



## **Strategic Plan 2013 – 2018**

*“Avoidable health inequalities arise because of the circumstances in which people grow, live, work, and age, and the systems put in place to deal with illness. The conditions in which people live and die are, in turn, shaped by political, social, and economic forces.”*

*- WHO Commission on Social Determinants of Health, 2008*

### **Introduction**

For twenty five years now the Health Promotion Forum (HPF) has been the leading health promotion organisation in Aotearoa New Zealand. The Forum builds leadership, relationships, the workforce and the sector in health promotion consistent with the principles of Te Tiriti o Waitangi and the Ottawa Charter. The Forum takes a broad approach to health promotion and is committed to improving the determinants of health and social equity. It is an incorporated society and a registered charity that is made up of over 150 organisations committed to improving the health and well-being of fellow New Zealanders.

The recent past has been challenging for the Forum. As the governments seek to curtail health expenditure growth, population based health approaches are undermined by performance measures that incentivise short term gains rather than long term ones. In this contestable environment, funding pathways have been trending downwards, and the diversity which is a major strength of the sector has also been a challenge. But these challenges are precisely those things for which the Forum has been established and the sector looks towards the Forum to provide the leadership and confidence to guide it through these difficult times.

This plan is a statement of intent. It sets out our key goals, priorities and actions that we will take over the next five years in order to achieve our Vision.

### **Our Vision**

*Hauora - Everyone's Right through Health Promotion*

Hauora is a taonga, a fundamental human right founded on respect for the mana of people. For all people to enjoy their right to Hauora, they need to be treated with fairness and respect, participate in decisions affecting their health, and live in a healthy environment.

Health promotion is a discipline within public health, a framework and process to improve health which can be used by communities and people throughout and beyond the health sector, and an approach to social justice and social change.

HPF has set its priorities, and will measure its progress, against the principle of *Hauora – Everyone's Right through Health Promotion*. The Forum will prioritise its activities to benefit those people and communities who are the least advantaged. The whakatauki which guides this is:

*Hauora: Takoha Mai  
Takoha Atu.  
With your effort and our effort we will overcome all odds  
With your gift and our gifts we will achieve great success.*

## **Our Values**

- Respect for, and commitment to Te Tiriti o Waitangi
- Respect for, and commitment to hauora as everyone's right through health promotion.
- Commitment to improving hauora
- Recognition of the interdependence of individuals, families and communities with the environment
- Respect people's rights to aroha, awahi and hauoratanga
- A commitment to acting honestly, ethically and with dignity

## **Goals and actions for 2013 – 2018**

HPF's overall goal is to promote Hauora as everyone's right through health promotion. To achieve this, the Forum will give effect to the following goals and actions:

### **GOAL ONE: Sustainability**

**The HPF is a strong sustainable organisation.**

- 1.1 Increase (and maintain) the HPF membership to at least 170 members by the end of 2015.
- 1.2 Expand the diversity of funding sources whilst maintaining and/or growing existing resources to at least \$1million by the end of 2015.
- 1.3 Ensure regular review of policies, procedures and practices in accordance with Healthcare Aotearoa's Te Wana quality programme.
- 1.4 Triennially commencing 2014, collate, analyse and disseminate evidence on the effectiveness of health promotion practice
- 1.5 Triennially, commencing 2014, collate, analyse and disseminate evidence on the economic effectiveness of health promotion practice.
- 1.6 By June 2014, develop a Health Promotion Forum logic model that will assist us to evaluate the effectiveness of what we do.

### **GOAL TWO: LEADERSHIP**

**The Health Promotion Forum is the leading organisation in health promotion in Aotearoa/New Zealand.**

2.1 By June 2014, have developed and implement a marketing and communications strategy that positions HPF as the most influential Health Promotion voice in Aotearoa/New Zealand.

2.2 By December 2013, develop and lead strategies aimed at strengthening the effectiveness of health promotion practice in Aotearoa/New Zealand.

2.3 By December 2013, develop and implement strategies to support and strengthen the application of Te Tiriti o Waitangi to health promotion practice.

2.4 By December 2014, develop and implement strategies that:

- Support Maori health promotion practice and the Maori health promotion workforce
- Support Pacific health promotion practice and the Pacific health promotion workforce
- Develop the capacity of the health promotion workforce to improve the health of Maori, Pacific peoples, and groups who experience health inequities.
- Advocate for the development, education and training of the health promotion workforce.
- Promote evidence informed practice
- Mentor future leaders in health promotion
- Raise the profile of health promotion within both the public health and wider health and hauora sectors

2.5 Identify and strategically respond to emerging issues relevant to the practice of health promotion and the achievement of public health outcomes (for example, whanau ora, welfare reforms, housing prices, child poverty, psychoactive substances, etc).

2.6 Regularly (at least every two years) hold a national symposium or conference on an issue or issues of significance to the health promotion sector.

### **GOAL THREE: UNITY**

#### **The HPF will contribute to unifying the hauora sectors:**

3.1 The HPF will actively seek to partner and/or collaborate (as a priority) with the Health Promotion Agency and the Public Health Association by the end of December 2013 (for the purpose of building collective capacity in order to address common health challenges and goals.)

3.2 Additionally, the HPF will partner and/or collaborate with the following groups or organisations:

- Public Health Group
- Hauora.com
- Te Rau Matatini
- Shore/Whariki Research Centre
- Digital Indigenous.com
- Health Promoting Schools
- Public Health Units
- Pasifika health promotion organisations
- Asian health promotion organisations and other communities and groups who are least advantaged

3.3 By December 2013, the HPF will develop a Policy and Practice document that stipulates how it will collaborate, co-ordinate and generally manage relationships with other organisations working in the hauora sectors.

3.4 By June 2014, the HPF will organise and implement a series of Hauora sector focus groups to explore the potential and process to collaborate more effectively across the sector.

#### **GOAL FOUR: Sector Development**

**The HPF will contribute to the development of the health promotion and hauora sectors by:**

4.1 Developing innovative and effective health promotion services that improve wellbeing in the wider public health and health sector, whanau ora sector, education, care and protection and other sectors (by December 2014).

4.2 Extending these services to encompass the wider public health, health, whanau ora, education, care and protection and other sectors as applicable (by June 2015).

4.3 Strengthening and developing existing infrastructure for the health promotion sector and workforce (ongoing).

4.4 By December 2013, confirm or reject the establishment of a health promoter's professional society.

4.5 Lead the implementation of health promotion competencies (ongoing).

4.6 Developing opportunities for ongoing professional development including:

- Mentoring
  - Cultural Supervision (internal)
  - Professional Supervision (internal).
  - Understanding of Ethical practice.
- Increase opportunities for training and educating the health promotion workforce including:
    - Increasing the proportion of health promoters who have a recognised qualification in health promotion.
    - Planning and delivering regular training and development initiatives and courses to upskill the health promotion workforce and strengthen health promotion practice.
  - Raise the profile of HPF among the workforce.

4.7 Develop and promote a HP Code of Ethics

4.8 Develop and maintain links with appropriate international health promoting organisations for the purpose of enhancing health promotion leadership and knowledge at national and international levels.