

# Health Promotion Service Strategic Framework 2023 - 2028

Focus: People are healthy and well (Strategic Outcome 3: [Future Health](#))

Promote, protect and maintain the health of the community (Focus Area A: [ISLHD Health Care Services Plan 2020-2030](#))



**Support parents through pregnancy and the early years**

**Give children the best start to life**

**Improve the health of school-aged children**

**Support healthy ageing**

**Prevent and reduce smoking and vaping**

**Integrate preventive health in clinical service delivery**

**Create healthier food and built environments**

## Focus on priority populations experiencing health inequity

- Support pregnant women to engage with healthy lifestyle programs
  - ▶ Get Healthy in Pregnancy
  - ▶ Quitline/Text Messaging in Pregnancy
- Collaborate with external organisations and ISLHD services to promote and support breastfeeding
- Partner with ISLHD Child and Family and Maternity services to deliver the goals of the First 2000 Days Framework
- Support families to introduce solids to babies, establish healthy eating habits and navigate fussy eating behaviours in children 12 months to 5 years
  - ▶ Starting Family Foods
  - ▶ Growing Healthy Eaters.
- Work with Early Childhood Education and Care services to promote healthy eating and physical activity by influencing service policy and practice
  - ▶ Munch & Move
- Build the knowledge and skills of Early Childhood Educators to increase identification of health and development concerns leading to early intervention
  - ▶ Early Years Network.
- Deliver state-wide and local programs that support primary and high schools to embed healthy eating, physical activity and wellbeing in their classrooms, culture & community
  - ▶ Live Life Well @ School
- Deliver programs to support family lifestyle behaviour change for children above a healthy weight
  - ▶ Go4Fun
- Build capacity of key school-based staff to increase physical activity, improve healthy eating and address emerging health needs (e.g. vaping, mental wellbeing)
  - ▶ Health and PE Network
  - ▶ Canteen Network
  - ▶ Wellbeing and Health In-reach Nurse (WHIN).
- Provide accessible, low cost, healthy ageing programs for older adults
  - ▶ Healthy and Active for Life Online
  - ▶ Health Moves
- Deliver community-based falls prevention programs for older adults
  - ▶ Stepping On
- Develop new delivery models for physical activity programs to support healthy ageing and falls prevention in at-risk groups living in the community
- Develop initiatives which support adults of all ages to increase healthy eating and physical activity behaviours.
- Support people to quit smoking and vaping
  - ▶ Text2Quit
  - ▶ Stamp Out Smoking
  - ▶ Staff NRT program
- Support clinical staff to deliver brief interventions
  - ▶ Nurse-initiated NRT
  - ▶ Reduce Smoking and Vaping in Pregnancy
- Implement strategies to support smoke and vape free environments
  - ▶ Schools and youth settings
  - ▶ Health facilities
  - ▶ Licensed venues.
- Engage with clinical leaders, managers and clinicians to increase routine referral to preventive health programs
  - ▶ Get Healthy Service
  - ▶ Get Healthy in Pregnancy
  - ▶ Quit services
  - ▶ Go4Fun
- Develop capacity of clinical services to deliver brief interventions on healthy eating, physical activity and smoking/vaping cessation to patients
  - ▶ Prehabilitation for surgery
- Support clinical services to increase the rates of completion of children's routine growth assessments.
- Work with local, state and federal government departments to prioritise population health in urban planning to deliver healthier places for all
- Advocate and collaborate with local organisations to create healthy environments which support food security, active transport and climate change adaptation
- Implement strategies for the provision of healthy food and drinks in key settings:
  - ▶ School canteens
  - ▶ NSW Health facilities
  - ▶ Local government facilities.

## Embedded into core business and planning



### Partnerships and engagement

- Develop partnerships with clinical services, schools, early education services, universities, government agencies, businesses, community organisations and groups to deliver co-designed preventive programs and initiatives.

### Research, evaluation and quality improvement

- Undertake population health research, through partnerships with academics and internal/ external stakeholders.
- Build the research capability of staff through investment in research opportunities and quality improvement processes.

### Communication and social marketing

- Develop and promote messaging and content which is informed by health literacy principles
- Connect consumers with accessible, relevant and easy-to-understand preventive health information
- Adapt to the changing digital and media landscapes.

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## What is Health Promotion?

**Health Promotion works to create supportive environments which enable people to be healthy and well and ultimately stay out of hospital.**

Health Promotion is at the frontline of preventive health, focusing on preventing the root causes of ill health rather than treatment or cure. It helps people to proactively manage and optimise their health across the lifespan and protects the health system from being overloaded by the burden of chronic disease.

Around 38% of disease burden is preventable and is due to modifiable risk factors, such as tobacco use, overweight and obesity, poor diet, high blood pressure or alcohol use (AIHW 2021)<sup>1</sup>.

1. Australian Institute of Health and Welfare (2021) *Australian Burden of Disease Study: Impact and causes of illness and death in Australia 2018*.

## Who do we work with?

NSW Future Health (2022-2032) directs us to **'Partner to address the social determinants of ill health in our communities'**.

The Health Promotion Service works with a wide range of partners to co-design and deliver evidence-based preventive health programs and initiatives which address health equity and inclusion.

Our external partners include schools, early education services, universities, government agencies, businesses, community organisations and groups.

We also partner with ISLHD clinical services to embed preventive health practices into routine patient care, with a focus on increasing support for overweight and obesity management and smoking/vaping cessation.

## Who are our priority populations?

Our work focuses on the needs of people who experience unfair and preventable differences in health status compared to the rest of society. Our priority populations include:

- ▶ Aboriginal and Torres Strait Islander people
- ▶ Children in the first 2000 days of life and their carers
- ▶ Children aged 5-16 years
- ▶ Older people aged 60 years and over
- ▶ Culturally and Linguistically Diverse (CALD) people
- ▶ People from lower-socio economic groups
- ▶ Rural and regional populations.

## What guides our work?

This is a strategic framework that informs an annual Delivery Plan. Our work also aligns with other NSW strategic frameworks including:

- ▶ Future Health: Guiding the next decade of care in NSW 2022 - 2032
- ▶ ISLHD Healthcare Services Plan 2020 - 2030
- ▶ NSW Healthy Eating & Active Living Strategy 2022 - 2032
- ▶ NSW Health Tobacco Strategy and Work Plan
- ▶ First 2000 Days Framework
- ▶ Regional & Rural Health Strategic Plan 2022-2032
- ▶ NSW Aboriginal Health Plan 2013-2023.

## Why are preventive health measures beneficial?<sup>2</sup>



### Prevents hospitalisations

Health Promotion practice can keep half a million Australians out of hospital every year by preventing chronic diseases like cardiovascular disease, type 2 diabetes, cancers, stroke and depression.



### Reduces premature death

Examples: Every 4% reduction in tobacco smoking saves 3,000 lives in Australia each year. Increased physical activity and consumption of vegetables also shows significant associations with lower mortality.



### Cost saving

Every \$1 invested in Health Promotion can return over \$14 in health benefits. Australia spends less than 2% of all health spending on prevention.



### Long-term health improvements

Health Promotion works before people get sick and need medical care.

2. Australian Health Promotion Association, 2023.