

# STRATEGIC PLAN

2020 - 2024



# MESSAGE FROM THE PRESIDENT



This strategic plan provides our roadmap for the Australian Health Promotion Association (AHPA®), setting out our agenda for 2020-2024.

Over the past three decades the Association has provided a sustained voice for health promotion practitioners in Australia. During this time, we have seen profound shifts in the way in which we think about and respond to factors influencing health. Many of the issues we seek to address are increasingly intractable and complex. Consequently, our attention must turn to collective action on the sociocultural, economic, political and ecological determinants which affect the health our people and planet. Health promotion can and will play a vital role in affecting health and social change.

Our touchstones will be our principles, competencies for health promotion and the ideas laid out in the Alma Ata, the Ottawa Charter and subsequent Charters and Declarations. In the changing global landscape we will be guided by the sustainable development agenda and international commitment to planetary health. The Association supports the World Health Organization definition of health promotion as the process of enabling people to increase control over, and to improve their health. The Association will continue to foster work underpinned by social justice that is ethical, equitable, empowering, culturally secure and informed by evidence.

# MESSAGE FROM THE PRESIDENT



In developing this document we have sought to build on the excellent work of those who have come before us. We have canvassed the views of Association members, partners, stakeholders and friends both here in Australia as well as internationally. We have also spent time considering the myriad factors which have, do and will influence health and shape our profession and its practice, research and policy. We thank our members, branches, committees and stakeholders for their contributions.

During the next five years, the Association will focus its strategic efforts on promoting the health promotion profession and our members, advocating for health promotion, building the professional capacity of members, supporting career pathways in health promotion, promoting equity, diversity and inclusion and providing responsible governance and management. We will maintain strong partnerships and seek to build new ones with organisations that play a role in promoting health.

As ever, we will strive to meet the needs of our members in their health promotion endeavours and their contributions to a healthier more equitable Australia. Through the implementation of this plan we will continue to deliver on our Vision, and on our Purpose of leadership, advocacy and workforce development for health promotion practice, research, evaluation and policy. We look forward to our shared progress towards these goals over the coming years.

**GEMMA CRAWFORD, NATIONAL PRESIDENT**

# OUR VISION & PURPOSE



## VISION

A healthy, equitable Australia.

## PURPOSE

Leadership, advocacy and workforce development for health promotion practice, research, evaluation and policy.

# OUR PRINCIPLES



To achieve AHPA's vision and purpose the Board and members commit to:

## **ETHICAL PRACTICE**

Supporting culturally informed, participatory, respectful, and safe practice.

## **HEALTH EQUITY**

Addressing the sociocultural, economic, political, commercial and ecological 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.

# OUR STRATEGY & ACTIONS



## 1. PROMOTE THE HEALTH PROMOTION PROFESSION AND OUR MEMBERS

- 1.1. Develop and implement a communications strategy
- 1.2. Implement a membership plan to attract and retain members
- 1.3. Advocate for the health promotion workforce
- 1.4. Recognise outstanding contributions to the Association and health promotion

## 2. ADVOCATE FOR HEALTH PROMOTION

- 2.1. Collaborate with partners to advocate for health promotion
- 2.2. Share AHPA policy position papers, submissions, statements

# OUR STRATEGY & ACTIONS



## 3. BUILD THE PROFESSIONAL CAPACITY OF AHPA MEMBERS

- 3.1. Deliver a high quality and contemporary Health Promotion Journal of Australia
- 3.2. Provide professional development and networking opportunities for members
- 3.3. Contribute to the evidence base for health promotion
- 3.4. Support ethical practice for health promotion

## 4. SUPPORT CAREER PATHWAYS IN HEALTH PROMOTION

- 4.1. Deliver an effective Health Promotion Practitioner Registration program
- 4.2. Engage employers to support the Health Promotion Practitioner Registration program
- 4.3. Encourage IUHPE accreditation of Australian university health promotion courses

# OUR STRATEGY & ACTIONS



## 5. PROMOTE EQUITY, DIVERSITY AND INCLUSION

- 5.1. Implement the AHPA Reconciliation Action Plan
- 5.2. Attract and engage Aboriginal and Torres Strait Islander members
- 5.3. Consider the suitability of the IUHPE Competencies and Professional Standards for promoting the health of Aboriginal and Torres Strait Islander peoples
- 5.4. Ensure equity, diversity and inclusion within all AHPA activities

## 6. PROVIDE RESPONSIBLE AND SUSTAINABLE GOVERNANCE AND MANAGEMENT

- 6.1. Deliver effective systems, policies, procedures and budgets
- 6.2. Optimise organisational support structures and functions
- 6.3. Maximise collaboration between the Board, Branches and Committees



# MEASURING SUCCESS



Key indicators are:

- Number of members
- Number of Registered Health Promotion Practitioners
- Number of professional development events and participants attending events
- Member engagement and satisfaction
- Evidence of leadership in advocacy, policy and planning
- Financial viability



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