

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, to ease pressure on the health system and create a healthier Queensland.

Our principles



Our opportunities

- Scale digital channels and tools to make prevention programs accessible when and where they are needed.
- Co-design and deliver prevention initiatives to keep people well in communities where they live, learn, work and play.
- Deliver evidence-backed integrated preventive care with Hospital and Health Services to keep people out of hospital.
- Develop and deliver credible campaigns, content and initiatives that drive informed behaviour change.
- Attract, co-fund and align investment to grow the scale, reach and sustainability of prevention initiatives.
- Leverage opportunities to leave a positive legacy for all Queenslanders from the Brisbane 2032 Olympic and Paralympic Games.
- Demonstrate the value of preventive health in driving productivity outcomes for Queensland.

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 making healthy happen.

We are delivering on Queensland Government priorities for the health system by helping to reduce hospital demand through high impact prevention programs and initiatives.

We are also focused on long-term chronic disease prevention across Queensland's regions to create a legacy of a healthier Queensland and a 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-backed 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

- In Queensland, over two in three adults and almost one in three children live with overweight and obesity, which has become the leading chronic disease risk factor across Australia and is contributing to the increasing pressure on Queensland's public health system.
- Shifting the dial on chronic disease rates requires action across a broad range of factors, both inside and outside the health system.
- Our ambitious agenda for delivery of preventive health policy and initiatives must be balanced with our capacity to deliver quality and sustainable outcomes.
- Navigating, driving, evaluating and communicating meaningful changes in population health outcomes requires innovative performance measures and models of service delivery in a context of rising costs and demand.

Health and Wellbeing Queensland Strategic Plan 2023–2027

Objectives				
<p>Make a healthier Queensland </p> <p>We will implement innovative solutions to improve all Queenslanders' health and wellbeing.</p>	<p>Champion prevention </p> <p>We will coordinate, promote and advocate for prevention to ensure sustainable outcomes.</p>	<p>Drive systems change  </p> <p>We will work in ways that purposefully connect sectors and communities to enable systems change.</p>	<p>Commit to impact  </p> <p>We will generate and harness evidence and innovation to deliver measurable impact.</p>	<p>Thrive together </p> <p>We will adapt and enhance our ways of working to create a thriving and sustainable organisation.</p>
Strategies				
<ul style="list-style-type: none"> • Provide intensive delivery of prevention programs and services to priority regions. • Work with partners to develop and implement comprehensive actions to improve population health and wellbeing. • Collaborate to advance health equity for Aboriginal and Torres Strait Islander peoples. • Focus the delivery of 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"> • Contribute to 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, communities and local governments to access 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. • Demonstrate leadership by driving and shaping the national preventive health agenda. • Explore innovative funding models which support and incentivise prevention. 	<ul style="list-style-type: none"> • Understand and invest in stakeholder relationships across sectors, industry and the community as a vehicle for systems change and concrete action. • Strengthen cross-sector governance and partnerships to facilitate shared action and investment in prevention. • Mobilise and empower the Queensland community to build capacity and connection to drive improved health and wellbeing outcomes, including in regional and remote areas. • Communicate the value and contribution of prevention to stakeholders in the health system and beyond. 	<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...				
<p>Initiatives are evidence-backed, demonstrated through:</p> <ul style="list-style-type: none"> • use of data to prioritise efforts and maximise impact • delivery of innovative, local solutions that drive informed behaviour change. 	<p>Prevention is prioritised and embedded across the health system and delivering intended outcomes, demonstrated through:</p> <ul style="list-style-type: none"> • promotion and coordination of prevention initiatives, programs and services • number of Queenslanders reached by programs and communication platforms • investment in prevention initiatives, learning and development. 	<p>We have strong partnerships which deliver improved health and wellbeing outcomes, demonstrated through:</p> <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. 	<p>There are appropriate approaches to monitoring, evaluation, learning and reporting across programs to support decision making and action, demonstrated through:</p> <ul style="list-style-type: none"> • developing and implementing a shared and coordinated knowledge translation 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 programs and initiatives. 	<p>We have the right organisational enablers to work on highly complex issues, demonstrated through:</p> <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.