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.

VISION
Leadership in health promotion

AHPA IN ACTION
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 social determinants of health in order to build health equity

INNOVATIVE + EVIDENCE INFORMED APPROACHES
Promoting and supporting evidence informed research, policy and practice

COLLABORATION
Working in partnership with other organisations to improve health and wellbeing
WHAT IS HEALTH PROMOTION?

AHPA endorses the World Health Organization’s definition of health promotion, which is: Health promotion is the process of enabling people to increase control over, and to improve their health. ¹

AHPA endorses the conceptual and strategic framework for health promotion set out in the WHO’s Ottawa Charter for Health Promotion. ²

Health promotion works with individuals, communities and populations.

PRIORITIES

1. A highly skilled and sustainable health promotion workforce
   • Build the capacity of the health promotion profession through contemporary professional development for members and the sector.
   • Promote the profession and the professional identity of health promotion practitioners.
   • Promote and disseminate health promotion research and evaluation, and support evidence translation activities and initiatives.
   • Strengthen professional and career opportunities for health promotion practitioners.
   • Acknowledge and reward professional excellence in health promotion.

2. Effective advocacy for health promotion issues
   • Create a strong public voice for health promotion issues through effective advocacy.
   • Effectively communicate the value of health promotion, the profession and AHPA.

3. A strong and responsive professional organisation
   • Ensure best practice in AHPA’s systems, policies, procedures and budgets.
   • Develop and sustain strategic alliances and partnerships to promote population health and wellbeing and achieve greater advocacy impact.
   • Build a vibrant and well supported organisation with a sustainable membership base.

WHO DOES AHPA WORK WITH?

Members, branches, related professional organisations, government and non-government organisations, educational institutions, funders and sponsors.