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OPERATIONAL PLAN

2014-2018

*PARTNER ASSOCIATION NAMES AND ACRONYMS

AEA - Australasian Epidemiological Association
<http://www.aea.asn.au/australasian-epidemiologist/about-ae>

AFPHM - Australasian Faculty of Public Health Medicine
<http://www.racp.edu.au/page/racp-faculties/australasian-faculty-of-public-health-medicine/>

AHCRA - Australian Health Care Reform Alliance
<http://www.healthreform.org.au/health-reform/>

CAHA - Climate and Health Alliance
<http://caha.org.au/about/>

Croakey - Public Health Blog
<http://blogs.crikey.com.au/croakey/about-croakey-the-history-the-people-the-funding-arrangements/>

IUHPE - International Union of Health Promotion and Education
<http://www.iuhpe.org/index.php/en/iuhpe-at-a-glance>

NAAA - National Alliance for Action on Alcohol
<http://www.actiononalcohol.org.au/about-naaa/what-is-naaa>

PHAA - Public Health Association of Australia
<http://www.phaa.net.au/>

PHM Oz - People's Health Movement Australia
http://phmoz.org/wiki/index.php?title=People%27s_Health_Movement_Australia

SDOHA - Social Determinants of Health Alliance
<http://www.socialdeterminants.org.au/>

AHPA NATIONAL 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.

Leadership in health promotion.

1. A HIGHLY SKILLED AND SUSTAINABLE HEALTH PROMOTION WORKFORCE

STRATEGIES	ACTIONS	RESPONSIBILITY	MEASURES OF SUCCESS
1.1 Build the capacity of the health promotion profession through contemporary professional development (PD) for members and the sector	Plan and deliver AHPA's National Health Promotion Conference	Board Committees and Working Groups: 1. Board Executive/FARM Committee 2. Conference Working Group	National Conference and the pre-conference Aboriginal and Torres Strait Islander workshop implemented in 2014, 2016 and 2018 with estimated number of participants and profit achieved
	Plan and deliver, in partnership with PHAA (Public Health Association of Australia), AEA (Australasian Epidemiology Association) and AFPHM (Australasian Faculty of Public Health Medicine), the Population Health Congress	Board Executive/FARM Committee in partnership with PHAA, AEA and AFPHM	Congress implemented in September 2015 with at least 1000 participants and estimated profit achieved
	Work with PHAA and other partners to plan and deliver the WFPHA World Federation conference in Melbourne 2017	Board Conference Working Group	
	Organise scholarships for members to attend National Conference and the Population Health Congress (PHC)	Board Committees and Working Groups: 1. Conference Working Group 2. Branch Presidents' Committee	At least one scholarship per Branch awarded for both the National Conference and the Congress
	Work with Branches to support the delivery of professional development opportunities	Board Branch Presidents' Committee	At least two PD activities per year implemented for members
	Develop a national approach to mentoring early health promotion practitioners and investigate the feasibility of an online member mentoring program	Board Branch Presidents' Committee	National mentoring program progressed during 2014 and 2015

STRATEGIES	ACTIONS	RESPONSIBILITY	MEASURES OF SUCCESS
1.2 Promote the profession and the professional identity of health promotion practitioners	By February 2015 present a paper to the Board summarising options for a regulatory model appropriate for the Australian health promotion workforce	Board's Professionalising Health Promotion Committee	Discussion paper for Board about options for regulatory models
	By July 2015 identify key resources, expenses and potential sources of funding and/or support to implement recommended regulatory model/s	Board's Professionalising Health Promotion Committee	Discussion Paper enables AHPA Board to inform development of business case
	By September 2015 produce a Business case (including an implementation plan) for a proposed regulatory model	Board's Professionalising Health Promotion Committee	Business case with options costed and recommendations for decision at the 2015 F2F Board meeting
	Promote the value of the health promotion profession through relevant forums and submissions	Relevant Board Committees	At least four examples demonstrating the promotion of the health promotion profession
1.3 Promote and disseminate health promotion research and evaluation, and support evidence translation in practice	Produce, distribute and raise awareness of the peer reviewed Health Promotion Journal of Australia	1. Board Research, Evaluation & Evidence Translation (REET) Committee 2. HPJA Editorial team	Journal produced three times year Improve or maintain the journal's current impact factor
	Produce a special supplement, themed edition or special section within an edition on a cutting edge topic	1. Board REET Committee 2. HPJA Editorial team	At least one supplement, themed edition or special section produced
	Support and promote health promotion research and evaluation efforts	Relevant Board Committees and Working Groups: 1. REET Committee 2. Conference Working Group 3. Branch Presidents' Committee 4. Aboriginal and Torres Strait Islander Committee	At least one 'Writing for the Journal' workshop conducted in each state
	Encourage health promotion professionals to write papers for AHPA's national and state publications and conferences	Relevant Board Committees and Working Groups: 1. REET Committee 2. Conference Working Group 3. Branch Presidents' Committee 4. Aboriginal and Torres Strait Islander Committee	Contributions from members to the journal, newsletters, and abstracts for conferences
	Build understanding of the importance of and issues related to ethics and health promotion	1. Board REET Committee 2. HPJA Editorial team	Evidence of activities (articles, discussions, partnerships) related to ethics and health promotion

STRATEGIES	ACTIONS	RESPONSIBILITY	MEASURES OF SUCCESS
1.4 Strengthen professional and career opportunities for health promotion practitioners.	Ensure AHPA strategies enable access for rural and remote AHPA members	Board Communications Working Group	Demonstrated use of webinars, YouTube recordings, and other social media platforms
	Develop a more integrated, systematic approach to promoting job opportunities	Board Committees and Working Groups: 1. Communications Working Group 2. Branch Presidents' Committee	Jobs advertised on the website and via the members' email server
	Promote the use of AHPA's health promotion practitioner competencies within workplaces	Directors and all Committees	
1.5 Acknowledge and reward professional excellence in health promotion.	Promote and grant the Ray James Award in accordance with AHPA's specified criteria	Board Committees and Working Groups: 1. REET Committee 2. Executive/FARM Committee	Ray James Award assessed and awarded yearly if criteria met
	Ensure all volunteers are appropriately thanked and acknowledged through AHPA communications and certificates of contribution at branch and national level	Board Committees and Working Groups: 1. Executive/FARM Committee 2. Branch Presidents' Committee	Each volunteer received appropriate acknowledgment
	Where merited, grant Life Membership, and other relevant Fellow Awards for outstanding contributions to the Association and health promotion field	Board Executive/FARM Committee	Merit based awards presented for outstanding contribution to AHPA and the field of health promotion

2. EFFECTIVE ADVOCACY FOR HEALTH PROMOTION ISSUES

STRATEGIES	ACTIONS	RESPONSIBILITY	MEASURES OF SUCCESS
2.1 Create a strong public voice for health promotion issues through effective advocacy	Prioritise advocacy issues for AHPA response	Board Executive/FARM Committee	Board endorsed priority issues, and responded to at least three national priority advocacy issues
	Comment on proposed policy, legislation and other relevant programs and documents to advance health promotion practice and population health outcomes	1. Board Executive/FARM (National issues) 2. Branch Committees (State and Territory issues)	Within capacity, the Board responds to nationally significant policies, legislation and other relevant programs and documents either independently or in partnership with other organisation(s)
	Place AHPA's national position statements, submissions, and resources on the website for use by branches and members	Board Committees and Working Groups: 1. Executive/FARM Committee 2. Communication Working Group	Existing National and Branch submissions available on AHPA's website by December 2015
	Identify relevant content experts and spokespeople within AHPA membership and population health partners who are willing to contribute to AHPA advocacy efforts	Board Executive/FARM Committee	List of consenting content experts available for advocacy efforts by July 2015
	Build capacity for effective advocacy at national and branch level through identifying training options	Board Branch Presidents' Committee	Advocacy training workshops advertised through AHPA's email server, website and branch committees
2.2 Effectively communicate the value of health promotion, the profession and AHPA.	Review and update communication platforms and determine priorities	Board Communications Working Group	Communication platform priorities reviewed and priorities agreed
	Update and maintain AHPA's website	Board Communications Working Group	Website upgraded with at least two priorities implemented by end of 2015
	Continue to regularly share information on AHPA and health promotion with all members using multiple communication methods (email server, website, and newsletters, twitter)	Board Committees and Working Groups: 1. Executive/FARM Committee 2. Communications Working Group	Regular newsletters, website and email communication to members
	Develop and implement a Social Media Policy and Strategy	Board Communications Working Group	Social Media Policy endorsed by the Board and two priority strategies implemented

3. A STRONG AND RESPONSIVE PROFESSIONAL ORGANISATION

STRATEGIES	ACTIONS	RESPONSIBILITY	MEASURES OF SUCCESS
3.1 Ensure best practice in AHPA's systems, policies, procedures and budgets	Continue to develop best practice financial and auditing practices	Board via the Executive/FARM Committee	Branch Treasurers implementing financial transactions and reporting systems as required At least one meeting a year held between Branch Treasurers and National Treasurer
	Develop timeline for completing the yearly budget and audit	Board Executive/FARM Committee	Timely completion of budget and audit report in accordance with Constitution, ASIC and the ACNC requirements
	Develop operational plans at both national and branch levels designed to achieve AHPA's 5 year strategic priorities	1. Board Strategic Plan Working Group 2. Branch Committees	Operational plans implemented
	Develop and implement a Reconciliation Action Plan	Board Aboriginal and Torres Strait Islander Committee	Plan endorsed by Board by December 2015
	For new Board members provide an orientation session and resources on AHPA's structure and governance responsibilities	Board Executive/FARM Committee	Directors' Handbook reviewed and current Orientation session run each year
	Sustain Board Committees and time limited Working Groups to progress AHPA's strategic directions	Board Executive /FARM Committee	Board using BoardEffect effectively for meetings Board Committee progress reports received monthly
	Review AHPA's business model options to ensure the viability of AHPA	Board Business Model Working Group	Options identified and preference agreed and implemented
	Continue to review and, where indicated endorse new policies, procedures, guidelines and protocols that support good governance	Board Executive /FARM Committee	Communication of decisions to all members

STRATEGIES	ACTIONS	RESPONSIBILITY	MEASURES OF SUCCESS
<p>3.2 Develop and sustain strategic alliances and partnerships to promote population health and wellbeing and achieve greater advocacy impact</p>	<p>Raise understanding of and promote action on the social determinants of health.</p>	<p>Board Executive/FARM Committee</p>	<p>Demonstrated input into the SDOHA decisions, directions and advocacy efforts</p>
	<p>Inform, encourage, and promote public debate and action on population health issues</p>	<p>All Board and Branch Committees</p>	<p>Funding for Croakey* continued Croakey Blog link on AHPA's website Direction to Croakey debates disseminated via Twitter Participate in agreed joint actions</p>
	<p>Maintain membership and collaboration with a range of relevant population health organisations</p>	<p>Board Committees: 1. Board Executive/FARM Committee 2. Branch Presidents' Committee</p>	<p>Maintain IUHPE* membership Continue to work with PHAA* Maintain Congress partnerships (AEA* APHEM*)</p>
	<p>Raise awareness and support political advocacy and engagement around key issues including primary health care, alcohol, climate change, national and international population health issues through AHCRA*, NAAA*, and PHM Oz* SDOHA*, CROAKEY* and CAHA* memberships</p>	<p>Board Committees: 1. Board Executive/FARM Committee 2. Branch Presidents' Committee</p>	<p>CAHA work highlighted in Update, member emails and AHPA tweets. Link to CAHA on AHPA's website Follow partner organisations on Twitter and put links on website Maintain AHCRA, NAAA, SDOHA, and CAHA memberships</p>
	<p>Promote AHPA with key Aboriginal and Torres Strait Islander organisations</p>	<p>Board Committees: 1. Aboriginal and Torres Strait Islander Committee 2. Branch Presidents' Committee</p>	<p>Within capacity and resources (money, time, expertise) have an AHPA presence at state/territory and national forums Increased number of Aboriginal and Torres Strait Islander memberships</p>

STRATEGIES	ACTIONS	RESPONSIBILITY	MEASURES OF SUCCESS
<p>3.3 Build a vibrant and well supported organisation with a sustainable membership base</p>	<p>Plan and implement strategies to attract new members to, and retain existing AHPA members</p>	<p>Board Committees and Working Groups: 1. Branch Presidents' Committee 2. Executive/FARM Committee</p>	<p>Process implemented to follow up lapsed members Increase membership by 1% per year including an increase in number of individual full memberships</p>
	<p>Investigate fee structure and membership categories</p>	<p>Board Executive/FARM Committee</p>	<p>Fee structure investigated Revised fee structure endorsed and in operation by June 2016</p>
	<p>Prepare a brief communiqué for Branch committees every three months including Board and Committee/WG decisions</p>	<p>Board Executive/FARM Committee</p>	<p>Communiqué released to Branch Presidents' Committee quarterly</p>
	<p>Develop an AHPA welcome information package for all new members</p>	<p>Board Branch Presidents' Committee</p>	<p>AHPA 'welcome' package endorsed by the Board and available for new members</p>
	<p>Encourage members to be more actively involved in AHPA</p>	<p>Board Branch Presidents' Committee</p>	<p>Branch Presidents report increased number of members involved in AHPA activities (eg conference volunteering, engagement in local branch activities, annual meetings, AGM attendance, standing for, and actively involved in, branch committees)</p>



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