

Strategic Plan 2023-2027

Our commitment to First Nations Peoples

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. We are committed to working in partnership with Aboriginal and Torres Strait Islander peoples, communities and organisations to deliver better health and wellbeing outcomes.

Our commitment to Human Rights

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

Our vision

Making healthy happen for Queensland

Our purpose

To address the risk factors for chronic disease, for a healthier Queensland and a stronger health system.

Our principles



Our opportunities

- Support reform across the health system to strengthen chronic disease prevention.
- Utilise our agility as a statutory body to drive action for prevention, for population benefit.
- Leverage new opportunities to elevate prevention, including national reform agendas and the program to leave a positive legacy for all Queenslanders from the Brisbane 2032 Olympic and Paralympic Games.
- Challenge traditional thinking by leading and supporting increased research, innovation and data intelligence.

Health and Wellbeing Queensland supports the following Queensland Government objectives for the community:



Health services
when you need them



A plan for
Queensland's future

Our commitment to Queensland

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

Our priority is to work with the Queensland health system to reduce the impacts of chronic disease.

We know that as well as optimising healthcare, it is critical to shift the balance towards improving health and wellbeing to create a healthier Queensland and more sustainable health system.

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

- The health system is under acute pressure, meaning there may be less of a focus on preventive health.
- It is difficult to shift the dial on chronic diseases because so many factors influence health and wellbeing.
- Balancing an ambitious agenda with our capacity to deliver quality and sustainable outcomes requires careful management of our resources.
- Driving, evaluating and communicating meaningful change requires innovative performance measures and models of service delivery and funding.

Health and Wellbeing Queensland Strategic Plan 2023-2027

Objectives				
Make a healthier Queensland  We will implement innovative solutions to improve all Queenslanders' health and wellbeing.	Champion prevention  We will coordinate, promote and advocate for prevention to ensure sustainable outcomes.	Drive systems change  We will work in ways that purposefully connect systems, sectors and communities to enable systems change.	Commit to impact  We will generate and harness evidence and innovation to deliver measurable impact.	Thrive together  We will adapt and enhance our ways of working to create a thriving and sustainable organisation.
Strategies				
<ul style="list-style-type: none"> Work with partners to implement comprehensive, data-informed actions to improve population health and wellbeing. Collaborate to advance health equity for Aboriginal and Torres Strait Islander peoples. Focus the delivery of evidence-informed actions to respond to population groups with the greatest capacity to benefit. Use data and research to help target preventive health activities to reduce pressure on the health system. 	<ul style="list-style-type: none"> Drive a policy agenda to create healthier environments where Queenslanders live, learn, work, and play. Partner with the health system to embed prevention 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 network of prevention stakeholders to integrate efforts and share learnings across communities and sectors. 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 cross-sector governance and partnerships to facilitate shared action and investment in prevention. Understand and invest in stakeholder relationships across sectors, industry and the community as a vehicle for systems change and concrete action 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 and share evidence to inform the delivery of impactful solutions to boost health and wellbeing. Listen to the Queensland community, including the experience and aspirations of Aboriginal and Torres Strait Islander peoples. Work with communities and priority population groups to co-design and evaluate local solutions that promote health and wellbeing. Leverage the expertise of the research community to translate evidence into policy and practice. Invest in partnerships to generate and lead evidence-based and innovative initiatives that emphasise prevention. Deliver robust and comprehensive evaluations to measure the impact of our work. 	<ul style="list-style-type: none"> Ensure efficient investment of time, expertise and resources to maximise impact for Queenslanders. Build an inclusive workplace culture that celebrates the diversity of workforce experience, skills and perspectives and 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.
Performance Indicators — We will know we're successful when...				
Initiatives are evidence informed, demonstrated through: <ul style="list-style-type: none"> use of data to prioritise efforts. 	Prevention is prioritised and embedded across the health system and delivering intended outcomes, demonstrated through: <ul style="list-style-type: none"> promotion and coordination of prevention initiatives, programs and services advocacy that drives policy change and collaboration to support health and wellbeing investment in prevention initiatives, learning and development. 	The value and contribution of preventive health is communicated and understood. We have strong partnerships which deliver improved health and wellbeing outcomes, demonstrated through: <ul style="list-style-type: none"> purposeful engagement with leaders, influencers and partners connections made across sectors which support collaboration, including sharing of resources, skills, and data robust engagement and strong partnerships with communities to shape and support action. 	There are appropriate approaches to monitoring, evaluation, learning and reporting across programs to support evidence-based decision making and action, demonstrated through: <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. 	We have the right organisational enablers to work on highly complex issues, demonstrated through: <ul style="list-style-type: none"> a culture of continuous improvement staff who are engaged, empowered and are supported to prioritise wellbeing a workforce that is skilled and accountable for delivery of our functions.