A strategic direction for SLHD Health Promotion
What is the Health Promotion vision?

The SLHD Health Promotion vision is for a healthy community and environment for all. We work to achieve this by using a sustainable, comprehensive approach to promote health, safety and equity that emphasises keeping communities healthy in the first place.

What works?

WHO has documented the most successful health promotion approaches as: workplace interventions to support smoking cessation, physical activity and healthy eating; school-based interventions across health behaviours; individual-level interventions drawing on physician advice to promote healthy eating, smoking cessation and safe levels of alcohol use; and counselling for tobacco and alcohol use. Legislative and policy interventions, mass media and behaviour change interventions at the individual and community levels are also effective approaches.

Who do we work with?

Health Promotion recognises that the major social and environmental determinants of health (such as education, income and social inclusion) lie outside the health system. The SLHD Health Promotion Unit works closely with external agencies that impact on our everyday lives - local government, schools, workplaces, community groups and key state agencies such as planning and transport. At the same time we work with primary health networks on reorienting services to include a health promoting approach.

What are our priorities?

Health Promotion generates long-term health improvements, yet for every $100 spent on health in Australia, Health Promotion receives just 38 cents. Therefore, Health Promotion must implement cost-effective population health interventions within established priority areas. The NSW State Health Plan and Population Health Priorities dictate that SLHD Health Promotion must focus on three lifestyle risk factors that contribute most to our total disease burden: obesity, tobacco and alcohol. In addition, SLHD Health Promotion addresses two other priorities: injury and safety, and mental health and wellbeing.

What about equity?

SLHD directs most of its Health Promotion resources towards population-level programs that are cost-effective and address the NSW priority areas of healthy eating, active living, tobacco and alcohol. While having a broad reach is critical, there is a need to provide targeted interventions to the most vulnerable in the District. A clear approach to engaging with priority populations requires closer integration with external agencies and community health services including multicultural health; Aboriginal health; sexual health; youth health; child & family health; primary health networks and non-government services and organisations – who work with vulnerable people.

How we work?

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<tr>
<th>Evidence informed practice</th>
<th>Sharing and exchanging knowledge</th>
<th>Communication and social media</th>
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<td>We will build on a strong commitment to research and innovation; developing and documenting evidence for what works locally, while contributing to national, statewide and global research and evaluation.</td>
<td>To remain relevant and at the cutting edge, we share the latest knowledge within the Unit, across Population Health, as well as with colleagues in other SLHD services and externally. We continue to build stronger links with Universities and provide placements and supervision for undergraduates, postgraduates and public health trainees.</td>
<td>A range of communication strategies are fundamental to effective health promotion practice to enhance advocacy and improve health outcomes. We will continue to work with partners on campaigns using relevant communication methods.</td>
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1. Focus on Early Years
   - Work with early childhood education and care services and primary schools to embed healthy eating and physical activity into the curriculum and daily activities.
   - Work with families with children aged 7-13 years, who are above a healthy weight.
   - Provide support to Child and Family Health Nurses to trial innovative models for reaching families with evidence-informed information.

2. Focus on Work and Health
   - Support the key actions within the NSW Healthy Eating and Active Living Strategy, such as the Get Healthy coaching and information service and the Get Healthy at Work program, and promote to priority populations.
   - Encourage active travel programs within the SLHD, other workplaces and local government to increase rates of walking, cycling and public transport and reduce car dependency.
   - Engage with local governments and local businesses to focus on workplace health.

3. Focus on Priority Populations
   - Build a strong supportive relationship with Redfern Aboriginal Medical Service and community groups to implement health promotion interventions including smoking cessation.
   - Work with Aboriginal and Torres Strait Islander women and their partners and families to quit smoking, especially during pregnancy.
   - Establish a focus on men’s health broadly, including smoking cessation.
   - Expand physical activity and falls prevention programs for older people through not-for-profit organisations (such as SHARE).
   - Promote healthy lifestyle with culturally and linguistically diverse communities including refugees.
   - Work in partnership to address the needs of the homeless and those living in boarding houses, in particular focusing on nutrition.

4. Focus on Communities and Places
   - Plan for healthy built environments by working with local government, planning agencies and developers to ensure the health of populations is promoted in all urban planning and development processes.
   - Work in partnerships with agencies and at neighbourhood levels focusing on social cohesion and inclusion and safety.
SLHD Health Promotion Strategic Direction - Frameworks

Informing Action

This SLHD Health Promotion Strategic Direction is informed and directed by several high-level strategies, most notably the NSW State Health Plan 2021 and Population Health Priorities for NSW 2012-17.

This document provides the strategic framework for the annual SLHD Health Promotion Unit Action Plan, which contains operational planning detail and specific objectives for all current SLHD Health Promotion programs.

Health Promotion Unit
Sydney Local Health District
www.slhd.nsw.gov.au/PopulationHealth/HealthPromotionUnit.html
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