Public Health Association of Australia – STRATEGIC DIRECTION

VISION
for a healthy population
A healthy region, a healthy nation, healthy people: living in an equitable society underpinned by a well-functioning ecosystem and healthy environment, improving and promoting health for all

MISSION
for the Public Health Association of Australia
As the leading national peak body for public health representation and advocacy, to drive better health outcomes through increased knowledge, better access and equity, evidence informed policy and effective population-based practice in public health

Services & Enablers*

Advocacy
Leadership & ethics; healthy equity; social-mobilisation & solidarity; public education; people centric; engagement; communications; ecologically sustainable development.

Capacity Building
Workforce development; teaching, training & networking; workshops; conferencing, resources; standards & curriculum.

Information
Monitoring, evaluation & surveillance; research & evidence; risk & innovation; dissemination & uptake.

Good Governance
Democratic principles; influencing legislation & regulation; assuring transparency & accountability; strategy; organisation.

Capacity Building
Workforce development; teaching, training & networking; workshops; conferencing, resources; standards & curriculum.

Prevention
Primary: vaccination; secondary: screening; tertiary: evidence & community based, integrated, person-centred quality health care; healthcare management & planning.

Protection
Regulation & coordination; HIAs; communicable disease control; emergency preparedness; occupational health; environmental health; climate change and ecological sustainability.

Promotion
Social, economic and ecological determinants of health; inequality, healthy settings, health literacy.

Approach*
Consensus building
Coordinate & facilitate
Strengthen leadership
Workforce & training
Tools & application
Appropriate resources

Building PHAA

Utilise PHAA Branches, Special Interest Groups, members and our networks to ensure opportunities for growth in capacity and participation

Retain consistency with WFPHA strategies – including The Global Charter for the Public’s Health and the Sustainable Development Goals – strengthen the relationship at global and regional level.

* Adapted from the World Federation of Public Health Associations Global Charter for the Public’s Health