

VicHealth strategic framework 2009–2013

Promoting health and preventing illness



The Victorian Health Promotion Foundation (VicHealth) was established by the Victorian Parliament under the Tobacco Act 1987 with a mandate to promote good health for all Victorians.

Our vision

VicHealth envisages a community where:

- health is a fundamental human right;
- everyone shares in the responsibility for promoting health; and
- everyone benefits from improved health outcomes.

Our mission

Our mission is to build the capabilities of organisations, communities and individuals in ways that:

- change social, economic, cultural and physical environments to improve health for all Victorians; and
- strengthen the understanding and skills of individuals in ways that support their efforts to achieve and maintain health.

Our values

- Brave
- Just
- Creative

International context

The World Health Organization's Commission on Social Determinants of Health identifies the following areas of immediate focus:

- Improve daily living conditions.
- Tackle the inequitable distribution of power, money and resources.
- Measure and understand the problem and assess the impact of action.

National and State Priorities for Prevention and Health Promotion

Reducing cancer; diabetes; cardiovascular disease; arthritis and other musculoskeletal conditions; asthma; injury; and mental health problems including stress, anxiety and depression.

Objectives of VicHealth (as mandated by the Tobacco Act 1987)

- To fund activity related to the promotion of good health, safety or the prevention 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; and
- To fund research and development activities in support of these activities.

Under section 33 of the Act, the budget of the organisation must include provision for payments to sporting bodies (not less than 30%) and to bodies for the purpose of health promotion (not less than 30%).

More information about the VicHealth Strategy and Business Plan 2009–2013 is available on the VicHealth website at www.vichealth.vic.gov.au/strategic

Priorities for focus

- Reducing smoking
- Improving nutrition
- Reducing harm from alcohol
- Increasing physical activity
- Increasing social and economic participation
- Reducing harm from UV exposure

Key result areas

KRA 1 Health inequalities

- 1.1 Improve the physical and mental health of those experiencing social, economic or geographic disadvantage.
- 1.2 Contribute to closing the health gap between Indigenous¹ and non-Indigenous Victorians.

KRA 2 Participation

- 2.1 Increase participation in physical activity.
- 2.2 Increase opportunities for social connection.
- 2.3 Reduce race-based discrimination and promote diversity.
- 2.4 Prevent violence against women by increasing participation in respectful relationships.
- 2.5 Build knowledge to increase access to economic resources.

KRA 3 Nutrition, tobacco, alcohol and UV

- 3.1 Create environments that improve health.
- 3.2 Increase optimal nutrition.
- 3.3 Reduce tobacco use.
- 3.4 Reduce harm from alcohol.
- 3.5 Reduce harmful UV exposure.

Our approach

To lead the development and implementation of innovative ways to promote health through partnering, advocacy and capacity building.

Key result areas

KRA 4 Knowledge

- 4.1 Produce, synthesise and translate practical health promotion knowledge.
- 4.2 Evaluate health promotion practice.

KRA 5 Communications

- 5.1 Develop, implement and evaluate marketing and communications approaches to improve health.
- 5.2 Develop evidence on effective social marketing.
- 5.3 Provide accurate, credible and timely information to stakeholders on health promotion issues.

KRA 6 Business operations

- 6.1 Ensure effective business and risk processes and systems.
- 6.2 Develop high-performing people in a healthy and sustainable work environment.
- 6.3 Operate transparently and with accountability.

Health promotion actions

- Create and use knowledge acquired through **research and evaluation**.
- **Create environments** that foster good health.
- Encourage the **development of systems** that support and sustain health.
- **Communicate** about priority health issues.
- **Develop communities** which are inclusive, accessible, equitable and safe.
- **Support organisations** to plan, implement and evaluate health promotion activity.
- Facilitate **participation and skill development**.
- Contribute to and advocate for healthy public **policy and regulation**.

Priority populations

In addition to whole-of-population approaches, VicHealth will focus its efforts on those in our community who experience the greatest disadvantage.

Priority settings for action

Workplace and education

Community and local government

Culture, sports, arts, media and information technology

¹ The term 'Indigenous' refers to people of Aboriginal or Torres Straight Islander descent.