

The problem

Many Queenslanders with risk factors for chronic disease are not connected to proactive care. Prevention programs are underused, and high rates of chronic disease remain a persistent challenge for our health system.

- Fragmented systems
- Time and resource pressures in healthcare delivery
- Workforce shortages
- Accessibility challenges
- Low awareness of programs/services
- Low consumer health literacy
- Low consumer motivation/readiness

The solution

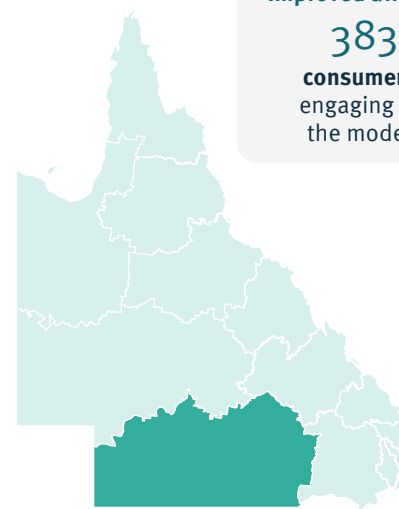
Activate the community to increase and uptake of prevention programs.

- Reach consumers with chronic disease modifiable risk factors
- Embed proactive prevention within health and community settings
- Support awareness of and navigation to evidence-based prevention programs

South West implementation case study

The 11-month Wellness my Way pilot in South West Queensland demonstrated the value of a locally led model to prevention. Implementation of Wellness my Way has improved access to prevention programs, and supported a more coordinated local prevention ecosystem.

Key benefits observed in the South West included:



Improved awareness and access to prevention

383
consumers
engaging in
the model

252
referrals
connecting them to
evidence-based support

Reaching people who need it most,
with 75% of participants at moderate or high risk of developing type 2 diabetes within the next 5 years.

Stronger collaboration between organisations,
with 'Connectors' working together to prioritise and embed prevention across services and the community.

Increased participation in evidence-based services,
with referrals to local South West Hospital and Health Service prevention programs tripling during the pilot.

High participant satisfaction,
with 8.2 out of 10 consumers likely to recommend the program to their friends and family.

Partnership

Wellness my Way is an initiative of the Queensland Government, delivered in partnership with Health and Wellbeing Queensland, Queensland Health's Health Contact Centre (HCC), South West Hospital and Health Service, and The Health and Wellbeing Centre for Research Innovation (HWCRI) at The University of Queensland. This collaboration leverages the HCC's Way to Wellness digital assessment and telephone coaching service, and collectively brings prevention, implementation and evaluation expertise to local communities.

Community activation

- Marketing campaign
- Health and community 'Connectors'
- SMS to waitlists



-  **Take a free and private health check – online or by phone.**
-  **Chat with a Queensland telephone coach to make a plan that suits you.**
-  **Connect with free or low cost health and wellbeing programs.**

A blueprint for community-led implementation: activating the community

Wellness my Way enables regions to strengthen their approach to chronic disease prevention. It improves how people find and access support to stay healthy, while facilitating more effective collaboration and coordination across services and systems.

The program is delivered through a locally led, collaborative implementation model. Health and Wellbeing Queensland supports local implementation teams with the guidance and tools needed to implement the program in ways that fit their community. A regional network of ‘Connectors’ is established which further strengthens community engagement. In the first year of implementation ‘Connectors’ are engaged through a series of workshops to build skills, share learnings and strengthen collaboration. Together, this collective action broadens the program’s reach, and embeds prevention into everyday services and community life for longer term sustainability.

‘Connectors’

‘Connectors’ are local champions who bring Wellness my Way to life in their own workplaces, organisations, and networks, encouraging community members to take the first step by completing the health check. They play a practical role in linking community members to prevention programs, promoting health messages, and embedding prevention into everyday interactions and services.

Health ‘Connectors’

- General Practices
- Aboriginal and Torres Strait Islander Community Controlled Health Organisations (ACCHOs)
- Allied Health Services
- Pharmacy
- Hospital departments
- Community Health
- Other health services

Community ‘Connectors’

- Local councils
- Non-government organisations
- Workplaces (medium-large with health/wellbeing priority)
- Community neighbourhood centres
- Local businesses
- Social support groups
- Other organisations with community engagement/health promotion capacity

Partnership to bring Wellness my Way to communities

Wellness my Way is built on partnership – working together to strengthen and embed prevention locally.

Through collaboration with local regions, Health and Wellbeing Queensland can support communities to embed Wellness my Way to enable a coordinated, cross-sector approach to sustainable chronic disease prevention.

For further information and to discuss collaboration opportunities to improve health and wellbeing in your region, contact healthimpact@hw.qld.gov.au

Strategic alignment

National

- National Preventive Health strategy 2021–2030
- National Agreement on Closing the Gap
- National Digital Health Strategy 2031
- National Primary Health Care Strategy
- National Strategic Framework for Chronic Conditions
- National Obesity Strategy 2022–2032

State

- Making Healthy Happen 2023–2032
- Queensland Department of Health Strategic Plan 2025–2029
- Health and Wellbeing Queensland Strategic Plan 2023–2027
- Queensland Health Prevention Strategic Framework 2026–2035

