



Achieving our objectives will contribute to the Queensland Government's objectives of safeguarding our health by supporting the health, wellbeing and resilience of our diverse communities as well as backing our frontline services by delivering access to healthy lifestyle programs.

Objectives to make healthy happen

Build partnerships and co-design strategies that drive population change focused on healthy weight in Queensland communities.

Make healthier options the easier options where Queenslanders live, learn, play and work.

Empower Queenslanders to live a healthier life.

Address social determinants that contribute to health inequity.

Performance measures

Increased engagement with communities, partners, health consumers and other stakeholders to develop a shared agenda.

Healthy weight interventions implemented in partnership with communities, schools, workplaces and health services.

Increased healthy behaviours in Queenslanders, including healthy eating and physical activity.

Actions implemented to reduce barriers to healthy living for priority populations affected unequally by overweight and obesity and COVID-19.

Connections made between people, communities, innovation, investment, communication and decision making.

Improved availability, accessibility and acceptability of healthy food and physical activity options, especially in remote areas.

Increased capability, opportunity and motivation amongst communities for healthy behaviours.

Knowledge developed and shared with researchers, organisations, and communities that contributes to healthy weight.

Collaborative health and wellbeing policy, funding models and actions embedded across sectors.

Strategic Plan
2020–2024

Our vision

Generation Queensland - an intergenerational opportunity to improve the health and wellbeing of Queenslanders, especially our kids.

Our purpose

To partner, to create and to amplify policy and actions that achieve real and measurable improvements for the health of every Queensland.

Our principles

Everyone – better health is a universal human right that we will respect, protect and promote

Innovative – do things differently, accelerate and amplify new ideas

Collaborative – best results in partnership, combine and leverage skills, will and resources

Ambitious – set big targets, do whatever it takes, action today

Bold – push the boundaries, question and disrupt

Our opportunities

Help Queenslanders, no matter who, no matter where, so everyone can live a better life.

Unite those who care about improving the lives of Queenslanders into a force for health and wellbeing.

Challenge traditional thinking to create a new evidence-base for the future.

Bravely invest our resources and skills where we will make the most difference.

Use our agility and expertise to empower people and communities, activate the private sector and engage government, including contributing to the Brisbane 2032 Olympic and Paralympic Games and Legacy Program.

Relentlessly drive new levels of innovation and collaboration so prevention is at a greater scale with higher impact.

Our challenges and risks

Lifestyle related behaviours are influenced by a complex mix of factors embedded into everyday life and factors to address will need to be carefully selected to maximise impact.

Changes during the COVID-19 pandemic are impacting people's ability and motivation to stay healthy and people will require extra support, inspiration and ideas to be active and eat healthy.

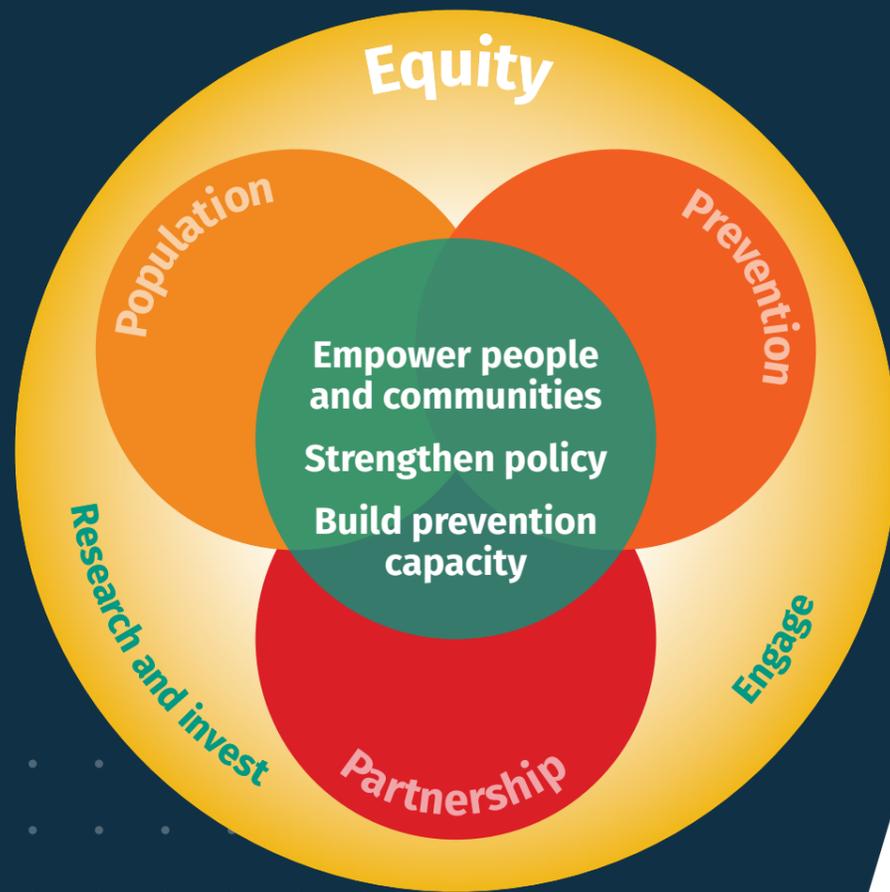
Steps must be taken to address the social determinants that drive health inequity and this will require engagement with many sectors.

Responding to the diverse needs of a geographically dispersed population will require different solutions for different communities.

Driving, monitoring and communicating meaningful change will require broad and innovative performance measures.

Balancing ambition with capacity to deliver quality outcomes will require careful management of our resources.





Equity

The conditions in which people are born, grow, live, work and age, create differences in health outcomes.

Equity will encompass and infiltrate everything we do as we promote and protect universal human rights.

We will invest in addressing the underlying social determinants of health, especially for those who unfairly experience poorer health due to circumstances that are out of their control such as, people living with disadvantage or disability, regional and remote communities, culturally and linguistically diverse communities and First Nations people.

Our strategic pillars



Population

We are driven to ensure better health is achieved across the entire Queensland population. We recognise and celebrate diversity and embrace cultural differences and needs. Our population approach focusses on creating environments that support healthier options at all stages of life and for priority populations.



Prevention

We will create the conditions that help prevent people getting ill and keep people healthy, including addressing the underlying causes of ill health. Preventive actions are more effective, less expensive and have a greater population impact than managing and treating obesity.



Partnership

Great things happen when we work together and we are all part of the solution. We will listen, explore connections and share insights. We will support the prevention and health promotion activity, capacity and direction of our partners to scale-up and leverage evidence-informed and innovative approaches.

Strategies to make healthy happen

Empower people and communities

Stimulate community-led initiatives in Aboriginal and Torres Strait Islander communities to supply healthy food and promote healthy eating and physical activity, with a focus on remote food stores.

Build prevention capacity and support concerted efforts, targeting hearts and minds within our communities to lead their own health and wellbeing efforts and build on positive changes made during COVID-19, build community partnerships and provide an online platform for communities to share learnings.

Deliver a whole-of-school and whole-of-system healthy eating program to increase students' consumption of vegetables and fruit.

Strengthen policy

Influence the national and state policy agenda and initiatives across sectors, including the National Obesity Prevention Strategy and the Queensland Government's objectives for the Community – Unite & Recover.

Deliver actions to support Activate! Queensland, Queensland Walking Strategy, Queensland Cycling Strategy, and Growing for Queensland.

Develop and deliver policy options to reduce the marketing and sale of unhealthy food including introducing awards for healthy children's menus.

Develop an equity framework and position statements to guide investment for Queensland on healthy communities and places, early life and children, work health and wellbeing and food security.

Build prevention capacity

Support, empower and facilitate the collective success of all our partners delivering best-practice prevention initiatives.

Lead an alliance of organisations committed to improving the lives of Queenslanders to facilitate coordination, create a collective of prevention offerings and build momentum for health and wellbeing.

Empower health, social and other care providers to have a greater prevention focus through delivery of prevention specific training and resources.

Implement a funded program mix that enhances behaviour change strategies, innovative service delivery, reach and access to healthy lifestyle and capacity building programs.

Research and invest

Generate novel, population, community and other robust research evidence to enhance prevention and health promotion practices.

Grow and bolster state, national and global research partnerships to advance prevention and health promotion research activities.

Develop alternative funding models to influence investment to create cobenefits across communities and sectors, driving impact and population level results.

Apply a systematic implementation science approach and evaluation frameworks to capture the collective impact of our preventive policy and actions, including supporting sustainable Queensland-specific research collaboratives.

Engage

Extend our brand awareness, visibility and reach of our message to Queenslanders.

Build and enable a physical activity and healthy eating culture, leveraging the collective strengths of all partner entities.

Form purposeful partnerships, positive working relationships and open channels of communication with key stakeholders, including communities and health consumers.

Develop and implement a Community Partnering Strategy.

Engage families, organisations and communities through digital media to inspire, motivate and influence healthy eating and active lifestyles.

Recognise and reward existing best practice prevention initiatives.