



*Public Health Association
of New Zealand Inc.*

Public Health Association of New Zealand Strategic Plan 2004-2009

This plan has been developed in consultation with the members of the Public Health Association.

The plan identifies the core mission, long-term goals and values of the organisation, then identifies the issues which will be the priorities for national action by the PHA in the five years to March 2009.

Each year the Council of the PHA will review the Strategic Plan and develop an annual plan of action with budget to make progress on the issues identified in the Strategic Plan. Each annual plan will contain objective and performance measures.

Adopted by the PHA Council on 10 October 2003.

Public Health Association of New Zealand

Strategic plan 2004-2009

1 Mission

To improve the health of all New Zealanders by progressively strengthening the organised efforts of society by being an informed collaborative and strong advocate for public health.

2 Long-term actions

We have seven areas of long-term action:

1. To be a strong leader and informed advocate for public health.
2. To promote informed public debate on wellness, health, including public health and health services.
3. To participate in the formulation and evaluation of health policy.
4. To promote research and disseminate knowledge relevant to the health of New Zealanders.
5. To support, and lead where appropriate, informed and co-ordinated action on public health issues.
6. To support the development of trained and effective people working for public health.
7. To develop an efficient and effective organisation through which goals can be achieved.

3 Values

The PHA holds the following values:

- uphold the Treaty of Waitangi
- equitable health outcomes for all people in Aotearoa/New Zealand
- Representation and participation
- Human diversity
- responsibility of the wider society (including national and local government), local communities, families, and individuals for the health of people
- collective action to improve public health and wellbeing
- informed debate
- evidence based decision making, including increasing the quality and availability of evidence.

4 National Priority Issues

- a) Champion improvement in Maori health.
- b) Encourage decision makers to address the underlying social, economic, cultural and environmental determinants of health.
- c) Seek reduction in health inequalities, including inequalities in access to health services.
- d) Strengthen, and lead where appropriate, action to improve the infrastructure for public health development and response.
- e) Support initiatives by members and other organisations, on matters of PHA policy (eg tobacco, fluoride).
- f) Strengthen the Public Health Association.

5 Strategies to make progress on national priority issues

Each year the PHANZ will carry out action on the national priorities in line with an annual plan based on this strategic plan. The particular focus will differ from year to year, depending on progress in previous years and on new issues arising.

The following strategies will be used for PHA action for advocacy on public health issues:

- i. **Build strategic alliances and networks**, promote intersectoral participation and coordinate people and organisations that share public health concerns.
- ii. **Build public support for public health** approaches by providing opportunities for discussion of public health issues, and using the media to raise the public's awareness of public health issues
- iii. **Develop evidence-based policies and other tools** for use in policy advocacy at national, regional and local level
- iv. **Be an active, respected and informed advocate** for a healthy New Zealand, focussing advocacy on policy, particularly at a national level. This will include proactive submissions and approaches, responding to key policy documents, select committees and annual reports.
- v. **Encourage relevant research and translate research** into a useable format to inform public debate.

The Treaty of Waitangi will guide and support the implementation of the five strategies above.

The next section details other strategies which will be used for individual priorities, in addition to i) - v) above.

A Champion improvement in Maori health

The PHA will pursue strategies i) – v) above.

B Encourage decision makers to address the underlying social, economic, cultural and environmental determinants of health

In addition to strategies (i) - (v) above, the PHA will:

Advocate for environmental, social and health impact assessment and monitoring being a requirement for local, regional and national decisionmaking for all proposals for development, resources use and policy.

C Seek reduction in health inequalities, including inequalities in access to health services.

The PHA will pursue strategies i) – v) above.

D Strengthen, and lead where appropriate, action to improve the infrastructure for public health development and response.

In addition to strategies (i) - (v) above, the PHA will:

Clarify the public health responsibilities and seek accountability of relevant agencies, and **monitor** their actions and impacts, at a national level.

Provide active networks for public health workers

Promote the recognition and mentoring of community-based initiatives.

Provide opportunities for the presentation and discussion of research findings.

Promote cultural awareness and the inclusion of the health needs of other ethnic and minority groups, such as recent immigrants and refugees.

E Support initiatives by members and other organisations, on matters of PHA policy (eg tobacco, fluoride).

In addition to strategies (i) - (v) above, the PHA will:

Identify and highlight common factors across a range of specific public health issues, and issues occurring across the country.

F Strengthen the Public Health Association.

Increase membership of and active participation by Maori people.

Increase membership and active participation.

Support branches to develop a range of opportunities for members.

Use best practice in governance and management practices.

Actively promote an evidence-based culture within the Association that encourages learning, development and critical thinking.

Develop and implement a 10 year plan that supports financial independence to enable long term advocacy.

