

Document Name: **HEALTH PROMOTION POLICY**

Restrictions:

### Policy statement

South West Healthcare is committed to providing outstanding healthcare in partnership with our regional community. This includes the provision of a comprehensive range of high quality health and wellbeing services including promoting health and preventing ill-health.

The Department of Health and Human Services (DHHS) provides funding specifically to SWH to fund the Health Promotion Team. The activities of the Health Promotion Team are guided by the core values of Integrated Health Promotion, which align closely to those of SWH.

### Purpose

- The Health Promotion Policy defines the Health Promotion Team's role and functions at South West Healthcare (SWH). The Health Promotion Team works to action research, intervention and evaluation at a population level to prevent health problems before they occur.
- Health Promotion services at SWH provides a holistic approach to maintaining and improving health and preventing illness. Such an approach recognises and includes the physical, mental, social and environmental determinants that impact health and wellbeing. It also includes addressing the inequities and disadvantages that exist within communities.
- The Health Promotion Team aims to make the healthy choice the easy choice in the places people live, work, learn and play. The Team seeks to work collaboratively with partners to effect genuine and lasting change.

### Objective

This document informs how the SWH Health Promotion Team works to create healthy communities in which everyone has the opportunity to thrive. Activities are implemented which are geared toward preventing ill-health rather than focusing solely on people who are at risk of ill-health or who are already unwell.

### Scope

This policy applies to SWH leadership, workforce and Health Promotion Team.

## Roles and Responsibilities

Role:	Responsibilities:
<b>SWH Leadership</b>	<ul style="list-style-type: none"> <li>• Foster a culture and structure conducive to health promotion</li> <li>• Lead capacity building needs for effective health promotion i.e. organisational and workforce development, resource allocation, partnership development and leadership</li> <li>• Support the development of external partnerships on behalf of the Health Promotion Team</li> </ul>
<b>SWH Workforce</b>	Staff will work in health promoting ways:

	<ul style="list-style-type: none"> <li>• adopting a holistic view of health (physical, emotional, mental, social and cultural determinants of health)</li> <li>• focusing on equity and addressing the health inequality of specific populations, particularly Aboriginal and Torres Strait Islander people, people from rural and isolated communities and people from low socio-economic groups</li> <li>• emphasising active consumer and community participation</li> <li>• using evidence based practice work</li> <li>• considering the differences in gender and cultures</li> <li>• incorporating health promotion into service provision, planning and quality improvement</li> </ul>
<p><b>SWH Health Promotion Team</b></p>	<p>All members of the Health Promotion Team function in accordance with the core values of Integrated Health Promotion to:</p> <ul style="list-style-type: none"> <li>• Address the determinants of health and wellbeing - Health Promotion Team activities identify and address prioritised Social Determinants of Health</li> <li>• Base actions on the best available data and evidence</li> <li>• Act to reduce social inequities – the Health Promotion Team will actively target our catchment area of Warrnambool, Corangamite and Moyne</li> <li>• Emphasise active consumer and community participation</li> <li>• Empower individuals and communities –Integrated Health Promotion work embraces a strengths-based approach, building local and individual capacity to exert control over the determinants of their health</li> <li>• Implement a place-based approach across priority populations to deliver the best possible health and wellbeing outcomes for those communities</li> <li>• Acknowledge gender and culture diversity</li> <li>• Work in collaboration – the Health Promotion Team actions will involve key community and strategic partners</li> </ul> <p>Strengthening the Health Promoting Capacity of South West Healthcare</p> <ul style="list-style-type: none"> <li>• Support staff/departments to participate in the development and implementation of health promoting initiatives and approaches</li> </ul>

**Planning, Implementation and Evaluation**

SWH Health Promotion activities are evidence-based and are guided by the Ottawa Charter for Health Promotion. Action areas include: building healthy public policy, creating supportive environments, strengthening community action, developing personal skills and reorienting health services.

SWH will seek collaborative partnerships with agencies and the community when implementing Health Promotion programs. These partnerships will be reviewed on an annual basis to determine their effectiveness.

- Health promotion actions are to be focused on priorities identified at local (LGA & PCP), state (DHHS) and national level and guided by best practice and evidence based Health Promotion principles and models.
- Health Promotion programs are planned and developed using the Social Model of Health framework and aimed at reducing inequalities.
- Health promotion efforts are supportive of and integrated with the Warrnambool City Council, Corangamite Shire and Moyne Shire municipal public health and wellbeing plans.

<b>Integrated Health Promotion Plan</b>	<p>The Integrated Health Promotion (IHP) Plan is a quadrennial plan which is informed by the 2019-2023 Victorian Public Health and Wellbeing Plan.</p> <p>IHP Plans are developed alongside relevant plans from regional agencies including:</p> <ul style="list-style-type: none"> <li>• Warrnambool City Council</li> <li>• Corangamite Shire Council</li> <li>• Moyne Shire Council</li> <li>• South West Primary Care Partnership</li> <li>• Women’s Health and Wellbeing Barwon South West</li> </ul> <p>The Health Promotion Officers hold responsibility for the IHP Plan’s development, implementation and evaluation; in consultation with the Health Promotion Coordinator and Management. All annual reporting requirements to the DHHS are fulfilled by the Health Promotion Manager and overseen by the Executive Director of Primary and Community Services.</p>
<b>Key aligned policies</b>	<p><a href="#">Equitable Access Policy</a>  <a href="#">Consumer Participation</a>  <a href="#">Consumer Health Information</a></p>
<b>Key aligned documents</b>	<p>South West Healthcare – Integrated Health Promotion Report 2018-2019          South West Healthcare – Health Promotion Plan 2019-2020</p>
<b>Legislation, standards &amp; best practice</b>	<p>The Ottawa Charter for Health Promotion (1986) World Health Organisation          Standards for Health Promotion in Hospitals (2004) World Health Organisation          National Safety and Quality Health Service Standards Second Edition (2017)</p>
<b>Acknowledgements</b>	<p>Bellarine Community Health, Healthy Communities Policy and Procedure, 2016          Hepburn Health, Health Promotion Framework Policy, 2018          Maryborough District Health Service, Health Promotion, 2017</p>
<b>References</b>	<ul style="list-style-type: none"> <li>• Department of Human Services, State Government of Victoria, 2005, Integrated Health Promotion: A practice guide for service providers, Melbourne Victoria</li> <li>• Department of Health and Human Services, 2019, Victorian Public Health and Wellbeing Plan 2019-2023, Victorian Government, retrieved 7 May 2020: <a href="https://www2.health.vic.gov.au/about/publications/policiesandguidelines/victorian-public-health-wellbeing-plan-2019-2023">https://www2.health.vic.gov.au/about/publications/policiesandguidelines/victorian-public-health-wellbeing-plan-2019-2023</a></li> <li>• VicHealth, 2015, Fair Foundations: The VicHealth framework for health equity, Victorian Health Promotion Foundation, retrieved 7 May 2020: <a href="https://www.vichealth.vic.gov.au/media-and-resources/publications/the-vichealth-framework-for-health-equity">https://www.vichealth.vic.gov.au/media-and-resources/publications/the-vichealth-framework-for-health-equity</a></li> <li>• World Health Organisation, 1998, The WHO Health Promotion Glossary, retrieved 6 May 2020: <a href="http://www.who.int/healthpromotion/about/HPR%20Glossary%201998.pdf">http://www.who.int/healthpromotion/about/HPR%20Glossary%201998.pdf</a></li> <li>• World Health Organisation, 1986, Ottawa Charter for Health Promotion, retrieved 6 May 2020: <a href="http://www.who.int/healthpromotion/conferences/previous/ottawa/en/">http://www.who.int/healthpromotion/conferences/previous/ottawa/en/</a></li> </ul>

## Contributors

	Name First initial. Surname	Position I.e. AUM Intensive care	Involved in			
			Development / review	Ratification	Implementation	Compliance
<b>Lead Reviewer:</b>	S. Ryan	Health Promotion Manager	X		X	
<b>Contributors:</b>	A. Bell	Health Promotion Officer	X		X	
	R. Winnen	Health Promotion Officer	X		X	
	A. Glennon	Health Promotion Project Officer	X		X	
	C. McKew	Quality in Primary and Community Services	X		X	
<b>Committee/s:</b>	P&CS Quality Committee Comprehensive care committee Clinical governance committee			X		
<b>Consumer input</b>						
<b>Executive sponsor</b>	K. Anderson	Exec Director Primary and Community Services				

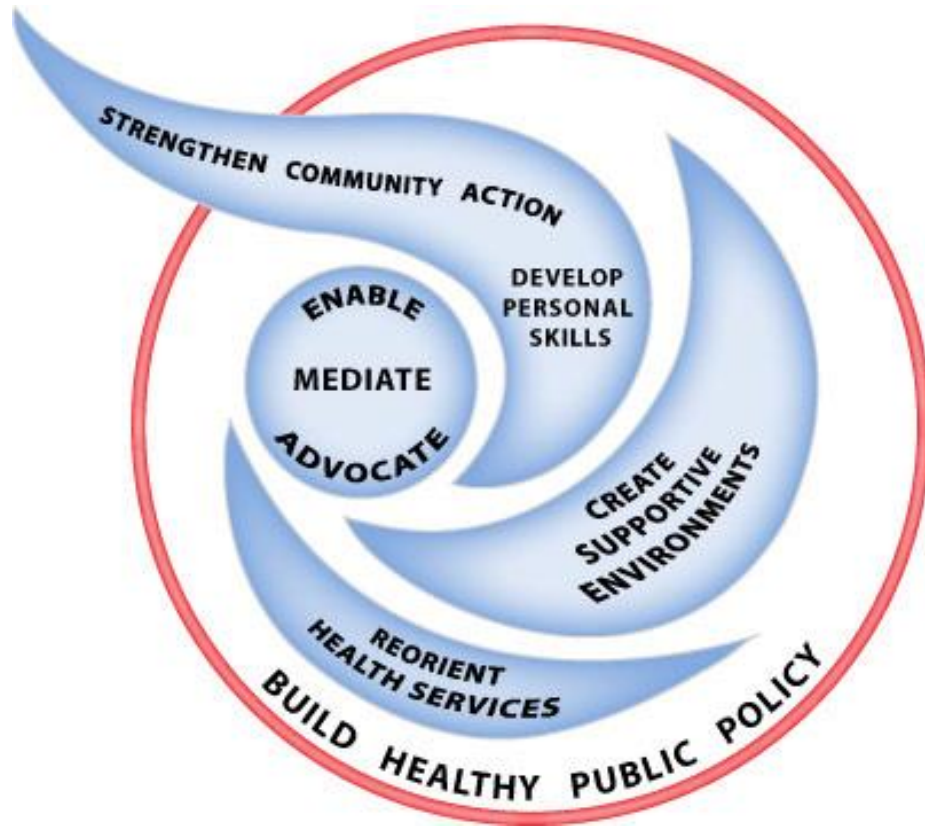
**Implementation & communication** Policy, Procedure and Pathway Committee monthly memo

**Compliance** Riskman

Definitions	
<b>Health</b>	Health is a complete state of physical, emotional and social wellbeing and not merely the absence of disease or infirmity (WHO, 1998).
<b>Health Promotion</b>	Health Promotion aims to promote the health and wellbeing of the population before people become ill. It includes strengthening the skills of individuals to encourage healthy behaviours, along with building the healthy social and physical environments to support these behaviours (WHO, 1998).
<b>Integrated Health Promotion</b>	Local agencies working collaboratively to address identified health and wellbeing priorities, using a combination of interventions and capacity building strategies (Department of Health, 2005).
<b>Social Model of Health</b>	Recognises the effect of social, economic, cultural and political factors and conditions of health and wellbeing. The conceptual framework for improving health outcomes, aims at preventing and reducing illness and addressing the inequalities and disadvantages that exist within our community (Department of Health 2005).
<b>Social Determinants of Health</b>	The range of personal, social, economic and environmental factors which determine the health status of individuals or populations (WHO, 1998).
<b>Public Health</b>	Public health refers to all organized measures (whether public or private) to prevent disease, promote health, and prolong life among the population as a whole (WHO, 1998).
<b>Population Health</b>	An approach aimed at improving the health and wellbeing of the whole population, recognising and addressing disparities in some groups which lead to poorer health outcomes (WHO, 1998).
<b>Place-Based Approach</b>	Placed-based or 'whole of community' approaches recognise how the places where people live, learn, work and play have an important role in shaping health and wellbeing (Victorian Public Health & Wellbeing Plan 2019-2023).
<b>Health Equity</b>	The notion that everyone should have a fair opportunity to attain their full health potential (VicHealth, 2015).

### The Ottawa Charter for Health Promotion

The first International Conference on Health Promotion was held in Ottawa, Canada on the 21<sup>st</sup> of November 1986. At that conference, the Ottawa Charter for Health Promotion was launched (WHO, 1986). Please see logo below:



All SWH Health Promotion efforts are aligned with the five action areas of the Ottawa Charter for Health Promotion. The areas include:

- Build healthy public policy
- Strengthen community action
- Create supportive environments
- Develop personal skills
- Reorient health services

## SWH Health Promotion Team Infographic

