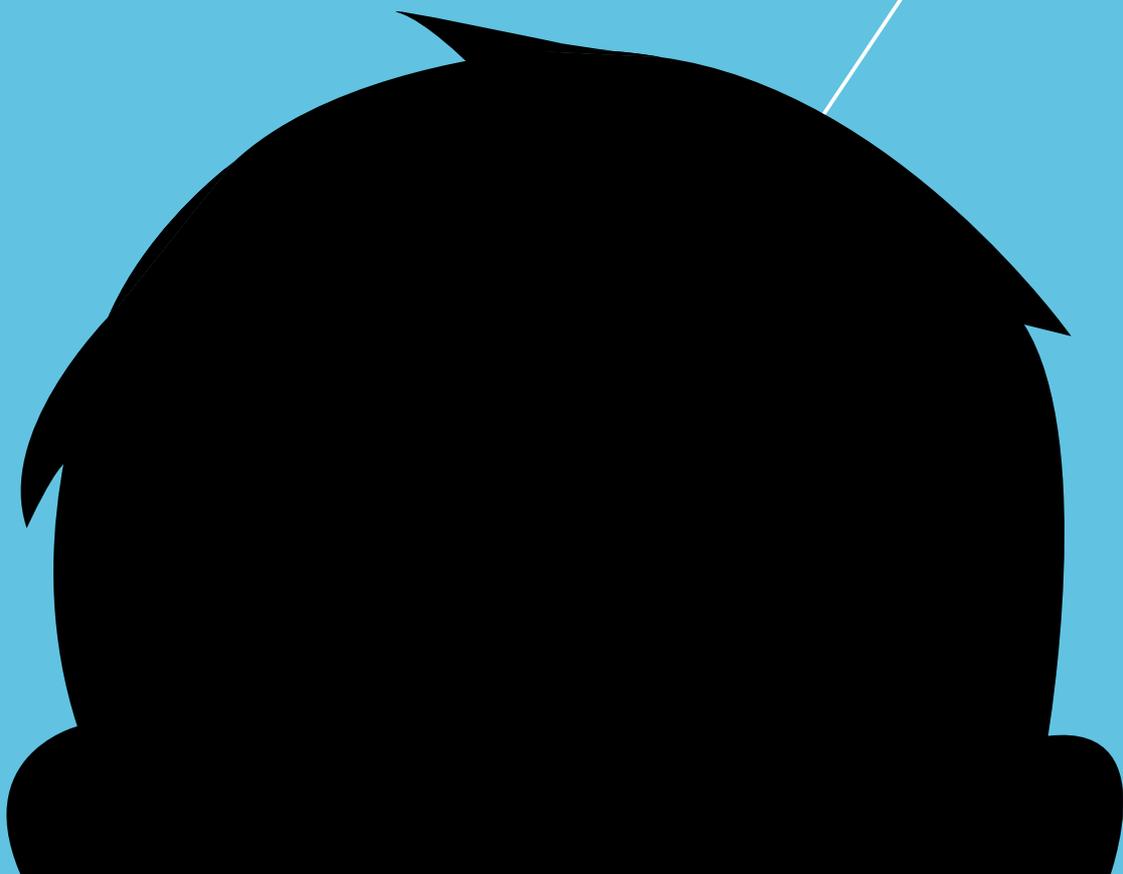


# VICHEALTH ACTION AGENDA FOR HEALTH PROMOTION

Are you ready for change?



# A HEALTHIER LIFE

Health = physical + mental + social wellbeing



**HEALTH IS MORE THAN BEING FREE FROM DISEASE. IT IS A STATE OF PHYSICAL, MENTAL AND SOCIAL WELLBEING – AND THIS MEANS THAT HEALTH CAN BE CULTIVATED IN ALL THE ELEMENTS OF EVERYDAY LIFE. HEALTH “HAPPENS” EVERYWHERE.**

And it's from these spaces that our organisation takes its inspiration.

The Victorian Health Promotion Foundation ('VicHealth') is a pioneer in health promotion – the process of enabling people to increase control over and improve their health. We create and fund world-class interventions. We conduct vital research to advance our state's population health. We produce and support public campaigns to promote a healthier Victoria. We provide transformational expertise and insights to government.

But of all the things we do, above all we seek to make health gains among Victorians by pre-empting and targeting improvements in health across our population, fostered within the day-to-day spaces where people spend their time, and with benefits to be enjoyed by all.

**“VicHealth was the world's first health promotion foundation – the new action agenda leads the way in responding to the big health issues facing us today.”**

DR SUSAN MERCADO, DIRECTOR FOR BUILDING HEALTHY COMMUNITIES AND POPULATIONS,  
**WORLD HEALTH ORGANIZATION**

# FOREWORD

## THE ACTION AGENDA

### CHAIR'S INTRODUCTION



**Mark Birrell,**  
Chair of the Board

A handwritten signature in black ink that reads "Mark Birrell". The signature is written in a cursive, flowing style.

It is my privilege to present VicHealth's vision for the next decade of global leadership in health promotion.

VicHealth's Action Agenda for Health Promotion provides an impetus for progressive actions to promote good health and prevent illness. It records our targeted and evidence-based commitments to promote healthy eating, encourage regular physical activity, prevent tobacco use, prevent harm from alcohol and improve mental wellbeing.

These complex and challenging areas of health promotion represent the greatest burden of disease and disability, and where there is the most potential for health gains. Put simply, they offer the best investment for our preventive health dollar.

VicHealth's role has always been to push the boundaries and trial and test new ways to promote health, and this approach remains at the heart of the Action Agenda.

We are deeply indebted to our partners, advocates and supporters, without whom our 10-year vision cannot be achieved. On behalf of the Board, I also thank our CEO, Jerril Rechter, for leading the consultation on this 'Vision document', and record our appreciation to the Minister for Health, The Hon. David Davis MP, for his direct support.

The vision outlined in this Action Agenda both complements and builds upon the Victorian Government's future health promotion work via the Public Health and Wellbeing Plan and Healthy Together Victoria program.

Effective health promotion directly improves the health of individuals. VicHealth's 10-year vision is therefore designed to help reduce the burden of treating chronic disease, enhance productivity, bridge the health divide between population groups and add healthy years to a person's life.

**“WE HAVE EMBRACED A NEW APPROACH TO HEALTH PROMOTION WHICH CONTINUES TO BE GUIDED BY GOVERNMENTS AND HEALTH EXPERTS, AND IS INCREASINGLY INFLUENCED BY ORGANISATIONS, BUSINESSES AND THE COMMUNITY ITSELF.”**

## CEO'S MESSAGE



**Jerril Rechter,**  
Chief Executive Officer

The VicHealth Action Agenda for Health Promotion outlines the work we will undertake over the next 10 years.

The Action Agenda was a collaborative effort from day one, involving extensive consultations with some of Australia's leading thinkers in health promotion and beyond, guidance from our valued partners, and the combined expertise of the VicHealth Board and staff.

Consultation was undertaken in stages commencing with multiple stakeholder interviews and discussion forums, the development of a 'green paper', and a review of existing programs. The intelligence and ideas generated from this process formed the backbone of the Action Agenda.

Over the next three years, we will transition our investments to align with our longer term vision, so that we are ready to respond to the many new challenges ahead – Victoria's population growth, people living longer and changes in the nature of chronic disease.

We have developed a new model for delivering on our ambitious body of work – Innovate, Inform, Integrate – a model that aims to 'future-proof' health promotion activity in Victoria and clearly identify our refined role.

With the challenge ahead, we also see great opportunities. The exponential growth of digital communication presents us with new possibilities to promote good health to a larger population, more rapidly, than at any other time in history. The VicHealth model reflects how we intend to weave digital technology into our work to ensure we capitalise on the many opportunities it presents.

We look forward to the future with enthusiasm and optimism as we work with current and future partners and supporters to address new challenges and progressively implement our vision, as we continue our pioneering role in promoting health.

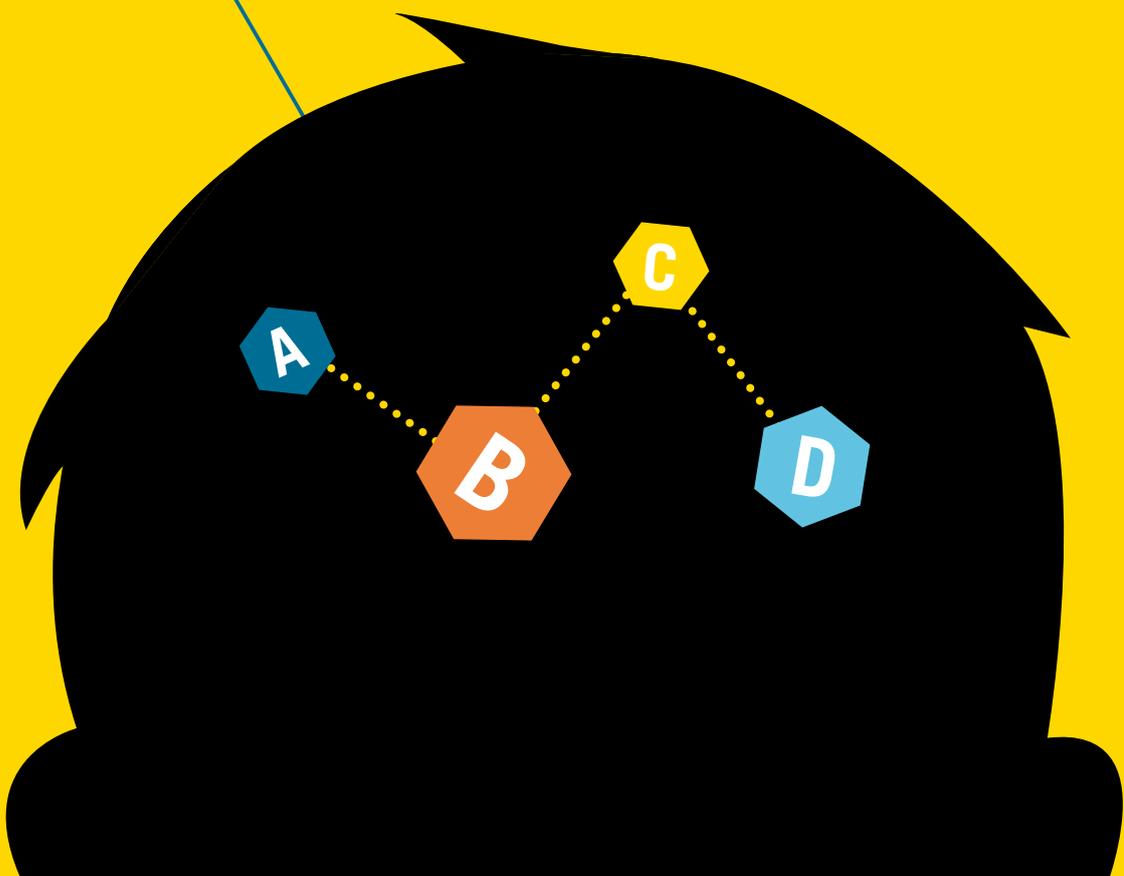


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# WHY:

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The Master Plan



# A PLAN FOR VICTORIANS

## OUR ACTION AGENDA AIMS TO CREATE A VICTORIA WHERE EVERYONE CAN ENJOY BETTER HEALTH.

### OUR ACTION AGENDA

It's a plan to create a Victoria where everyone can enjoy better health. But health gains are not ends in themselves. With better health, we have the potential to enjoy a better quality of life, with more opportunities for fulfilment and enhanced longevity.

We know that Victorians face a growing burden of chronic disease. In statistical terms, burden of disease is the gap between the current health status of a population and living to an advanced age with minimal disease and injury. While Victorians are living longer, more of us are living with chronic disease.

In the first instance, our Action Agenda is a plan for our organisation. We must advance our work in making health gains in Victoria. Yet in doing so, VicHealth can make other gains, including strategic gains with our partners: governments and government agencies, organisations and practitioners across health, sports, research, the arts, community and – importantly – new partners and sectors with which we're yet to collaborate.

Ultimately, our Action Agenda must also inspire these collaborators and resonate with the broader Victorian community, including those people who face significant barriers to better health. Developed over a year of consultation and analysis, this is an agenda for action – it's about doing and achieving.

New challenges have emerged that affect both VicHealth and the health of Victorians, but as discussed in the pages that follow, there are new gains to be made.

### OUR ORIGIN

VicHealth is a world-first health promotion foundation. We were established with all-Party support by the State Parliament of Victoria with the statutory objectives mandated by the *Tobacco Act 1987* (Vic):

- to fund activity related to the promotion of good health, safety or the prevention and early detection of disease
- to increase awareness of programs for promoting good health in the community through the sponsorship of sports, the arts and popular culture
- to encourage healthy lifestyles in the community and support activities involving participation in healthy pursuits
- to fund research and development activities in support of these activities.

### OUR VISION

A pioneering organisation is extending its transformational work.

Established in 1987 after an unparalleled public health advocacy effort, VicHealth was the first health promotion body in the world to be funded by a tax on tobacco. Our legislative mandate: to promote health in the state of Victoria, Australia.

Our very inception was a pioneering act that set the stage for our unique role. For over a quarter of a century, VicHealth has itself been at the forefront of health promotion and illness prevention. We've addressed sensitive and difficult issues – many that involved venturing into untested territory or affecting Victorians with limited capacity to have their voices heard. We've funded unproven but promising practice, including highly successful programs that are now recurrently funded by other sources. We've invested in exploratory research and grown a research culture in our field. Now, more than 25 years after our inception, we've devised this Action Agenda for our organisation to extend its pioneering work, meet its challenges and make new gains.

# OUR WORK





FIGURE 1: VICHEALTH'S APPROACH

## OUR OVERARCHING PRIORITIES AND PARTNERSHIPS LEND FOCUS TO OUR WORK IN PROMOTION AND PREVENTION.

### OUR OVERARCHING PRIORITIES

Pinpointing and preventing the negative influences of ill health, and championing the positive influences on good health, is central and exclusive to our work.

Our priorities support government objectives and relevant aspects of the Department of Health's Victorian Public Health and Wellbeing Plan 2011-2015. Critically, there are four unique approaches that underpin our mandate to prevent chronic disease.

As Figure 1 outlines, in addition to whole-of-population approaches, we work where the biggest capacity to benefit can be realised. This can be among more specific populations who are especially vulnerable to poor health, and in settings and life stages with the greatest opportunity to improve long-term health.



“For 25 years VicHealth has drawn together diverse groups of people and organisations to influence and improve health. Victoria Police has forged a strong partnership with VicHealth and looks forward to deepening and building upon our work together, ultimately to improve the health of all Victorians.”

KEN D. LAY APM, CHIEF COMMISSIONER, VICTORIA POLICE

# PARTNER- SHIPS

**VICHEALTH CURRENTLY ENGAGES WITH ALL LEVELS OF GOVERNMENT, ACROSS POLITICAL PARTIES AND ACROSS A RANGE OF PORTFOLIOS. OUR PARTNERS SPAN MANY SECTORS, INCLUDING HEALTH, SPORTS, RESEARCH, EDUCATION, THE ARTS AND COMMUNITY. WE ALSO HAVE STRONG RELATIONSHIPS WITH HEALTH PROMOTION PRACTITIONERS AND THE MEDIA.**

Our partnerships allow us to share knowledge, capacity and resources, enhancing our promotion and prevention efforts. By paying particular attention to our relationships with those of influence, organisations such as Victoria Police and the Transport Accident Commission (TAC), we can be strategically aligned with priorities of importance and make the best use of our collective resources.

WE HAVE A

TEN-YEAR

**2013-2023**

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BROADER,

VISION

# OUR CONTEXT

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WE'VE CONSIDERED A THREE-YEAR STRATEGY WITHIN AN EXTENDED, DECADE-LONG HORIZON BECAUSE VICHEALTH'S SITUATIONAL CONTEXT IS MORE MULTIFACETED AND EVER-CHANGING THAN AT ANY OTHER TIME IN OUR HISTORY. WE HAVE NOTED SOME OF THE MOST PERTINENT CHANGES TO OUR CONTEXT.



**Health promotion has developed.** Since VicHealth was created in 1987, an increasing number of organisations have lent some of their focus to health promotion, including non-government organisations. VicHealth has been pivotal in leading and maintaining this growth to the present day. Many health promotion approaches in Victoria and further afield have their origins in pioneering work funded by VicHealth.

**Health promotion has become formalised and federalised.**

Health promotion is now recognised in the policies of all three levels of Australian government, with established health promotion practices being increasingly integrated into the planning and activities of government and non-government agencies (see Appendix: Our policy context). In 2011, the first Victorian Public Health and Wellbeing Plan was released.

This plan is a blueprint for building the Victorian Prevention System, a state-wide system to reduce the growth and impact of lifestyle-related chronic disease. In the same year, the Australian National Preventive Health Agency was established to strengthen Australia's investment and infrastructure in preventive health.

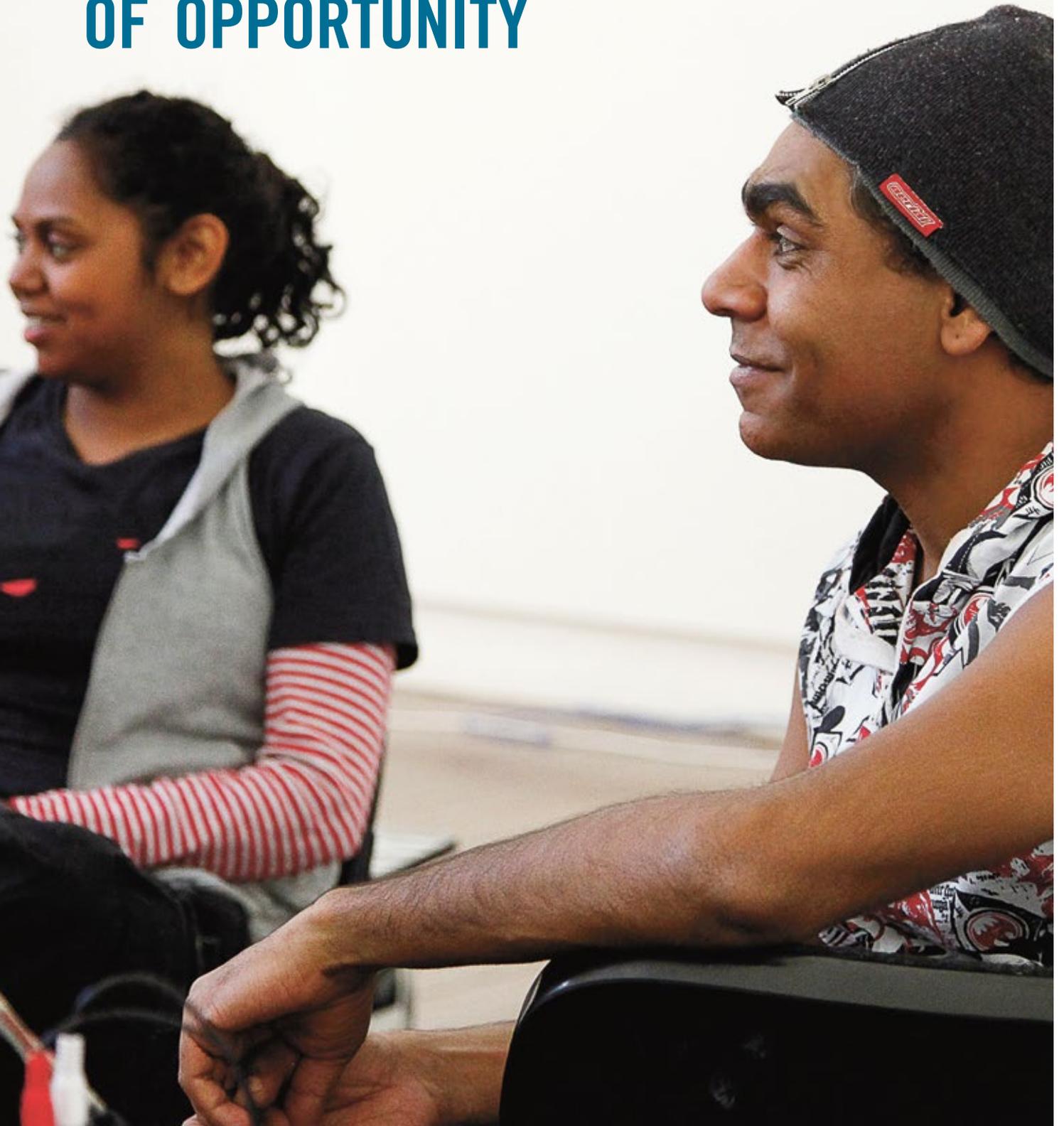
**Demographic change.**

Victoria's last three decades have been characterised by major demographic shifts. These include a marked growth in population, with projections for further growth in coming decades, and the ageing of the population, with an increasing proportion of Victorians aged over 65 years.

**Technological change.**

The use and spread of digital communications has become the paradigmatic example of a globalised operating context, transforming conventional business models and society at large. Leading practitioners have urged the health promotion field to make better use of new and emerging technologies.

# A TIME OF OPPORTUNITY



# OUR CONTEXT IS ONE OF CHANGES AND CHALLENGES.

Our context is one of changes and challenges. An ageing population, for example, has health implications (in terms of increasing disability), as well as broader social and economic impacts (e.g. skills shortages, stresses associated with carer roles for younger generations).

The next three years also offer many opportunities. We must make the gains that are necessary to help realise our 10-year vision. Some standout opportunities are discussed here.

**Adding value to the Victorian Prevention System.** The formalisation of health promotion is an unprecedented opportunity to embed health promotion and illness prevention as integral interventions in the Victorian health system. Crucially, VicHealth not only supports the State Government's work - we add value to that work. In addition to our role as a funder of health promotion, our expertise and unique ability to foster and connect our partnerships are strengths we bring to the Victorian Prevention System.

**Championing ideas that impact all our lives.** The growing adoption of health promotion in our community, provides VicHealth with an ongoing capacity to inject new and proven ideas into mainstream policy and practice.

But now is a time of change. Many of our ideas are already embedded into our communities and lives, so we will continue our pioneering spirit by funding the most promising research and championing cutting-edge interventions. In particular, we will focus on integrating the latest digital technologies into our work and networks, to enable our action plan for change across all our communities. Our intent is to empower our advocates with new channels and mechanisms to promote key health promotion issues. This is a bright and growing area of opportunity in health promotion that VicHealth intends to lead and champion in the years ahead.

**New ways to interact and share our ideas.** Our use of new digital and social channels reflects our renewed focus on positively reaching out into our communities and networks. We will use social marketing to stimulate social debate. We will strengthen the community's response by galvanising the public to reduce the burden of chronic disease.

For most of the main chronic disease groups, ill health is higher among people from socioeconomically disadvantaged backgrounds - and even more acutely - among Aboriginal Australians. Significantly, these health inequities reflect persistent social inequities. By reframing the problem of the growing burden of chronic disease as a social problem, we will build a deeper understanding of this crucial fact. By successfully extending our reach and interaction, we will deliver a vision of the future in which all Victorians collectively campaign for good health.

# WHAT:

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“I see VicHealth as being 25 years young... the future is brimming with possibilities. There will be so many areas VicHealth can influence with its unique blend of skills.”

PROFESSOR EMERITUS SIR GUSTAV NOSSAL AC CBE,  
VICHEALTH PATRON



# OUR FRAMEWORK FOR ACTION

WE'VE DEFINED STRATEGIC IMPERATIVES, AND ASSOCIATED GOALS AND PRIORITIES, TO DELIVER HEALTH GAINS TO THE VICTORIAN POPULATION.

## OUR COMMITMENT

### WE COMMIT TO THESE:

- In partnership with others, we promote good health.
- We recognise that the social and economic conditions for all people influence their health.
- We promote fairness and opportunity for better health.
- We support initiatives that assist individuals, communities, workplaces and broader society to improve wellbeing.
- We seek to prevent chronic conditions for all Victorians.

Our framework is defined by five strategic imperatives each built on three-year priorities that are aligned to 10-year goals. We will detail these imperatives, goals and priorities in this section.

But first, we make a broader undertaking.

Inspired by opportunities where health gains can be made, we've identified our agenda.

As an agenda of action, it's not simply an exercise in agenda-setting. Its focus is on doing. And as shown on this page, this begins with making a commitment.



# OUR HEALTH GAINS

OUR STRATEGIC IMPERATIVES, GOALS AND PRIORITIES ARE DESIGNED TO MAXIMISE HEALTH GAINS FOR EVERYONE.

## OUR FOCUS



Over the next 10 years, we're committing to the following strategic imperatives.

These imperatives are aligned with several health promotion priority issues in the Victorian Public Health and Wellbeing Plan 2011-2015. Collectively, these areas are also designed to maximise the health gains that we can make in the Victorian population.

**More specifically, each imperative:**

- addresses the greatest burden of disease and disability where there's the most potential for health gains
- complements and adds value, rather than replicating the work of others
- has a significant prospect of achieving results
- is timely and features cost-effective activities.

# **OUR**

---

## **STRATEGIC IMPERATIVES**

The following sub-sections discuss each VicHealth imperative and its associated 10-year goal and three-year priority. We also describe a selection of key objectives involved in delivering the benefits of each imperative.

# ADVANCE OUR STRATEGIC IMPERATIVES

**FOCUS OUR EFFORTS**

**3**  
THREE-YEAR PRIORITY

**GUIDE AND INSPIRE OUR WORK**

**10**  
10-YEAR GOAL

**ONGOING DELIVERY**

# 01

## PROMOTE HEALTHY EATING

A balanced diet

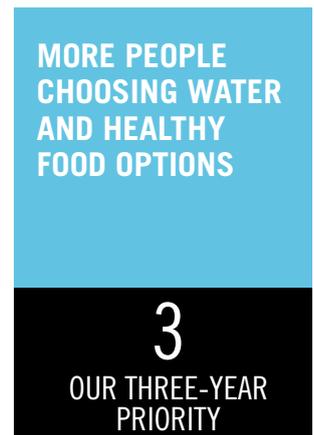


**WE ALL WANT A HEALTHY DIET FOR OURSELVES AND OUR FAMILIES, BUT THERE IS A GAP BETWEEN THIS ASPIRATION AND DAILY REALITY.**

**OUR FRAMEWORK FOR ACTION**

Most Australians have enough to eat and recognise the importance of a good diet for health. But we aren't eating the right foods. Energy dense but nutrient-poor foods contribute over one-third of the total daily energy intake of contemporary Australians, and only one in 10 adults meet the recommended minimum daily intake for vegetables. As a result, one in four Victorian adults are now obese.

Poor nutrition accounts for around one-sixth of the total burden of disease and costs Victoria between \$1.25 and \$4.15 billion every year. While the well-educated and those on higher incomes have relatively better diets, those from disadvantaged backgrounds bear the greatest part of the burden of poor nutrition.



We all want a healthy diet for ourselves and our families, but there is a gap between this aspiration and daily reality. Enjoying the benefits of a better diet is not just down to individual choice and willpower. The environment in which we live influences our diet, from the availability of fresh fruit and vegetables, the choice to drink water instead of other less healthy options, to time pressures and cultural norms. All too often the healthy food choice is not the easiest choice.

We'll be developing and evaluating new approaches to improving local fresh fruit and vegetable supply, access and culture. We'll be forming partnerships to enable reduction in salt (sodium) intake in Victoria, the leading modifiable cause of high blood pressure and one of the most cost-effective opportunities for reducing the chronic disease burden. To improve both nutrition and oral health, we'll be working closer with local authorities and the sports sector to improve the accessibility of free drinking water in public spaces and venues.

# 02

## ENCOURAGE REGULAR PHYSICAL ACTIVITY

Let's team up and get active



**REGULAR PHYSICAL ACTIVITY IS RANKED SECOND ONLY TO TOBACCO CONTROL AS THE MOST IMPORTANT FACTOR IN PROMOTING GOOD HEALTH AND PREVENTING CHRONIC DISEASE IN AUSTRALIA.**

**MORE VICTORIANS ENGAGE IN PHYSICAL ACTIVITY**

**10**

**OUR 10-YEAR GOAL**

**MORE PEOPLE PHYSICALLY ACTIVE, PARTICIPATING IN SPORT AND WALKING**

**3**

**OUR THREE-YEAR PRIORITY**

**OUR FRAMEWORK FOR ACTION**

Regular physical activity is ranked second only to tobacco control as the most important factor in promoting good health and preventing chronic disease in Australia. Yet less than a third of Australians are getting enough physical activity to benefit their health. This can lead to increased risks of chronic disease and mental ill health, and has been estimated to cost the Australian economy a total of \$13.8 billion each year.

We can significantly improve our health by moving more and sitting less. This means we need to promote participation in sports, active travel and active recreation. It also means we have to tackle the barriers that make it hard for many Victorians to live an active lifestyle, for example by helping build more inclusive and accessible sports.

Increasing participation in physical activity has health, social and economic benefits. As well as the health gains to be made by preventing chronic disease, the benefits include promoting mental wellbeing and social connections, increasing productivity, and positive changes to the environments we live and play in, such as reduced traffic congestion and safer neighbourhoods.

We'll partner with sports, active travel and recreation agencies, the arts, and workplaces to create new opportunities for Victorians to make physical activity a part of their daily lives. Part of our approach will be to connect people online, through VicHealth's new digital platform TeamUp, to identify and realise opportunities for physical activity whether it be playing casual or organised sport, or other ways to be active. We'll be specifically looking at how we encourage people to make walking a part of their everyday life.

We'll continue to build our relationships with the sports sector, at both association and club level, and we'll also complement Healthy Together Victoria through targeted investment in local government

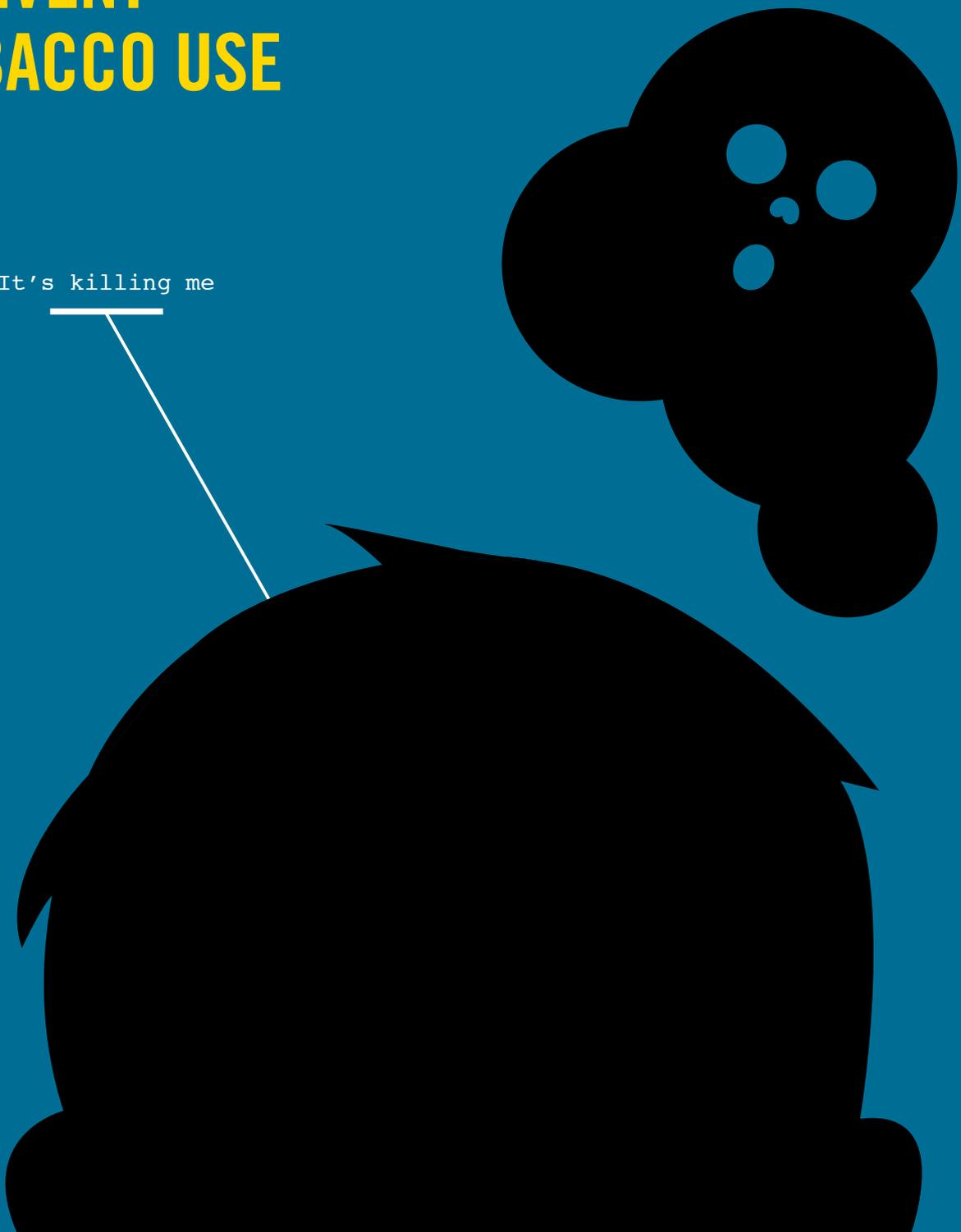
areas that support people to be active.

With approximately 17% of Victoria's full time workforce of 2 million workers employed within the boundaries of the City of Melbourne, we'll work in partnership with the Department of Health, Melbourne City Council and others to increase physical activity among those employed in the city, through the new Active Cities initiative.

# 03

## PREVENT TOBACCO USE

It's killing me



# TOBACCO SMOKING IS STILL THE LEADING SINGLE PREVENTABLE CAUSE OF DISEASE AND DEATH IN VICTORIA.

## OUR FRAMEWORK FOR ACTION

Since 1987, VicHealth has been a leading light in the fight for a healthier, smoke-free Victoria. World-leading innovation – led by VicHealth in partnership with Quit Victoria, the Department of Health and others – has halved the rate of Victorians who smoke regularly to an all-time low of 14.4% in 2011. More than any other major cause of chronic disease, we know what works in tackling the scourge of tobacco.

Nonetheless, tobacco smoking is still the leading single preventable cause of disease and death in Victoria, costing 4,000 lives and \$5 billion each and every year. Smoking causes disease in nearly every

organ of the body, and is associated with many major causes of death such as heart attack, stroke, cancer and lung disease. The relatively advantaged have proven it's possible to take up the 'quit' message with the right support. But smoking also remains much too common in some disadvantaged groups, such as those with lower incomes or mental illness. It also accounts for around two years of the life expectancy gap between Aboriginal and non-Aboriginal Australians.



The less people smoke and are exposed to harmful second-hand smoke, the greater the health gains to be made across Victoria. If we're to achieve these gains we need less young people taking up smoking, more people quitting and more help for those who find it hardest to quit. We must also continue building the evidence base to know what works, and ensure that this knowledge is translated into action.

Through our investment in Quit Victoria, we'll continue supporting tobacco control activity to reduce smoking prevalence. We'll also focus on developing and supporting innovative approaches that can target uptake in young people and the reduction of harm in groups where smoking remains common. Underpinning our activity will be partnerships across sectors to strengthen the Victorian Prevention System in reducing smoking prevalence.

# 04

## PREVENT HARM FROM ALCOHOL

But everyone's doing it



# ALCOHOL IS ONE OF THE TOP 10 AVOIDABLE CAUSES OF DISEASE AND DEATH IN VICTORIA.

## OUR FRAMEWORK FOR ACTION

The majority of Victorians drink responsibly, often while spending quality recreational time with friends and family. However, drinking has a collective cost borne by all of us.

Through its links to injury, accidents, violence and over 200 physical and mental illnesses, alcohol is one of the top 10 avoidable causes of disease and death in Victoria. It has been estimated to cost \$4.3 billion every year to the health and justice systems, workplaces, families and individual Victorians.

Because so many Victorians drink and we have a culture that encourages drinking, the harms arising from alcohol are spread very widely across the community. This means that while the capacity for benefit is great among chronic and regular binge drinkers, we all stand to gain from an improved alcohol culture in Victoria and an overall decline in drinking.

In partnership with the State Government and others, we'll commence a cultural change program towards improving knowledge of what works to address risky drinking and drunk behaviour, initially addressing attitudes.

We'll be complementing this work with targeted investment in sporting organisations and workplaces to refine approaches that create change. We'll provide specific focus on social innovation opportunities to reduce alcohol-related harm, driven from within the community. Taken together, our work will promote effective interventions, improving community awareness and enabling all Victorians to take responsibility for alcohol harm reduction.

MORE VICTORIANS DRINK LESS ALCOHOL

10

OUR 10-YEAR GOAL

MORE PEOPLE ACTIVELY SEEKING THE BEST WAYS TO REDUCE ALCOHOL-RELATED HARM

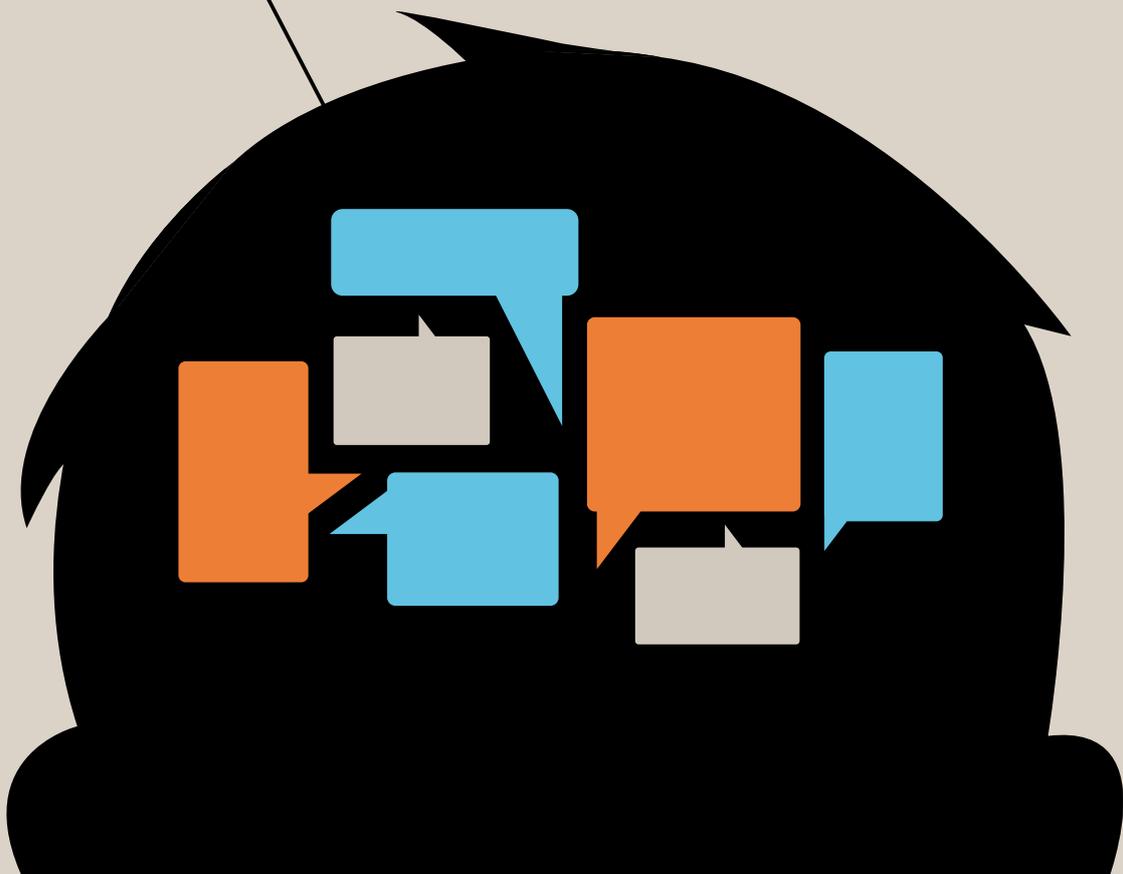
3

OUR THREE-YEAR PRIORITY

# 05

## IMPROVE MENTAL WELLBEING

My community has my back



# WE NEED TO BUILD THE RIGHT FOUNDATIONS FOR MENTAL WELLBEING – LONG BEFORE ILLNESSES – IN OUR HOMES, COMMUNITIES AND WORKPLACES.

MORE VICTORIANS RESILIENT AND CONNECTED

10

OUR 10-YEAR GOAL

BUILD STRONGER APPROACHES TO RESILIENCE, FOCUSING ON YOUNG PEOPLE

3

OUR THREE-YEAR PRIORITY

## OUR FRAMEWORK FOR ACTION

Mental illness is one of Australia’s top three leading causes of disease burden, and the largest contributor to the disability burden in Victoria. With more than one in 10 Victorian adults experiencing high or very high levels of psychological distress in 2012, it is estimated that mental illness costs the Victorian economy \$5.4 billion every year.

Some of our most powerful influences on mental wellbeing exist in the environments where we live, work, learn, play and build relationships with one another. These influences can affect the likelihood of people being free from mental illness and having a greater sense of wellbeing, and can particularly impact those whose circumstances have made them more vulnerable. For example, social isolation can lead to stress, anxiety, depression, decreased resilience to traumatic events and suicide. It is also associated with increased rates of death, especially from heart disease and stroke. In contrast, social participation has been shown to build social connection and is associated with a wide range of positive physical and mental health outcomes.

We need to build the right foundations for mental wellbeing – long before illness – in our homes, communities and workplaces. We will focus on pinpointing and preventing the influences impacting our young people, as a growing priority. Creating resilient and connected individuals, organisations and communities can help prevent the ill-effects of social isolation and exclusion, and provide environments that promote healthy behaviours. Resilient and connected communities, for example, help people to maintain and strengthen their mental wellbeing, even in the presence of stress or adversity. In line with our definition of ‘health’, we see mental wellbeing as the embodiment of social and emotional wellbeing – not merely the absence of mental illness. Mental wellbeing is a dynamic state in which people are able to develop their potential, work productively and creatively, build positive and respectful relationships with others, and meaningfully contribute to the community.

We’ll be reviewing the evidence and leveraging our own practice knowledge to develop a renewed strategy in mental wellbeing. Complementing this we’ll build partnerships with workplaces and WorkHealth, and continue to focus on the arts as a setting to promote mental wellbeing. We’ll lead and test new interventions focusing on young people. We’ll also be integrating our work in the prevention of violence against women and reducing race-based discrimination into policy and practice within the Victorian Prevention System.

# HOW:

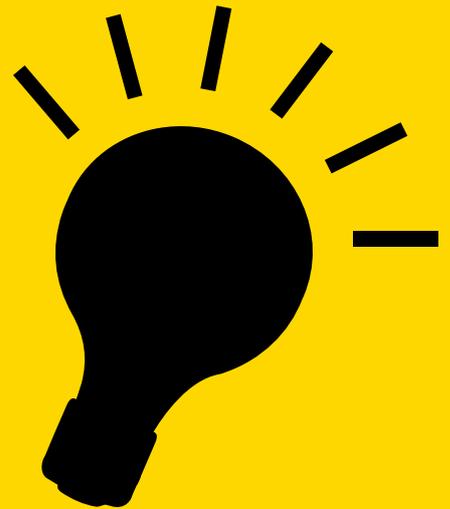
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“VicHealth has shown how sporting organisations can and do play a key role in tackling many of our major public health issues. Their work with sports has focused on innovation, increasing participation in sports, and creating sporting environments that are healthy, safe and inclusive for everyone.”

SHARELLE MCMAHON, CHAMPION ATHLETE,  
AND VICHEALTH TEAMUP AMBASSADOR

Realising our aspirations

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# TAKING ACTION

CRITICAL TO OUR ACTION AGENDA IS REALISING OUR ASPIRATIONS. HAVING PRESENTED OUR STRATEGIC IMPERATIVES, GOALS AND ASSOCIATED PRIORITIES, THIS SECTION DISCUSSES THE VICHEALTH MODEL.

WE ALSO DISCUSS MEASURING OUR IMPACT – A PROCESS WE SEE NOT AS AN AFTERTHOUGHT, BUT A PIVOTAL PART OF THE BROADER TASK OF TAKING ACTION.

## THE VICHEALTH MODEL DESCRIBES HOW WE WILL PUT OUR AGENDA INTO ACTION.

The VicHealth Model comprises three equally important approaches that encompass our work. These approaches are:



Each approach includes four associated actions. The three approaches and their actions are described on the following pages.



## INNOVATE

### DRIVE BOLD NEW WAYS TO ADDRESS OUR HEALTH PRIORITIES VIA

- Cutting-edge interventions
- Digital technologies
- Pioneering research
- Cross-sectoral knowledge

**Our Innovate approach reflects VicHealth's pivotal role as a pioneer, as well as the extension of our pioneering work.**

The field of health promotion needs standout organisations that can take risks in order to make the right gains: organisations that can step into sensitive territory; that can back what is promising but unproven; that can support exploratory endeavour and build evidence.

For over 25 years, in exercising our pioneering role, we've successfully taken and absorbed risks. Importantly, as an independent statutory authority with multipartisan support, we have an inherent capacity to absorb risk in ways that governments may not.

We'll commission, trial and evaluate cutting-edge interventions. This includes those that can tackle emerging challenges that may be resistant to more established methods.

Extending on our pioneering work, we'll become a standout initiator of integrated Web 2.0 activity in our field. We'll use digital platforms to form and facilitate dynamic networks of collaborative innovation.

In VicHealth's formative years there were very few researchers specialising in health promotion and illness prevention. We played a leading role in redressing this, and we'll continue to fund pioneering research.

And, crucially, we'll also look outwards: we'll translate the best insights and innovations from other sectors into health promotion.



## INFORM

### INSTIGATE ACTION AND BROADEN OUR IMPACT VIA

- Social marketing
- Public debate
- Communications
- Strategic partnerships

**Our Inform approach doesn't merely suggest a process of information-sharing. It reflects a more outward-looking organisation.**

For our Action Agenda to reach the widest possible audience, we must maximise our opportunities to interact and converse with the Victorian community. We must connect others to our agenda for action, spurring them to action.

Health matters are frequently discussed online and offline, and in public debates and private discussions. These are conversational spaces where attitudes to health are informed and where the very idea of 'health' is shaped. We'll influence these conversations by using social marketing to stimulate social debate.

As well as motivating others to engage in conversations about health promotion, we'll continue leading and contributing to public conversations on health issues of relevance.

To increase the public response to our work and to the gains on offer, we'll make our messages accessible and inspirational.

Finally, we'll strategically partner across sectors and with emerging stakeholders of influence to broaden participation in these conversations.

## INTEGRATE

### EMBED INTERVENTIONS INTO VICTORIA'S PREVENTION SYSTEM VIA

- Policy and best practice
- Supporting the Victorian Prevention System
- Strategic investments and co-funding
- Training and development

**Our Integrate approach encompasses our leading work in integrating proven innovations into mainstream policy and practice. More specifically, this approach focuses on contributing to the Victorian Prevention System.**

We'll connect our partnerships, insights and role as a funder of health promotion into the Victorian Prevention System.

In parallel with our Innovate approach – which is oriented towards the exploratory – we'll deploy proven innovations into mainstream policy and best practice.

Strategic investments will enable us to complement broader public, private, not-for-profit and philanthropic investment. Co-funding will allow us to augment and adapt our existing funding work, and increase the level and breadth of our investments.

Lastly, to support our collaborative efforts and sustain the gains that we have made, we'll work to deepen major corporate and philanthropic organisations' commitments to tackling the causes of chronic disease in the workforce and the communities they support.

# MEASURING OUR IMPACT

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WORKING WITHIN AN EVIDENCE-BASED  
FRAMEWORK, WE TRIAL AND EVALUATE ALL  
OF OUR INTERVENTIONS.

“VicHealth has a critical role to play in seeding innovative solutions to the huge health issues facing us as a community. Mental health promotion was often at the margins of the broader health agenda. Thanks to the leadership and foresight of VicHealth and others, we have been able to firmly establish it as a mainstream area of focus.”

PROFESSOR PATRICK MCGORRY AO, EXECUTIVE DIRECTOR,  
ORYGEN YOUTH HEALTH RESEARCH CENTRE



VICHEALTH IS LEADING WORKPLACE HEALTH PROMOTION THROUGH SOLUTIONS THAT CREATE GOOD HEALTH AND PREVENT CHRONIC DISEASE.

## OUR RESULTS

### WE TRACK OUR PROGRESS THROUGH:

- Measuring effectiveness
- Evaluating processes
- Providing economic analysis
- Engaging with communities and professional reference groups

All of our work is based on the best available evidence. We test and refine methods then integrate these into Victorian settings. We choose settings where our methods will have the greatest impact and complement other components of the Victorian Prevention System.

Within these settings, we build the capacity of the associated decision-makers and practitioners.

In doing so, we can assess how effective the investment is in sustaining the associated opportunities and gains for Victorians.

We also survey the Victorians we are targeting. Our surveys enable us to observe changes in knowledge, attitudes and behaviours as a direct impact of the opportunities created. Finally, ongoing evaluation is fundamental to proving what works and improving what we do.

# OUR ACTION AGENDA

OUR ORIGIN

OUR COMMITMENT

OUR FOCUS

OUR 10-YEAR GOAL

OUR THREE-YEAR PRIORITIES

OUR MODEL

OUR ACTIONS

OUR RESULTS

VicHealth is a world-first health promotion foundation. We were established with all-Party support by the State Parliament of Victoria with the statutory objectives mandated by the *Tobacco Act 1987* (Vic):

- to fund activity related to the promotion of good health, safety or the prevention and early detection of disease

- to increase awareness of programs for promoting good health in the community through the sponsorship of sports, the arts and popular culture
- to encourage healthy lifestyles in the community and support activities involving participation in healthy pursuits
- to fund research and development activities in support of these activities.

- In partnership with others, we promote good health.
- We recognise that the social and economic conditions for all people influence their health.
- We promote fairness and opportunity for better health.

- We support initiatives that assist individuals, communities, workplaces and broader society to improve wellbeing.
- We seek to prevent chronic conditions for all Victorians.

**Promote healthy eating**

**Encourage regular physical activity**

**Prevent tobacco use**

**Prevent harm from alcohol**

**Improve mental wellbeing**

**More Victorians adopt a healthier diet**

**More Victorians engage in physical activity**

**More Victorians tobacco-free**

**More Victorians drink less alcohol**

**More Victorians resilient and connected**

**More people choosing water and healthy food options**

**More people physically active, participating in sport and walking**

**More people smoke-free and less harm among resistant smokers**

**More people actively seeking the best ways to reduce alcohol-related harm**

**Build stronger approaches to resilience, focusing on young people**

## INNOVATE

**Drive bold new ways to address our health priorities**

- Cutting-edge interventions
- Digital technologies
- Pioneering research
- Cross-sectoral knowledge

## INFORM

**Instigate action and broaden our impact**

- Social marketing
- Public debate
- Communications
- Strategic partnerships

## INTEGRATE

**Embed interventions into the Victorian Prevention System**

- Policy and best practice
- Supporting the Victorian Prevention System
- Strategic investments and co-funding
- Training and development

We track our progress through:

- Measuring effectiveness
- Evaluating processes
- Providing economic analysis
- Engaging with communities and professional reference groups

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# APPENDIX

## OUR POLICY CONTEXT

This appendix lists the key documents that reflect our policy context, organised alphabetically.

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Yes! I'm ready

