To Lyn Dean and the Wellbeing SA Team

RE: Wellbeing SA 2020-2025 Framework

The Public Health Association of Australia is the peak body for public health in Australia and as such we welcome the opportunity to provide feedback on the Wellbeing SA 2020-2025 Framework. We have a long-standing interest in promoting health in our South Australian community and a vision for a healthy, flourishing South Australia, where everyone has the opportunity to live well and engage in community life.

We believe that Wellbeing SA has great potential to begin to address the deficit in preventive measures and is an opportunity to develop a strategic, coordinated and integrated public health agency, underpinned by an evidence-based social determinants and equity framework. It will also provide the vehicle to synthesise evidence-based policy such as:

- the Public Health Association of Australia and Australian Health Promotion Association’s recently released Joint Policy Statement on Health Promotion and Illness Prevention. The policy statement was developed in consultation with experts in health promotion and public health policy and planning and is based on the latest national and international evidence available [https://www.phaa.net.au/documents/item/2880](https://www.phaa.net.au/documents/item/2880)
- the Global Charter for the Public’s Health, which identifies the three fundamental services as protection, prevention, and health promotion, and four specific enablers as good governance, accurate information, capacity building, and advocacy [https://www.phaa.net.au/documents/item/2880](https://www.phaa.net.au/documents/item/2880)
- Tipping the scales: Australian Obesity consensus
- The SA Tobacco Control Strategy
- Australia’s National Alcohol Strategy
- Australia: The Healthiest Country by 2020

**Priority Focus Areas:** PHAA supports Wellbeing SA’s priority focus areas. We also note that a number of key modifiable risk factors contribute significantly to the burden of disease and require emphasis in future plans (including tobacco and overweight and obesity).
**Community Participation:** PHAA supports a culture of collaboration and community empowerment in all processes particularly in areas related to Aboriginal and Torres Strait islander communities.

**Bold & innovative partnerships:** PHAA agrees that wellbeing should be embedded across all government policies and across the health system. In particular we would like to see an increased partnership with NGOs in the community services sector, who see some of South Australia’s most vulnerable populations. Furthermore, we strongly recommend an expert *Public Health and Health Promotion Strategic Advisory Committee*.

**Evidence based action:** PHAA is pleased to see a strong emphasis on evidence-based practice. We strongly encourage the SA Government to establish a clear evaluation framework for all Wellbeing SA programs and strategies. Evaluation is an important investment and should be accounted for in the budget (min 10%) during the planning phase for any initiatives to be implemented.

**Sustainable and Ethical Investment:** PHAA acknowledges that there are some areas of prevention in South Australia that are performing well, notably tobacco control and that these do not require remodelling. We strongly support further investment in prevention and the development of a sustainable, skilled workforce.

PHAA is pleased to see a commitment to investment in prevention and health promotion. We appreciate this and welcome any future opportunities to continue to be involved in consultation regarding Wellbeing SA strategy and programs. Please don’t hesitate to contact us to discuss.

Sincerely,

Kate Kameniar  
President, Public Health Association of Australia SA Branch  
P: 0431 976 104 | sapres@phaa.net.au