	Promote AHPA membership benefits to students and graduating students during orientation week	<p><b>Students:</b> Develop communication tools and promotional information that targets students to become AHPA members</p> <p>Develop a directory of public health and health promotion lecturers and tutors from all Queensland universities</p>	<p>Number of times promotional activities delivered to public health and health promotion students, lecturers and tutors</p> <p>Update the directory annually</p>			<p><b>Student membership promotion:</b> Twice yearly during orientation</p>
		<p>Develop a generic e-mail that can be sent to university lecturers and tutors to promote the benefits of AHPA membership to students, including electronic brochure and 2-3 lecture slides</p> <p>Develop and disseminate email reminder to lecturers with electronic brochure outlining AHPA membership benefits and student information</p>	<p>Generic email developed</p> <p>2-3 promotional slides developed</p> <p>Electronic brochure disseminated</p> <p>Number of times the generic email and reminder emails sent to lecturers and tutors</p>			

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
<b>Ensure QLD Branch is operating in an effective and efficient manner through good governance processes</b>	Delegate QLD Branch tasks to Committee Members	Subcommittees developed, and deliverables achieved  Tasks appropriately delegated  Review QLD Branch documents such as Branch Orientation Manual, Policies and Procedures Manual, and Operational Plan	Activities outlined in Operational Plan progressed and achieved	<b>Lead:</b> President and Vice President	NIL	Ongoing
	Succession planning for executive roles for QLD Branch Committee	Investigate methods of identifying and developing future AHPA leaders  Implement appropriate methods to identify and develop future AHPA leaders  Develop QLD Branch committee electronic nomination forms	Number of QLD Branch Committee members identifying interest in leadership roles  Number of times leadership roles have been promoted	<b>Lead:</b> President and Vice President  <b>Support:</b> All Committee members	NIL	Ongoing
	QLD Branch Committee meeting held every six weeks. Minutes and actions to be completed within a timely manner  All administrative documents uploaded and managed in O365	A minimum of eight Committee meetings held annually, including a QLD Branch General Meeting  A minimum of eight Committee meeting minutes to be disseminated to Committee members  All documents, including policies, developed by QLD Branch to be uploaded and updated (if required)	Number of meetings held, and minutes disseminated  Uploading and monitoring of all QLD Branch documents	<b>Lead:</b> All Committee members  <b>Lead:</b> Secretariat  <b>Lead:</b> All Committee members	NIL	Six weekly  Six weekly  Ongoing
<b>Develop and maintain two-way communication between National and QLD Branch Executive</b>	Promote the activities and achievements of the QLD Branch to all AHPA members	Provide QLD Branch update quarterly via the AHPA National newsletter edition	Four QLD Branch Updates submitted to AHPA National	<b>Lead:</b> Advocacy and Communication subcommittee	NIL	Quarterly

Objective	Strategy	Activities	Performance Indicator (PI)	Working Group	Budget	Timeline
	Branch President to maintain presence on Branch Presidents' Working Group	<p>QLD Branch President attends monthly meetings</p> <p>Update from Branch Presidents' meeting provided to QLD Branch Committee members</p> <p>Contribute to national policies and documents</p>	<p>Number of AHPA National meetings attended</p> <p>Number of national policies or documents that the QLD Branch has contributed to</p>	<b>Lead:</b> President	NIL	<p>Monthly</p> <p>Ongoing</p> <p>When required</p>