



Strategic Plan 2006 – 2010

As revised 04 March 2009

“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

Our direction – health promotion

Health promotion works to enable people to enjoy health. The Health Promotion Forum (HPF) takes a broad approach to health promotion and is committed to Te Tiriti O Waitangi, improving the determinants of health, and social equity. Te Pae Mahutonga, the Ottawa Charter, Bangkok Charter and TUHA-NZ are among the approaches to health promotion that are especially relevant in Aotearoa New Zealand. 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.

The health promotion workforce

The health promotion workforce is growing, and there is increasing recognition of its value. Often those working in health promotion have had less access to education and training opportunities than people in other parts of the health workforce. Many people who use, or would like to use, health promotion approaches work as volunteer and, have not been seen as part of the health promotion workforce. They have had few opportunities for training in health promotion - but can and do make a substantial contribution to improving health and wellbeing within their communities and society.

This plan is a living plan that will continue to develop and evolve to meet the changing environment and new opportunities.

Our Values and Purpose

Hauora - Everyone's Right.

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.

HPF will set its priorities, and measure its progress, against the principle of *Hauora – Everyone's Right*. The approach that HPF will take to making the hard choices about what to do (and what not to do) is to prioritise activities which will benefit people and communities who are least advantaged. The whakatauki which guides this is:

*With your effort and our effort we will overcome all odds
With your gift and our gifts we will achieve great success.*

Goals and actions for 2006 - 2010

HPF's overall goal is to promote Hauora as everyone's right. To achieve this, HPF will:

1. Develop and offer leadership
2. Develop strategic partnerships and relationships
3. Strengthen and build the health promotion workforce, and
4. Develop as a healthy and sustainable organisation.

GOAL 1

Develop and offer leadership.

- 1.1 Develop and lead strategies aimed at strengthening the practice and effectiveness of health promotion practice in Aotearoa New Zealand.
 - 1.1.1 Develop and implement strategies to support and strengthen the application of Te Tiriti O Waitangi to health promotion practice.
 - 1.1.2 Develop and implement strategies to:
 - a Develop Maori health promotion practice and the Maori workforce.
 - b Develop Pacific health promotion practice and the Pacific workforce
 - c Develop the capacity of the health promotion workforce to improve the health of Maori, Pacific peoples, and groups who experience health inequities.
 - d Advocate for the development, education and training of the health promotion workforce.
 - e Promote evidence-informed practice.
 - f Mentor future leaders in health promotion.
 - g Raise the profile of health promotion within both the public health sector and the wider health sector.
- 1.2 Identify and strategically respond to emerging issues relevant to the practice of health promotion and the achievement of public health outcomes.

GOAL 2

Develop strategic partnerships and relationships.

- 2.1 Maximise opportunities for working with:
 - Key Maori organisations
 - Key Pacific organisations
 - The Public Health Association and other public health organisations
 - Other key organisations as appropriate.
- 2.2 Encourage and support strategic partnerships and relationships across the sector.
- 2.3 Develop links with appropriate international health promoting organisations.

GOAL 3

Strengthen and build the health promotion workforce.

- 3.1 Strengthen the competency and effectiveness of the workforce.
 - 3.1.1 Support the development of a clear training and career path for health promoters in all parts of the workforce.
 - 3.1.2 Increase the proportion of health promoters who have a tertiary recognised qualification in health promotion.
 - 3.1.3 Ensure ongoing opportunities for upskilling and career development.
 - 3.1.4 Promote the utilisation of appropriate competencies.
- 3.2 Plan and deliver regular training and development initiatives and courses to upskill the health promotion workforce.
- 3.3 Expand services to engage the wider health promotion sector.
- 3.4 Develop a professional society or body of health promoters in Aotearoa New Zealand.
- 3.5 Support opportunities for professional development, including networking, mentoring and supervision.
- 3.6 Strengthen HPF services throughout the country.

GOAL 4

Develop as a healthy and sustainable organisation.

- 4.1 Increase the HPF membership.
- 4.2 Regularly review HPF policies and practices.
- 4.3 Establish and maintain appropriate reference groups.
- 4.4 Model being a healthy, effective and sustainable non-governmental organisation.
- 4.5 Expand the diversity of funding sources and maintain an appropriate level of resources.