



## Strategic plan 2012 Public Health Association Australia (Queensland Branch)



Public Health Association  
AUSTRALIA

### Public Health Association Australia National

#### **Vision:**

A healthy nation: healthy people living in a healthy society and a sustaining environment improving and promoting health for all.

#### **Public Health Association Australia National *Mission***

As the leading public health advocacy group, to drive better health outcomes through sound, population-based policy and vigorous advocacy.

#### **Public Health Association Australia QLD branch**

PHAA-Q is the Queensland Branch of the Public Health Association of Australia. The branch is run by a committee of volunteers who work within the Health sector. The 2012 Strategic Plan was developed to enable PHAA-Q to implement National policies and strategies at a local level and address the local needs of our membership. The plan provides a map for PHAA-Q events and activities over the next 12 months and enables us to expand our scope of practice into new areas, specifically channelling the skills of our committee into key areas.

Importantly, this strategic plan was developed from a 2011 survey of Queensland members who identified key target areas as well as the types of events PHAA-Q should host in 2012. Developing the plan on the basis of this survey ensures that PHAA-Q will meet the professional, development and social needs of PHAA-Q members.

#### **Scope of practice in 2012**

In 2012, PHAA-Q will endeavour to provide Queensland members with professional development opportunities and networking events and activities. In conjunction with the National body, PHAA-Q will advocate on behalf of its members on issues that affect the health of Queenslanders.

Issues to be considered in planning PHAA-Q activities in 2012:

- Access: Events have historically been held within the metropolitan Brisbane area. In recognition of the geographical spread of members, events will be hosted in a variety of locations across the state.
- Reach: Workshops, seminars, presentations and other professional development opportunities will be video-recorded wherever possible and the recording posted on the PHAA-Q website. This will increase the reach of PHAA-Q activities to members who cannot easily access these events due to access issues or other commitments.
- Frequency: A maximum of three events will be held per year. This is proposed to allow PHAA-Q committee members to invest more time in non-event activities (ie advocacy, collaboration, communication) and follows results of the 2011 survey of Queensland members.
- Location: Events will be held at locations where there is free and easily accessible parking and/or access to public transport.
- Cost: Cost will be kept to a minimal for PHAA-Q events, however, charges for attendance by non-PHAA members will be considered.

Area	Events	National Strategic Plan
<p><b>Core Business</b></p> <p><i>Responsibility:</i></p> <ol style="list-style-type: none"> <li>1. Sara (President)</li> <li>2. Carmen (Secretary; membership)</li> </ol>	<p><b>PHAA-QLD Annual General Meeting</b></p> <ul style="list-style-type: none"> <li>- AGM to be held after July 2012. Elections held for Executive Positions: President, Vice President, Secretary, Treasurer and Committee Members.</li> <li>- Elkington Oration to be held in conjunction with AGM.</li> </ul> <p><b>Core Business</b></p> <ul style="list-style-type: none"> <li>- Record PHAA-Q minutes and post these on PHAA-Q website for members to view.</li> <li>- Respond to correspondence.</li> </ul> <p><b>PHAA membership</b></p> <ul style="list-style-type: none"> <li>- Support endeavours to increase membership.</li> <li>- Welcome all new members with an email outlining PHAA Letter of welcome to new members from Secretary on behalf of branch.</li> <li>- Letter of reminder sent by Secretary on behalf of the branch to people who have not renewed their membership.</li> </ul>	<p><b>Operational Goal: Build Capacity in the Public Health Sector</b></p> <p><u>Branch Seminars</u> : Branches will be encouraged to run an additional seminar associated with the Branch AGM</p> <p><b>Operational Goal: Continue to develop PHAA Operations</b></p> <p><u>Increasing the PHAA profile</u>: Continue to build PHAA's profile as the nation's key public health association with the media, bureaucracy and at all levels of government. The Board, the National Office and our Life Members will provide leadership, but responsibility for this increase in profile will be shared by Branches, SIGs and engagement of members.</p> <p><u>Membership Growth</u>: Implement recruitment and development strategies</p>
<p><b>Communication Support</b></p> <p><i>Responsibility:</i></p> <ol style="list-style-type: none"> <li>1. Paul (Website management; scholarships)</li> <li>2. Letitia (Griffith Uni communications)</li> <li>3. Kerriane (communication)</li> <li>4. Gaery (communication)</li> </ol>	<p><b>Scholarships</b></p> <ul style="list-style-type: none"> <li>- Increase financial support to Public Health students enrolled at universities within Queensland.</li> <li>- Increase support for PHAA-Q members to attend PHAA conferences/workshops. Focus on Indigenous health workers and students.</li> </ul> <p><b>Sponsorship</b></p> <ul style="list-style-type: none"> <li>- Annual sponsorship of a Konrad Jamrozik memorial prize at PHAA conference.</li> </ul> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>- Ongoing development of the PHAA-Q website.</li> <li>- Post recordings of activities and minutes to ensure all members throughout the state are kept up-to-date with PHAA-Q branch activities.</li> </ul> <p><b>Links with Universities</b></p> <ul style="list-style-type: none"> <li>- Developing strong links to Universities within Queensland (particularly those with a public health focussed degree).</li> </ul>	<p><b>Operational Goal: Build Capacity in the Public Health Sector</b></p> <p><u>Website Education</u>: Reviewing the website to ensure optimum access and capacity building</p> <p><u>Network publications</u> : Use the following methods of communication to broaden PHAA networks and ensure appropriate understanding of the Association's achievements (Intouch; Members' Roundup; email)</p> <p><b>Operational Goal: Promote a Population Health Approach</b></p> <p><u>Awards</u>: Identify areas where it is appropriate to provide awards and build on the current awards at the Annual Conference and the Immunisation Conference</p>

Area	Events	National Strategic Plan
<p><b>Advocacy</b></p> <p><b>Increased collaboration with special interest groups and other health-related organisations</b></p> <p><i>Responsibility:</i></p> <ol style="list-style-type: none"> <li>1. Danette (Advocacy)</li> <li>2. Jill (advocacy)</li> </ol>	<p>- Explore joint activity options.</p> <p><b>Advocacy</b></p> <p>- In conjunction with the upcoming State election, collaborate with key health organisations to organise a debate with Health ministers and shadow ministers. Include AMA, Australasian Faculty of Public Health Medicine, FPQ, Children by Choice. Provide debate questions and arrange moderator.</p> <p><b>Advocacy: Abortion</b></p> <p>- Continue the collaboration with Children by Choice through the “Courage to make History” group.</p> <p>- Engage with key stakeholders within the Government to advocate for law reform.</p> <p><b>Collaborations and links.</b></p> <p>- Develop collaborations with other health-related organisations (Australian Health Promotion Association).</p> <p>- Develop ongoing collaborations with PHAA Special Interest Groups.</p> <p>- Identify interested members from the 2011 survey and link in to increase advocacy reach.</p>	<p><b>Operational Goal: Strengthen PHAA advocacy</b></p> <p><u>Leadership:</u> Setting policy agendas and working with others</p> <p><u>Building Relationships:</u> Colleagues providing constructive feedback and working closely with: other organisations, professional and community groups; the new Preventative Health Agency; 3) Governments</p> <p><u>Building and Maintaining Networks and Alliances:</u> Prioritising PHAA network leadership and participation.</p>
<p><b>Professional Development</b></p> <p><i>Responsibility:</i></p> <ol style="list-style-type: none"> <li>1. Peter (professional development)</li> <li>2. Tania (professional development)</li> <li>3. Shannon (professional development)</li> <li>4. Robyn Mobbs (professional development)</li> </ol>	<p><b>Professional development opportunities</b></p> <p>Proposed activities include:</p> <ol style="list-style-type: none"> <li>1. “Writing for publication” workshop.</li> <li>2. “Conducting focus groups” workshop</li> <li>3. “How to produce an effective poster” workshop</li> <li>4. Link into 2012 conferences hosted in Australia to co-host an event or link in with a keynote speaker. Collaborate with SIGs to engage speakers or host a workshop/ pre-conference meeting</li> </ol> <p>- Look at opportunities to expand the reach of the workshops to the far North of the State.</p>	<p><b>Operational Goal: Build Capacity in the Public Health Sector</b></p> <p><u>Branch Seminars:</u> Encourage and support Branches conduct seminars by circulating ideas on approaches and successful events. There will be an expectation that each Branch will hold at least one seminar per year</p> <p><b>Operational Goal: Strengthen the Public Health Workforce</b></p> <p><u>Professional Development:</u> Promote and encourage professional development through: conferences; seminars, lectures and presentations; short courses; fact sheets</p> <p><u>Promoting the Interests of Public Health Workers:</u> Identify the leadership, skills development and capacity building needs of Public Health worker groups, including practitioners; researchers and health promotion officers.</p>

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