

Strategic Plan 2023-2027

Our commitment to Closing the Gap

Health and Wellbeing Queensland acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of the lands, winds and waters where we live, learn and work. As an agency, we are committed to working together with Aboriginal and Torres Strait Islander peoples, communities and organisations in the journey to better health and wellbeing outcomes and equitable opportunities.

Our commitment to Human Rights

We will respect, protect and promote human rights in our decision-making and actions.

Our vision

GenQ: to see children born today experiencing better health outcomes than the generations of Queenslanders before them

Our purpose

To drive systems change that addresses the preventable burden of disease, for a healthier and fairer Queensland.

Our principles



Our opportunities

- Support reform across the health system to strengthen chronic disease prevention.
- Utilise our agility as a statutory body to create positive disruption across systems for population benefit.
- Leverage new opportunities to elevate prevention, including national reform agendas and the Brisbane 2032 Olympic and Paralympic Games Legacy Program.
- Challenge traditional thinking by leading and supporting increased research, innovation and data intelligence capability across the system.

Health and Wellbeing Queensland supports the Queensland Government's objectives for the community:



Good jobs: Good, secure jobs in our traditional and emerging industries.



Better services: Deliver even better services right across Queensland.



Great lifestyle: Protect and enhance our Queensland lifestyle as we grow.

Our commitment to Queensland

Health and Wellbeing Queensland (HWQld) is the state's prevention agency, committed to creating a healthier and fairer future for Queensland.

Our priority is to work with the Queensland health system to reduce the impacts of chronic disease, especially for those who unfairly experience poorer health due to circumstances that are out of their control.

We know that shifting the balance of focus towards improving health and wellbeing, as well as optimising healthcare, is critical to creating a healthier and more sustainable future.

We are committed to working in partnership across government, communities and other sectors to address the underlying factors that drive chronic ill-health through collaborative, evidence-based and community-focused action.

Together, we can create a future where all Queenslanders have the best chance to lead a healthier life, no matter who they are or where they live.

Our challenges

- Our capacity to amplify prevention is challenged by system and acute health pressures.
- System complexity impacts our ability to address the wider determinants that drive inequities and chronic diseases.
- Balancing an ambitious agenda with our capacity to deliver quality and sustainable outcomes will require careful management of our resources.
- Driving, evaluating and communicating meaningful change will require innovative performance measures and funding models.

Health and Wellbeing Queensland Strategic Plan 2023-2027

Objectives				
 <p>Enable collective wellbeing We will address the drivers of inequity to improve collective wellbeing.</p>	 <p>Champion prevention We will coordinate, promote and advocate for prevention to ensure sustainable outcomes.</p>	 <p>Drive systems change We will work in ways that purposefully connect systems, sectors and communities to enable systems change.</p>	 <p>Commit to impact We will generate and harness evidence and innovation to deliver measurable impact.</p>	 <p>Thrive together We will adapt and enhance our ways of working to create a thriving and sustainable organisation.</p>
Strategies				
<ul style="list-style-type: none"> Develop and deliver equity-informed policies, strategies and actions which reflect the voice of Queenslanders. Support our system partners to apply a holistic, data-informed approach to population health and wellbeing. Collaborate to advance health equity for Aboriginal and Torres Strait Islander peoples. Focus the delivery of equity-informed actions to respond to population groups with the greatest capacity to benefit. 	<ul style="list-style-type: none"> Drive a policy agenda to create healthier environments where Queenslanders live, learn, work, play and age. Partner with the health system to embed prevention across the continuum using innovative service delivery strategies. Empower, inspire and engage people and communities to access evidence-based programs, resources, campaigns and initiatives. Build prevention capability across health and other sectors through education, training and resources. Strengthen the prevention network to integrate efforts and share learnings across communities, sectors and systems. Proactively advocate and contribute to the national prevention agenda. Explore innovative funding models which support and incentivise prevention. 	<ul style="list-style-type: none"> Strengthen inter-connected system governance and partnerships to facilitate shared action and investment in prevention. Understand and invest in stakeholder relationships across sectors, industry and community as a vehicle for systems change and solution design to promote the health and wellbeing of Queenslanders. Mobilise and empower the Queensland community to build capacity and connection to drive improved health and wellbeing outcomes. 	<ul style="list-style-type: none"> Identify, build and share data and insights to inform the delivery of impactful solutions to boost health and wellbeing. Highlight and harness the voices, experiences and stories of the Queensland community, particularly Aboriginal and Torres Strait Islander peoples. Work with communities and priority population groups to co-design and evaluate locally-driven solutions that promote health and wellbeing. Leverage the expertise of the research community to translate evidence into preventive health policy and practice. Invest in partnerships to generate and lead evidence-based and innovative solutions that emphasise prevention. Deliver robust and comprehensive evaluation to measure the specific and collective impact of prevention work. 	<ul style="list-style-type: none"> Build an inclusive workplace culture that celebrates the diversity of workforce experience, skills and perspectives that reflects the Queensland communities we serve. Strengthen the cultural capability of our organisation and partners. Foster a thriving workplace environment by supporting and investing in the wellbeing, capability and development of our staff. Enhance our organisational systems and processes to enable efficient investment of time, expertise and resources.
Performance Indicators — We will know we're successful when...				
<p>The drivers of inequity are identified and addressed, demonstrated through:</p> <ul style="list-style-type: none"> increased recognition and awareness of the drivers of inequity use of data and evidence to prioritise efforts for populations with the greatest capacity to benefit application of an equity lens across policy and service delivery. 	<p>Prevention is prioritised and embedded across the system and delivering intended outcomes, demonstrated through:</p> <ul style="list-style-type: none"> promotion and coordination of prevention initiatives, programs and services advocacy efforts leading to policy change and collaboration to support health and wellbeing investment in prevention initiatives, learning and development. 	<p>There is an authorising environment for prevention and shared accountability for health and wellbeing outcomes, demonstrated through:</p> <ul style="list-style-type: none"> purposeful engagement with leaders, influencers and partners connections made across sectors support collaboration, including sharing of resources, skills, and data utilising community demand, engagement, and mobilisation to shape and support action. 	<p>There are appropriate approaches to monitoring, evaluation, and reporting across programs to support evidence-based decision making and action, demonstrated through:</p> <ul style="list-style-type: none"> developing and implementing a shared and coordinated research and evaluation agenda broad sharing of qualitative data, quantitative data, evaluation findings and promising practice increased engagement with communities and consumers to develop, deliver and evaluate initiatives. 	<p>Organisational enablers for systems change have been established and embedded, demonstrated through:</p> <ul style="list-style-type: none"> implementing the HWQld monitoring, evaluation and learning framework to support a culture of continuous improvement a healthy, engaged and empowered workforce that is skilled and accountable for delivery of our functions and able to work effectively with our partners and the community.

We contribute to the following Queensland Government sub-objectives for the community:



Backing our frontline services



Keeping Queenslanders safe



Connecting Queensland



Honouring and embracing our rich and ancient cultural history

