



health promotion connections

# strategic plan

*document 1 of 3*

2011 – 2016

**health promotion connections inc**

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Queensland Health provides funding for HPC



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## **1 Executive Summary**

*Health Promotion Connections Inc.* is a community based health promotion organisation originating from a two year Health Promotion Queensland funded demonstration project implemented by the University of Queensland and a consortium of other partners. The organisation was incorporated in August 2002 as the *Healthier Bowen Shire Partnership* with a tax status of Charitable Institution from that date and achieved Deductible Gift Recipient (DGR) status in May 2005. The name changed in February 2008 to Health Promotion Connections Inc. (HPC) in order to align the organisation with the local government amalgamation of the existing Bowen Shire into the Whitsunday Regional Council.

Unique in its field, HPC has become well established in the region and continues to operate well despite the recent loss of funding for the Co-ordinator position. The extra burden placed on existing staff, future funding uncertainty and slow uptake of the name change has underpinned the formulation of this 5 year strategic and marketing plan. This plan recognises that HPC must think outside the previous narrow block funding paradigm and seek organisational sustainability in a number of ways. Consequently the thrust is on a cocktail of income streams supported by definite and vigorous marketing, mindful of the fact that at present HPC covers all of Burdekin but only part of the Whitsunday local government areas. HPC management and staff are confident of future prospects for development and sustainability.

An excellent paper *New South Wales Council of Social Service - Shared Services in the NGO Sector* indicates that many other non-government agencies have or are experiencing similar problems. The paper makes a number of strong arguments for shared services and provides several ways of approaching the issue. A copy of the paper is in Document 3 or on the internet at <http://www.ncoss.org.au/projects/msu/downloads/articles/BackgroundPaper-Seminar.pdf>.

The HPC Strategy is in three parts:

- Overall Organisational Strategy
- Marketing Strategy
- Supplementary Support Documents



## **2 Organisational Description**

HPC is a community organisation dedicated to working in partnership with the community to improve the health and well-being of residents within the Whitsunday and Burdekin local government areas.

The overall organisational goal is to work with the community to help prevent chronic diseases such as type II diabetes, cardiovascular disease and some cancers by advising and assisting the local community to undertake projects and participate in programs that promote positive healthy lifestyles.

HPC works closely with local government, Queensland Health, a wide variety of local community organisation and other government and non-government agencies to:

1. Develop health action partnerships;
2. Identify and address health issues
3. Assist in the implementation of local projects to improve the wellbeing of residents;
4. Support the implementation of Queensland Health lifestyle programs and initiatives
5. Build community capacity
6. Advocate for policy changes and supportive environment for health.

Currently HPC coordinates a range of programs which support and promote active living, healthy lifestyles, good nutrition and sun safety. Some examples of these are:

- 10,000 Steps
- National Heart Foundation Walking
- Lighten Up
- Living Strong
- Food Cents
- Nutrition Tours

HPC works in partnership with the community, other agencies, government and the business community within a community development framework to promote short and long term benefits of a healthy lifestyle. The value of healthy eating and active living is promoted thus aiming at behaviour and policy change at government, community and individual levels. This aims not just to introduce short term change but rather build healthy habits into the fabric of people's lives so they become second nature and are passed on to the children and the children's children.

## **3 Vision Statement,**

**That healthy and active lifestyle choices are intrinsic for all people in the Whitsunday/Burdekin region.**

## **4 Mission Statement**

**To create a culture of health and well-being through advocacy, promotion and community involvement.**



## **5 Values Statement**

We, the staff and Committee of Health Promotion Connections, are guided by the following Values. They describe our organisation as we want it to be and we want our decisions and actions to demonstrate these values. We believe that putting our values into practice creates long-term benefits for management and staff as well as the communities we serve.

### **Integrity**

through being personally accountable for maintaining high standards of behaviour, including honesty and fairness in all aspects of our work.

### **Respect**

through being accepting of, and committed to, one another and to the communities in which we operate in terms of accessibility, cultural sensitivity and recognition of diverse needs.

### **Professionalism**

shown by our respect for confidentiality, clear communication and transparency.

### **Sustainability**

through a commitment to community partnerships and capacity building in the work we do.

### **Evidence-based practice**

is of paramount importance in all we do and we will only undertake activities which are supported by solid research and sound knowledge.

### **Leadership**

by example so as to guide and inspire healthy lifestyles in the community.



## **6 Environmental Analysis**

### **6.1 Economic**

The continuing uncertainty regarding the outcome of the global financial crisis impacts on the willingness of businesses to contribute and people to spend on services. At the same time rental and house purchase/construction prices are rising and middle to low income earners are having more difficulty in balancing the household budgets.

The Northern Bowen Basin, including the Whitsunday (and to a lesser extent the Burdekin) regions are experiencing considerable growth associated with the continuing resources escalation, and this escalation remains strong despite the GFC. This clearly will benefit the national and State economy for some time to come but the benefit to local communities is less clear as much of the workforce is likely to be fly-in-fly-out in nature.

One major impact is the expansion of the Abbot Point State Development Area (APSDA). In addition to planned growth to 110 million tonnes per annum (Mtpa) North Queensland Bulk Ports (NQBP) is undertaking concept planning of potential locations for additional coal terminals to take export capacity to at least 230 Mtpa and possibly 320 Mtpa. NQBP is working closely with the Department of Infrastructure and Planning on the critical task of master planning a coordinated land/marine industrial precinct.

The combination of available land within the APSDA, together with available berth sites in the master plan for the Multi Cargo Facility (MCF) provides the opportunity and the means to meet the export capacity requirements of multiple coal exporters. Similarly the combination of available land and port access has the potential to attract other industries and/or bulk commodity exporters to the region including but not limited to: liquefied natural gas, Phosphate, Copper, Lead, Gold, Magnetite and Alumina.

The precinct is sufficiently attractive to cause detailed planning to be undertaken to build private rail infrastructure to the port for coal from the distant Galilee Basin prospects to be shipped from Abbott Point.

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## 6.2 Socio-cultural

The Index of Relative Socio-Economic Disadvantage is derived from attributes such as low income, low educational attainment, high unemployment, jobs in relatively unskilled occupations and variables that reflect disadvantage.

Palm Island	480
Collinsville	917
Bowen	928
Home Hill	937
Ayr	952
Proserpine	961
Australia	1000
Queensland	1005
Cannonvale	1018
Airlie Beach	1027
Pullenvale (Brisbane)	1154

High scores on the Index occur when the area has few families of low income and few people with little training and in unskilled occupations. Low scores on the index occur when the area has many low income families and people with little training and in unskilled occupations.<sup>1</sup>

The population is aging although people generally are working longer. This impacts on the availability of employment for youth. At the same time there is an increasing demand for labour in the Bowen Basin, but it is usually of a specific skilled nature and generally requires difficult-to-obtain resources to acquire those skills.

The retirement industry has the potential to respond a little more to the excellent climate and laid back lifestyle. New residents have the potential to and bring with them a range of skills and the ability to volunteer for HPC services either as a consumer or deliverer. Clearly there are negatives in terms of increased demand on scarce medical and other services, increased density of population etc.

The family demographic has changed with a degree of instability, single and extended family situations. Young people seem to need more stimuli.

Fast food is the norm for many families and visits to fast food outlets which once were treats are now regular events. We have mentioned fast food here should we expand on this and talk about the high consumption of highly processed foods now and the decrease in physical activity compared to past years due to modern technologies.

## 6.3 Political

There is some uncertainty concerning the shape and impact of the health reforms proposed by the Federal Government under The Council of Australian Governments *National Health and Hospitals Network (NHHN) Agreement*, agreed to by all States except WA. One of its platforms is 'Health promotion and disease prevention', which is a positive, although it appears that there are many concerns about implementation at the local level.

<sup>1</sup> Source: Australian Bureau of Statistics, Socio-Economic Indexes for Areas (SEIFA), 2006. Via Whitsunday Regional Council web site.



As a result of a fairly recent redistribution, HPC is now charged with delivering services across two health districts – Townsville and Mackay and this has the potential to create some practical difficulties.

The various governments strive to consult their communities – the introduction of the Commonwealth’s Regional Development Australia is evidence of that – but the processes appears slow and there is often not adequate funding to satisfy many of the established needs, or the need has diminished (or an alternative solution sought) by the time a funding policy is developed.

Changes to the way grants are managed and delivered include collaboration with other agencies (i.e. Federal/State government partnerships) which can add to the complexity of the process. Also, more and more information is sought, which means that agencies such as HPC have difficulty managing the resources needed to apply for and manage the grants.

#### **6.4 Technological**

The various social network sites such as Facebook, Twitter etc appear to be here to stay, so access to computers, mobile phones etc are seen as an essential in young lives. Older people are a little less likely to embrace that particular technology but are aligned with young people seeking employment and needing to have some skills in information technology.

#### **6.5 Local government**

The Burdekin Shire and Whitsunday Regional Councils are supportive of HPC , however, HPC acknowledges the huge demand on local government resources and that those resources are mainly funded by rates, which the ratepayers (and councillors) try to keep to a minimum, yet still provide essential services. Councils are becoming progressive in this area though and slowly understanding that they do have a huge role to play in preventing chronic disease through the creation of health promoting environments as seen by such councils as Brisbane and Townsville City Councils. This is supported by COAG’s Healthy Communities initiative which Whitsunday Regional Council is currently participating in.

HPC is a progressive organisation providing an essential service, so a reasoned submission to each local government, supported by a strong business plan, is imperative.

#### **6.6 State government**

Through Premier Bligh’s *Towards Q2 Strategy*, the Queensland Government has set long term measurable targets for Queensland’s economy, environment, education, health and community. This strategy has a large focus on prevention and promotion of healthy lifestyles.

Funded by Queensland Health, HPC is the only organisation of its kind in the state, which presents a range of issues including ongoing funding, monitoring service standards. However this unique long-term approach to health promotion has the capacity to be cost effective on a state level while improving the quality of life for local residents.

#### **6.7 Target Group**

HPC services an extremely diverse population including non-English speaking backgrounds, Aboriginal and Torres Strait Islanders, people from different socio-economic backgrounds and people of varying age groups.



## 7 Strengths, Weaknesses, Opportunities and Threats

*Opportunities and threats are external factors potentially affecting the agency, with strengths and weaknesses providing an internal view.*

<p><b>7.1 Strengths</b></p> <ul style="list-style-type: none"> <li>Partnerships</li> <li>Staff knowledge and skills</li> <li>Staff commitment</li> <li>Community focus</li> <li>Location</li> <li>Uniqueness</li> <li>Flexibility and responsiveness</li> <li>Strong volunteer base</li> <li>Committed and skilled management committee</li> <li>Time management</li> <li>Team work</li> <li>Status as Deductible Gift Recipient</li> <li>Very good name and reputation from those who know about HPC</li> </ul>	<p><b>7.2 Weaknesses</b></p> <ul style="list-style-type: none"> <li>Uncertainty of funding</li> <li>Isolation as a unique agency</li> <li>Recognition of brand</li> <li>Lack of co-ordinator</li> <li>Culture of doing everything in-house</li> </ul>
<p><b>7.3 Opportunities</b></p> <ul style="list-style-type: none"> <li>Presentations to schools and groups</li> <li>Co-brand with existing programs</li> <li>COAG chronic disease programs</li> <li>Commercial partnerships</li> <li>National Health reforms</li> <li>Volunteers and ambassadors</li> <li>Broaden geographic coverage</li> <li>Growth in region – more incoming businesses to contribute</li> </ul>	<p><b>7.4 Threats</b></p> <ul style="list-style-type: none"> <li>Limited external knowledge of HPC</li> <li>Limited funding resources</li> <li>Growth in region – more people requiring service</li> <li>Community expectations</li> <li>Geographic coverage and resources</li> <li>Government divisional boundaries</li> </ul>



## 8 Goals and Strategies

### 8.1 Core Business

#### 8.1.1 Advocacy

<b>Objective:</b> To encourage policy makers and planners to undertake activities or implement projects which support and create a healthy community		
<b>Strategies:</b>		
Educate and influence policy makers and planners about the benefits of health and well-being		
Engage partners to review current policies and planning to include improvements for health and well-being		
Engage media to promote change		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Make representation to Whitsunday Regional Council on role and successes of HPC, at least every 12 months	Committee and staff	Number of representations
Seek WRC commitment to support projects which address chronic disease risk factors where appropriate	Committee and staff	Letters of commitment Numbers of partner projects
Support Whitsunday Regional Council implementation of the Healthy Active Plan	Committee and staff	Number of engagements/meetings attended/partner projects
Provide results of National surveys/data collection to policy-makers and planners	Staff	Number of programs entered on data systems, Qld Health reporting processes.
Support Queensland Health implementation of Active Healthy Communities in the Whitsunday and Burdekin Regions	Staff	Number of meetings attended, number of projects HPC are involved in.
Communicate with policy makers or planners on issues/activities/decisions which impact the health and well being of the community	Committee and staff	Number of contacts made – email, letter, phone call, meetings attended.
See Marketing Strategy for Profile of HPC and its activities in local papers; radio; community TV; WRC newsletter; web site; HPC newsletters; school newsletters.		



### 8.1.2 Interventions

<b>Objective:</b> To undertake activities that will improve the health and well-being of the community		
<b>Strategies:</b>		
Encourage healthy eating		
Encourage healthy lifestyles		
Encourage regular physical activity		
Promote and encourage sun safety		
Encourage the reduction of harmful substance intake		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Implement Community Nutrition programs and projects in the Bowen, Collinsville and Burdekin regions	Staff	Community Nutrition PPA, Number implemented and number attended
Implement Healthy Lifestyles programs and projects in Bowen, Collinsville and Burdekin region including Lighten Up and Living Strong	Staff	Program Coordinator PPA, Number implemented and number attended
Promote and encourage the sun safety message through marquee hire scheme, sun safe promotions and role modelling	Staff, Volunteers and Committee	Number of hire agreements, sun safety promotions.
Implement harmful substance reduction programs in the Bowen, Collinsville and Burdekin regions on a regular basis e.g. Quit Smoking programs.	Staff	Number of programs run or supported.

### 8.1.3 Capacity Building

<b>Objective:</b> To build the capacity of partners to undertake projects that promote health and well-being, and the capacity of the community to have ownership of their own health.		
<b>Strategies:</b>		
Educate and improve partners' abilities to access funding		
Educate and improve the community capacity to take responsibility for health at a local level		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Disseminate information relating to funding sources	Staff	Number of funding sources promoted
Facilitate grant writing workshops	Staff	Number of workshops held
Train and support Healthy Lifestyle Program facilitators in Bowen, Collinsville and Burdekin regions	Staff	Number of new facilitators trained; number of active facilitators supported.
Work with various sections of the community to create community based solutions to improve health and well-being	Staff	Number of joint projects; mentoring opportunities
See Marketing Strategy for Profile of HPC and its activities in local papers; radio; community TV; WRC newsletter; web site; HPC newsletters; school newsletters.		



**8.1.4 Partnerships/Network Building**

<b>Objective: To build, strengthen and sustain relevant partnerships across the region</b>		
<b>Strategies:</b>		
Consult and communicate with relevant partners and funding bodies		
Maintain a strong, cohesive network of partners		
Celebrate achievements/successes and mile-stones		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Maintain and promote the Bowen Health Promotion Network group to increase information sharing, share resources, identify community needs and increase collaborative planning	Staff	Number of group members; number of meetings.
Profile HPC and its activities to the Mackay Health Service District staff	Staff	Number of contacts
Profile HPC and its activities in local papers; radio; community TV; WRC newsletter; web site; HPC newsletters; school newsletters.	Staff	Number of media articles published; paid advertisements; radio interviews; newsletters produced; number of hits on the website.
Hold regular members' and volunteers network gatherings	Staff, Volunteers and committee	Number of meetings
Make representation to Whitsunday Regional Council on role and successes of HPC, and to maintain support for the organisation ( <a href="#">See Advocacy above</a> )	Committee and staff	Number of representations
Participate in networking groups across the Bowen/Burdekin region <ul style="list-style-type: none"> <li>• Bowen Interagency Networking Group</li> <li>• Collinsville Wellness Action Group</li> <li>• Burdekin Be Active</li> <li>• Burdekin Health Network</li> </ul>	Staff	Number of meetings attended per district



### 8.1.5 Research

<b>Objective:</b> To ensure HPC keeps abreast of the latest information relating to health and well-being, and remains a viable, sought-out organisation.		
<b>Strategies:</b>		
Research the needs of members and the community;		
Collect information on the latest trends in health and well-being		
Secure appropriate new funding		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Investigate the potential for a longitudinal study of HPC.	Committee and staff	Establishment of study
Conduct surveys and community consultations to assess the needs of members, and the community	Independent consultant, Staff	Number of consultations undertaken. Consultation Reports
Collect the latest information through the Internet, professional journals, networking with partners and members (using their resources) to enhance HPC's evidence-based practice	Staff	Membership of professional organisations.
Ensure professional development of staff is timely, relevant and up to date	Committee	Number and nature of professional development opportunities undertaken by staff
Establish Microsoft XL database to track all activity: participants, programs, events, numbers of attendees etc.	Staff & volunteers	Establishment of database

## 8.2 Development and Expansion of HPC

### 8.2.1 Create community hub with Other Groups

<b>Objective:</b> Create community hub with appropriate group/s		
<b>Goals</b>		
HPC will seek a partnership with the Bowen Neighbourhood Centre to canvass all similar groups in the Whitsunday/Burdekin region to determine possibilities for community hub.		
HPC/BNC will shortlist suitable and interested groups		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
With BNC, determine what groups operate in the whole region	Staff	Numbers of groups
Determine criteria for evaluation	Committee and staff	Production of criteria
Determine governance issues	Committee and staff	Numbers of issues

**8.2.2 Establishment of New Branch(es)****Objective:** To extend the reach of HPC services**Goals**

HPC will canvass the need for direct HPC branches in Proserpine, Airlie beach, Cannonvale, Home Hill, Ayr, Collinsville

HPC will canvass the possibility of shared services in Proserpine, Airlie beach, Cannonvale, Home Hill, Ayr, Collinsville

**Action Items****Responsibility****Measure**

1. HPC will determine a priority for implementation of any new branches planned	Committee and staff	Numbers of branches deemed viable
2. HPC will determine a priority for implementation of any shared services planned	Committee and staff	Numbers of shared services deemed viable
3. HPC will plan for the first branch	Staff	Completion of planning process
4. HPC will plan for the first shared service	Staff	Completion of planning process



### 8.3 Governance

**8.3.1 Amalgamation:** Please refer to 8.2.1

#### 8.3.2 Skills Audit of Committee members

<b>Objective: Maximise HPC Resources</b>		
<b>Goals</b>		
Ensure that HPC has access to the most appropriate resources and services		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Conduct skills audit of Committee members and volunteers	Staff & committee	Numbers of audits
Conduct contacts audit of Committee members	Staff	Numbers of contacts

### 8.4 Funding

#### 8.4.1 Funding Search

<b>Objective: Maximise HPC sustainability</b>		
<b>Goals</b>		
Ensure that every funding opportunity is examined		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Actively seek ongoing funding for the Coordinators position from Queensland Health	Board	Ongoing funding received
On a monthly basis peruse <a href="http://www.business.gov.au/Grantfinder/Grantfinder.aspx">http://www.business.gov.au/Grantfinder/Grantfinder.aspx</a> and respond	Staff	Numbers of grant applications made
Subscribe to Easy Grants	Staff	Numbers of grant applications made
Seek cash sponsorship from all possible business and company options, using HPC's DGR status as an attraction.	Board	Number of approaches made; number of responses ; amount of sponsorship

#### 8.4.2 Sale of Services

<b>Objective: Generate revenue for HPC</b>		
<b>Goals</b>		
HPC will investigate selling its existing programs and services in certain circumstances (i.e. to businesses, government)		
<b>Action Items</b>	<b>Responsibility</b>	<b>Measure</b>
Undertake a needs analysis, investigating other organisations processes and developing appropriate processes to suit this organisation i.e. schedule of services and fees.	Committee and staff	Completed schedule of services and fees.
Canvass local businesses such as WRC, BSC, Sonoma, PacificQR, Xstrata, Thiess, Leighton, Ergon, CSR, Transfield, and incoming Abbott Point companies in order to encourage those businesses to implement programs and services for the benefit of company employees, families.	Committee and staff	Numbers of consultancies



### 8.4.3 Establishment of Consultancy

**Objective:** To enhance the reputation of HPC and augment HPC income streams

**Goals**

HPC will establish itself as a nutrition and healthy living consultancy which will offer specific planning and reporting services to businesses, government and councils

**Action Items**

**Responsibility**

**Measure**

Seek to use Queensland Health's *Active Communities Health Project* to provide consultancy services to HPC catchment area.

Staff

Involvement with program

Undertake a needs analysis, investigating other organisations processes and developing appropriate processes to suit this organisation i.e. schedule of services and fees.

Committee and Staff

Completed schedule of services and fees.

Canvass local businesses such as WRC, BSC, Sonoma, Queensland Rail, Xstrata, Morris Catering, Thiess, Leighton, Sunwater, Ergon, CSR, Transfield, and incoming Abbott Point companies in order to encourage those businesses to engage HPC to advise on policy, planning and reporting matters.

Committee and staff

Numbers of consultancies



**9 Action Implementation by Year - For Marketing please see Document 2.**

Strategies	Actions
8.4.1 Funding - Funding Search	Seek cash sponsorship from all possible business and company options, using HPC's DGR status as an attraction
8.2.1 Development and Expansion of HPC - Amalgamation with Other Groups	With BNC, determine what groups operate in the whole region
8.3.2 Governance - Skills Audit of Board members	Conduct skills audit of Board members
8.3.2 Governance - Skills Audit of Board members	Conduct contacts audit of Board members
8.4.1 Funding - Funding Search	Actively seek funding for the HPC Coordinator Position from Queensland Health or other sources
8.4.3 Funding - Establishment of Consultancy	Seek to use Queensland Health's Active Communities Health Project to provide consultancy services to HPC catc
8.1.1 Core Business - Advocacy	Make representation to Whitsunday Regional Council on role and successes of HPC, at least every 12 months
8.1.1 Core Business - Advocacy	Make representation to Whitsunday Regional Council on role and successes of HPC, at least every 12 months
8.4.3 Funding - Establishment of Consultancy	Seek to use Queensland Health's <i>Active Communities Health Project</i> to provide consultancy services to HPC catc
8.2.2 Development and Expansion of HPC - Establishment of New Branch(es)	HPC will determine a priority for implementation of any new branches planned
8.2.2 Development and Expansion of HPC - Establishment of New Branch(es)	HPC will determine a priority for implementation of any shared services planned
8.4.3 Funding - Establishment of Consultancy	services and fees.
8.4.2 Funding - Sale of Services	services and fees.
8.2.2 Development and Expansion of HPC - Establishment of New Branch(es)	HPC will plan for the first branch
8.2.2 Development and Expansion of HPC - Establishment of New Branch(es)	HPC will plan for the first shared service
8.1.5 Core Business - Research	Conduct surveys and community consultations to assess the needs of members, and the community
8.1.1 Core Business - Advocacy	Seek WRC commitment to support projects which address chronic disease risk factors where appropriate
8.1.1 Core Business - Advocacy	Support Whitsunday Regional Council implementation of the Healthy Active Plan
8.1.1 Core Business - Advocacy	Provide results of National surveys/data collection to policy-makers and planners
8.1.1 Core Business - Advocacy	Support Queensland Health implementation of Active Healthy Communities in the Whitsunday and Burdekin Reg
8.1.1 Core Business - Advocacy	Communicate with policy makers or planners on issues/activities/decisions which impact the health and well be
8.1.2 Core Business - Interventions	Implement Community Nutrition programs and projects in the Bowen, Collinsville and Burdekin regions
8.1.2 Core Business - Interventions	Implement Healthy Lifestyles programs and projects in Bowen, Collinsville and Burdekin region including Lighten
8.1.2 Core Business - Interventions	Promote and encourage the sun safety message through marquee hire scheme, sun safe promotions and role m
8.1.2 Core Business - Interventions	Implement harmful substance reduction program in the Bowen, Collinsville and Burdekin regions on a regular ba
8.1.3 Core Business - Capacity Building	Disseminate information relating to funding sources
8.1.3 Core Business - Capacity Building	Facilitate grant writing workshops
8.1.3 Core Business - Capacity Building	Train and support Healthy Lifestyle Program facilitators in Bowen, Collinsville and Burdekin regions
8.1.3 Core Business - Capacity Building	Work with various sections of the community to create community based solutions to improve health and well-b
8.1.4 Core Business - Partnerships/Network Building	Maintain and promote the Bowen Health Promotion Networking group to increase information sharing, share re
8.1.4 Core Business - Partnerships/Network Building	Hold regular members' and volunteers network gatherings
8.1.4 Core Business - Partnerships/Network Building	Make representation to Whitsunday Regional Council on role and successes of HPC, and to maintain support for
8.1.4 Core Business - Partnerships/Network Building	Participate in networking groups across the Bowen/Burdekin region



## **10 Communicating the Plan**

- Invite the Minister for Health to officially launch the Plan in mid 2011
- Canvass all media for build up coverage plus main event
- Engage both councils and seek mayoral and councillor attendance from both
- Seek other reasons for Minister to travel to region (i.e. opening of Collinsville Hospital)
- Seek attendance from Dawson and Capricornia MPs
- Print 10 copies per library and council outlets
- Provide USB copies to library and council outlets
- Post entire Strategy onto HPC web site
- Use Strategy as a talking point with other regional agencies