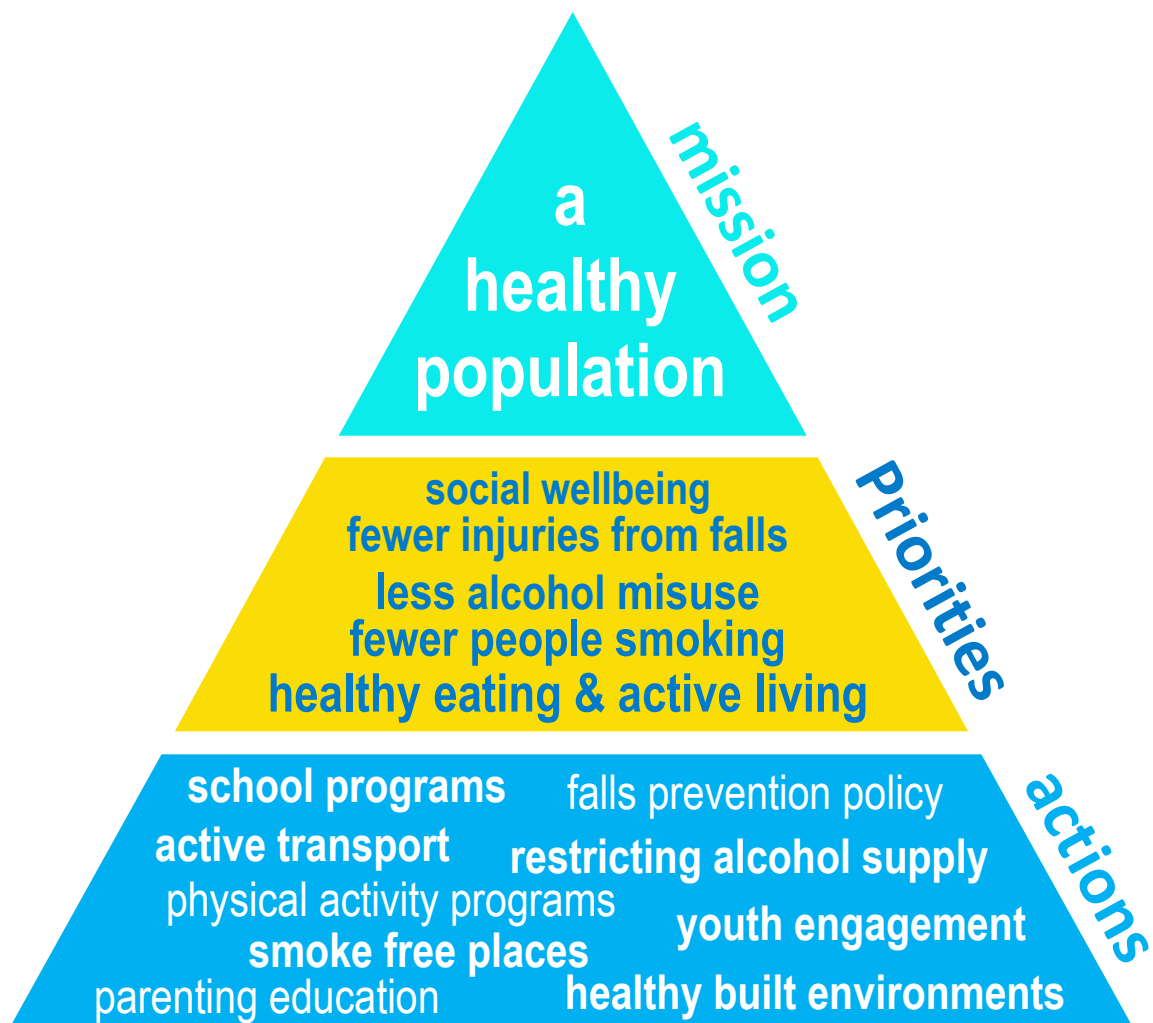


NORTHERN SYDNEY

POPULATION HEALTH IMPROVEMENT PLAN

..... Towards 2021



A framework for NSLHD Health Promotion



Health
Northern Sydney
Local Health District

HEALTH PROMOTION

What is Health Promotion?

Health Promotion is the process of creating conditions that enable our whole population to be healthy and out of hospital. As such, Health Promotion is the 'front line' that prevents our clinical services from being overrun.

Who do we work with?

Health Promotion practice is guided by the Ottawa Charter (1986) which recognises that the major social and environmental determinants of health (such as education, income, social inclusion and access to services) lie outside the health system. The NSLHD Health Promotion service therefore works mostly with external agencies that impact on our everyday lives - local government, schools, workplaces, community groups and key state agencies such as planning and transport.

What are our priorities?

Health Promotion generates long-term health improvements for our whole population, 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 Plan and Population Health Priorities for NSW dictate that NSLHD Health Promotion must focus on the three risk factors that contribute most to our total disease burden: obesity, tobacco and alcohol.

What works?

The most cost-effective Health Promotion interventions utilise broad behaviour-change levers that reach the whole population, such as legislation, public policy, educational curriculum and the built environment. Traditional health service-based prevention activities such as patient education, information and early intervention are considered good clinical practice, but their relatively high cost and low population-reach render them cost-ineffective from a population health perspective.

What about equity?

NSLHD directs most of its Health Promotion resources towards 'mainstream' population-level activities that are cost-effective and address NSW priority areas of obesity, tobacco and alcohol. The essential Ottawa Charter principles of equity and inclusion are incorporated into these mainstream activities, but are more explicitly addressed in two additional 'targeted' NSLHD Health Promotion priority areas: falls injury prevention and social wellbeing.

Despite having lower population-reach and being more expensive to implement, these targeted activities are necessary to engage **priority populations** and are more likely to directly integrate with health services including multicultural health; Aboriginal health; sexual health; workforce health; youth health; child & family; primary health organisations and other community health services.

WHAT NSLHD HEALTH PROMOTION WILL DO

1. Promote healthy eating and active living

- Scaled-up programs that embed healthy eating and physical activity into the curriculum and daily activities of all schools and early childcare services in NSLHD.
- Create healthy built environments by working with local government, planning agencies and developers to ensure population health is prioritised in all urban planning and development processes.
- Active transport programs within schools, workplaces and local government to increase rates of walking, cycling and public transport and reduce car dependency.
- Support the key actions within the NSW Healthy Eating Active Living Strategy, such as the Get Healthy coaching and information service.

2. Reduce smoking rates

- Expand smoke-free public spaces through the NSW Tobacco Act.
- Implement smoke free hospitals policy and NSLHD no smoking by-law.
- Support the public health unit with health protection and compliance activities.
- Targeted tobacco control programs with young people and the Chinese community.
- Support the key Health Promotion actions within the NSW Tobacco Strategy.

3. Prevent alcohol related harm

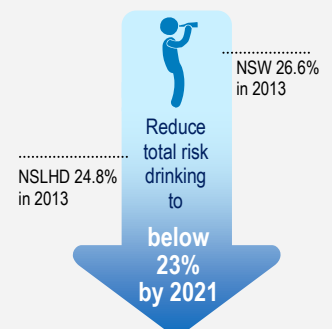
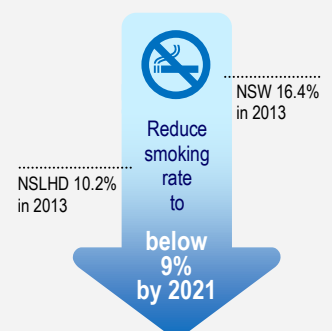
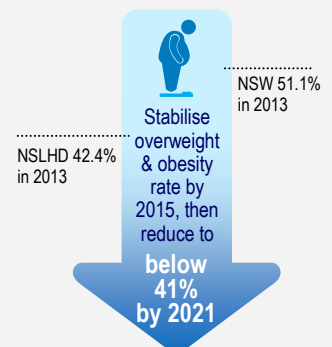
- Reduce the supply of alcohol to minors through greater community awareness of (and compliance with) secondary supply legislation.
- Restrict the proliferation of liquor outlets through liquor licencing controls.
- Responsible service of alcohol programs for secondary school students.
- Partnership projects with Police, local government, liquor accords and community groups to reduce alcohol related harm.

4. Reduce injuries from falls

- Widespread provision of physical activity opportunities for older people in NSLHD through the Healthy Lifestyle program
- Implement the falls prevention policy and accreditation standards in hospitals and community settings.
- Targeted falls prevention programs for older people and CALD community members, such as the Stepping On program.

5. Generate social wellbeing

- Childbirth and early parenting education programs, including CALD groups.
- Coordinate holistic Youth Health Promotion program, engaging youth consultants to develop health promotion strategies and advocate on health and wellbeing issues for young people across NSLHD.
- Support preventive health initiatives led by the Multicultural Health, Sexual Health (HARP) and Aboriginal Health services.



NSLHD Population Health Improvement Plan - Strategic Framework



Informing Action

This Northern Sydney Population Health Improvement Plan is informed and directed by several high-level strategies, most notably the NSW State Plan 2021 and Population Health Priorities for NSW 2012-17.

In-turn, this plan provides the strategic framework for the six-monthly NSLHD Health Promotion Project Actions, which contains operational planning detail and specific objectives for all current NSLHD Health Promotion activity.

Health Promotion Service

Northern Sydney Local Health District

www.nshealthpromotion.com.au | [www.twitter.com/nshealthprom](https://twitter.com/nshealthprom)

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